

Lead Retrieval Products

from the industry leader

Maximize *your* sales opportunities with powerful lead retrieval products



CompuLEAD Desktop II® ▶

- Reads attendee badges with simple drop and record design
- Automatic lead printout
- Leads contain full contact information
- Complete with unlimited lead report paper
- Complete with 10 standard lead qualifiers
- Create custom lead qualifiers or surveys (*addl. charges apply*)
- Electronic leads included
- Compact footprint: only 10.25" W x 7.875" D x 3.75" H

BuyerConnect
FOLLOW-UP SERVICES
Included **FREE** with all orders!



◀ CompuLEAD Desktop Pro®

- Electronic copy of leads automatically transferred to your PC
- Edit your prospect's contact information as you scan the badge
- View, edit, or sort your entire prospect list at any time
- Add unlimited notes to your prospect's record
- Create extensive product lists and unlimited survey questions
- Create unlimited lead qualifying descriptions
- Export sales leads to external memory as often as you like
- LEADlink Plus! Lead management software included
- CompuLEAD Desktop II included for badge scanning

Computer not included in rental

CompuLEAD Mobile® ▶

- Reads attendee badges without removing badge from holder
- Capture leads anywhere with lightweight handheld device
- Leads contain full contact information
- No electricity required – save money on electrical drops
- Complete with 10 standard qualifiers
- Create custom lead qualifiers or surveys (*addl. charges apply*)
- Leads provided electronically (*daily or following show*)
- Compact: only 1.6" H x 4.5" L x 1.8" W



4 Easy Ways to Order

online	www.compusystems.com/order
fax	708.344.4444
mail	CompuSystems, Inc., P.O. Box 604, Brookfield, IL 60513
phone	708.786.5565 or TOLL-FREE 866.600.LEAD (U.S. only)



Make the most of your show experience!

- Capture Sales Leads Quickly & Effectively
- Develop High Quality Sales Leads
- Turn Qualified Leads Into Sales

Just select the CompuLEAD product that best fits your needs:



FEATURING THE LATEST DATA COLLECTION & MANAGEMENT TECHNOLOGY!

Enhance your show investment with any of these available options*:

- Custom Lead Qualifiers and Surveys
- Product Delivery & Pick-up Service
- Sales Lead Follow-up Services
- External Keyboard for Electronic Note-taking (for CompuLEAD Desktop II and Desktop Pro only)

Features & Options	CompuLEAD Desktop II	CompuLEAD Desktop Pro	CompuLEAD Mobile
Automatic lead printout	♦	OPTIONAL	
Ten standard lead qualifiers	♦	♦	♦
Custom lead qualifiers	OPTIONAL	♦	OPTIONAL
Leads contain visitor demographics	♦		♦
Receive leads in electronic format	♦	♦	♦
Access electronic copy of leads any time	♦	♦	
Print extra copies of your leads any time	♦		
Wireless, cord-free unit that does not require electricity			♦
Light-weight unit that fits in the palm of your hand			♦
Electronic copy of leads automatically transferred to your PC		♦	
Edit prospects contact information as you scan badge		♦	
View, edit and sort entire prospect list at any time		♦	
Add electronic notes to records	OPTIONAL	♦	♦
Create extensive product lists with up to 3 levels of organization		♦	
Create custom survey questions	OPTIONAL	♦	
Free technical support - Pre-show, onsite, and post-show		♦	♦

Computer not included in rental of CompuLEAD Desktop Pro

All orders include FREE BuyerConnect services:

- View and print leads from online listing
- Create lead analysis reports
- Formatting for mailing labels (Avery)
- Send broadcast html e-mails to all your leads

For detailed product specifications, visit our web site:

www.compusystems.com/exhibitorinfo



LEADING THE TRADE SHOW
INDUSTRY SINCE 1976

COMPUSYSTEMS, INC.

2805 South 25th Avenue
Broadview, IL 60155
Phone: 708.786.5565 Fax: 708.344.4444

E-mail: compulead@compusystems.com
www.compusystems.com

*Additional charges may apply – see your show order form.
Product information subject to change without notice.

BuyerConnect

Post-Show Promotional Services



STAYCONNECTED WITH ATTENDEES AFTER THE EVENT

CompuSystems offers premier post show follow up services for exhibitors *and* attendees. After the event, exhibitors and attendees have online access to their personal list of booth contacts.



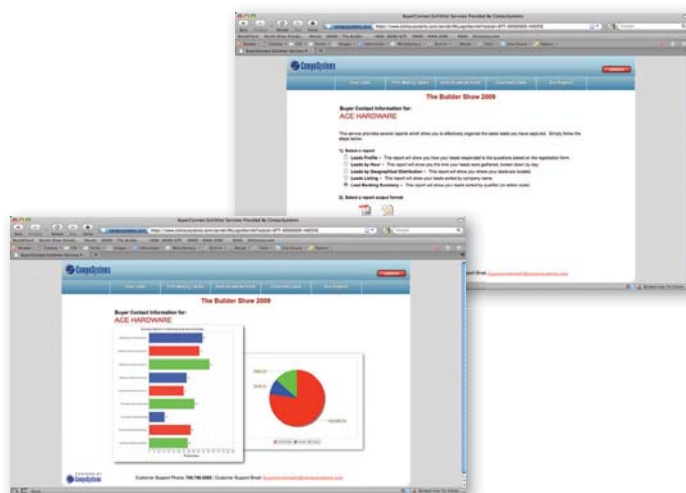
Exhibitors Can:

- Easily keep track of the attendees who stopped by their booth
- View and print their leads
- Send broadcast e-mails to their list of leads
- Print mailing labels from their list of leads
- Create reports based on the following criteria:
 - Leads Ranking
 - Leads Profile
 - Leads by Hour
 - Leads by Geographical Distribution

80% of the leads taken at trade shows by exhibitors are **NEVER** followed up on, according to industry studies. BuyerConnect combats this problem!

Attendees Can:

- Easily keep track of the exhibits they visited
- View and download company information for the exhibitors they visited
- Send individual e-mails to exhibitor contacts
- Follow up when and how they want



It's never been so simple! After the show, both exhibitors and attendees will receive a personal **BuyerConnect** email inviting them to view their contacts and take advantage of a powerful suite of post show follow up services.



LEAD RETRIEVAL ORDER FORM

International Baking Industry Exposition
 September 26-29, 2010
 Las Vegas Convention Center, Las Vegas, NV

ORDER ONLINE TO RECEIVE IMMEDIATE CONFIRMATION
WWW.COMPUSYSTEMS.COM/ORDER

FOR ASSISTANCE: U.S. CALL TOLL-FREE 866.600.LEAD (5323)
OR OUTSIDE THE U.S. +1 708.786.5565

MAIL ORDERS TO: COMPUSYSTEMS, INC., P.O. BOX 604,
BROOKFIELD, IL 60513, USA

FAX CREