

# EZ❖TRAC™ LEAD RETRIEVAL



INCREASE YOUR ROI WITH EZ❖TRAC LEAD RETRIEVAL  
OPTIONS INCLUDE A MOBILE APP & 4 SCANNER SYSTEMS

## EZ❖TRAC-iLEADS™ LEAD APP

- DOWNLOAD THE iLEADS APP ON YOUR IPHONE, IPAD, IPOD TOUCH, OR ANDROID PHONE
- SIMPLY SCAN THE ATTENDEE'S BADGE OR ENTER THE ID NUMBER
- YOU CAN ALSO ENTER QUALIFIERS, NOTES, AND SURVEY RESPONSES FOR EACH ATTENDEE
- CUSTOMIZE YOUR OWN QUALIFER QUESTIONS
- LEADS ARE UPLOADED TO A WEB-BASED REPORTING SITE FOR YOU TO DOWNLOAD
- AVAILABLE PRE-INSTALLED ON AN IPOD TOUCH RENTAL UNIT
- AVAILABLE PRE-INSTALLED ON AN IPAD MINI RENTAL UNIT



## EZ❖TRAC-IIIm™ HANDHELD 2-D BAR CODE SCANNER SYSTEM

*MUST ORDER PRIOR TO SEPTEMBER 16<sup>TH</sup> TO ENSURE AVAILABILITY*

- NO ELECTRICITY REQUIRED – BATTERY OPERATED
- ONE-BUTTON OPERATION WITH FULL-COLOR TOUCH-SCREEN MENU
- LEADS ARE DISPLAYED ON THE SCREEN FOR YOUR VERIFICATION
- UNIT AUTOMATICALLY SENDS YOUR LEADS TO A WEB-BASED REPORTING SITE VIA GPRS CAPABILITIES FOR YOU TO DOWNLOAD AT ANY TIME IN A VARIETY OF FORMATS
- LEADS ARE ALSO STORED ON INTERNAL MEMORY
- 20 STANDARD LEAD QUALIFICATION RESPONSES ARE PRE-PROGRAMMED, CUSTOMIZATION IS ALSO AVAILABLE
- WIRELESS BLUETOOTH THERMAL PRINTER AVAILABLE



# **EZ❖TRAC-II™ 2-D BAR CODE SCANNER SYSTEM**

***MUST ORDER PRIOR TO SEPTEMBER 16<sup>TH</sup> TO ENSURE AVAILABILITY***

- INTEGRATED UNIT OFFERING AN EASY TO USE LASER “GUN” SCANNER FOR POINT-AND-SHOOT SCANNING
- THERMAL PRINTER PRODUCES INSTANT RECORD OF ATTENDEE’S INFORMATION, ALONG WITH ANY QUALIFYING INFORMATION YOU ENTER
- ALL LEADS IMMEDIATELY WRITTEN TO A USB FLASH DRIVE THAT YOU TAKE WITH YOU
- STANDARD 120V ELECTRICAL OUTLET REQUIRED
- INCLUDES 1 ROLL OF PAPER – ADDITIONAL ROLLS AVAILABLE
- YOU CAN CUSTOMIZE UP TO 20 LEAD QUALIFIER QUESTIONS (SEE ORDER FORM)



## **FOR EZ❖TRAC-II™ & IIIm™ 2-D SCANNER SYSTEM USERS**



**Your units are pre-programmed with 20 standard lead qualification codes (see list below). If you wish to order custom programmed lead qualifiers at an additional cost of \$40, please provide your qualifiers on the form below.**



### **STANDARD LEAD QUALIFICATION CODES FOR EZ❖TRAC-II™ & IIIm™**

- |                             |                            |                               |
|-----------------------------|----------------------------|-------------------------------|
| 1. Send Literature          | 2. Send Samples            | 3. Send Pricing               |
| 4. Add to Mailing List      | 5. Technical Info Required | 6. Detail Specs Required      |
| 7. Provide Quote            | 8. Product Demo Required   | 9. Immediate Contact Required |
| 10. Have Salesperson Call   | 11. Recommends             | 12. Final Say                 |
| 13. Makes Purchase Decision | 14. Partial Interest       | 15. Purchase in 30 days       |
| 16. Purchase in 3 months    | 17. Purchase in 6 months   | 18. Ready to Purchase         |
| 19. Immediate Need          | 20. Order Placed at Show   |                               |

**AOPA 2019 - EXHIBITING COMPANY:** \_\_\_\_\_

1. _____	11. _____
2. _____	12. _____
3. _____	13. _____
4. _____	14. _____
5. _____	15. _____
6. _____	16. _____
7. _____	17. _____
8. _____	18. _____
9. _____	19. _____
10. _____	20. _____

# EZ❖TRAC™ LEAD RETRIEVAL ORDER FORM



PLEASE FILL OUT ALL INFORMATION COMPLETELY - TYPE OR PRINT - PAYMENT MUST ACCOMPANY ORDER

COMPANY: \_\_\_\_\_ BOOTH #: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ ORDERED BY: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ON-SITE REP: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

SERVICES AVAILABLE (Discounts available for 5+ units - please contact us)	QUANTITY	UNIT COST	TOTAL
<b><u>EZ❖TRAC-iLEADS™ LEAD APP</u></b>			
EZ❖TRAC-iLEADS™ LEAD APP (Mobile app for iPhone, iPad, iPod Touch or Android devices, leads downloadable from secure website).	<input type="checkbox"/>	license for 1 device - \$ 199.00	
	<input type="checkbox"/>	license for 2 devices - \$ 299.00	
	<input type="checkbox"/>	license for 3 devices - \$ 389.00	
	<input type="checkbox"/>	unlimited licenses - \$ 949.00	\$ _____
<b><u>EZ❖TRAC-MOBILE™ IPOD or IPAD MINI WITH LEAD APP</u></b>			
EZ❖TRAC-iLEADS™ MOBILE - LEAD APP W/IPOD TOUCH RENTAL	_____	\$ 279.00	\$ _____
EZ❖TRAC-iLEADS™ MOBILE - LEAD APP W/IPAD MINI RENTAL (Mobile app pre-installed on iPod Touch or iPad Mini - leads downloadable from secure website)	_____	\$ 299.00	\$ _____
<b><u>EZ❖TRAC-II™ BAR CODE SCANNER SYSTEM</u></b>			
EZ❖TRAC-II™ 2-D BAR CODE SCANNER SYSTEM (One scanner for entire show, leads are sent to a secure website during the show and are downloadable at your convenience).	_____	\$ 299.00	\$ _____
BLUETOOTH THERMAL PRINTER FOR EZ❖TRAC-II™ (Wireless thermal printer - 15' range from scanner, includes 1 roll of paper).	_____	\$ 99.00	\$ _____
CUSTOMIZATION OF UP TO 20 LEAD QUALIFIERS (Please use form on previous page to submit your qualifiers).	_____	\$ 40.00	\$ _____
EXTRA PRINTER PAPER (per roll)	_____	\$ 4.00	\$ _____
<b><u>EZ❖TRAC-II™ BAR CODE SCANNER SYSTEM</u></b>			
EZ❖TRAC-II™ 2-D BAR CODE SCANNER SYSTEM (One unit for entire show, leads print on thermal paper and write to USB flash drive automatically - includes 1 roll of paper)	_____	\$ 299.00	\$ _____
CUSTOMIZATION OF UP TO 20 LEAD QUALIFIERS (Please use form on previous page to submit your qualifiers).	_____	\$ 40.00	\$ _____
EXTRA PRINTER PAPER (per roll)	_____	\$ 4.00	\$ _____

**SAVE! Order by August 23rd and deduct \$29!**

TOTAL COST: \$ \_\_\_\_\_

**METHOD OF PAYMENT:**  DISCOVER  AMERICAN EXPRESS  MasterCard  VISA  CHECK

CARD NUMBER: \_\_\_\_\_ EXP DATE: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

PRINT NAME AS IT APPEARS ON CARD

SIGNATURE OF CARDHOLDER

**SEND TO:** ExpoTrac Registration Services, 1296 Park East Drive, Woonsocket, RI 02895

Fax: (401) 765-6677 Email: [eztrac@expotracs.com](mailto:eztrac@expotracs.com) Federal ID #: 05-0436117

Please contact us with questions or inquiries on volume discounts: (401) 766-4142

Please review the terms & conditions as your order indicates acceptance of these terms.

## TERMS AND CONDITIONS

1. ExpoTrac agrees to perform lead retrieval / data collection services to the customer for the agreed upon fee, as listed on the front of this agreement. The service will include use of a bar code scanner (except for the EZ-Trac-iLeads option) and the processing of the collected information.
2. The method of payment shall be in United States dollars, and must be submitted with the order for service. ExpoTrac will accept for payment the following: Checks drawn on banks in the United States of America; Certified checks or money orders; valid American Express, Discover, MasterCard, or Visa charge cards. Except as provided in Paragraph 4 below, any payments to ExpoTrac will not be refunded for any reason. ExpoTrac reserves the right to hold all collected data until the fee for services is paid in full.
3. ExpoTrac will furnish the equipment to the customer in good working order, and the customer agrees to return the equipment to ExpoTrac in the same condition received excepting normal wear and tear. The customer agrees to the immediate payment, upon demand by ExpoTrac, for all damages or loss to ExpoTrac's equipment, except such as may result from the normal operation thereof. The customer acknowledges and understands that the total replacement of each EZ-Trac II bar code scanner will be \$2,500<sub>USD</sub>, the total replacement of each EZ-Trac II m bar code scanner will be \$3,500<sub>USD</sub>, the total replacement of each EZ-Trac-iLeads iPad Mini unit will be \$800<sub>USD</sub>, and the total replacement of each EZ-Trac-iLeads iPod Touch unit will be \$500<sub>USD</sub>. The customer agrees to the processing of payment for lost scanners on the credit card shown on the front of this agreement; or if payment is made by check, to the immediate payment for the loss.
4. ExpoTrac will use all reasonable care in handling the information collected by the scanner, however, ExpoTrac SHALL NOT BE LIABLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING FROM THE LOSS OF SUCH INFORMATION, FOR ANY REASON, ARISING FROM OR RELATED TO EXPOTRAC'S EQUIPMENT. EXPOTRAC'S SOLE LIABILITY FOR DAMAGE FOR ANY CAUSE WHATSOEVER SHALL BE LIMITED TO THE TOTAL FEE PAID FOR THE SERVICES PROVIDED BY EXPOTRAC.
5. Customer agrees to return all equipment to ExpoTrac's service desk at the conclusion of the show, and obtain a written receipt for the equipment. Equipment left in the exhibit area, lost, or stolen is the responsibility of the customer, pursuant to Paragraph 3. Customer acknowledges that they are responsible to obtain all equipment at the ExpoTrac service desk located in the registration area, equipment **will not** be delivered to the customer's booth.
6. It is agreed that the governing law pertaining to this contract will be the laws of the State of Rhode Island and the United States of America.
7. Customer agrees that it is purchasing the data collection service for its own use, and that it will not resell for any reason the information or output generated by this service. The customer will be held liable for any incidental damages caused by the resale or improper use of this information.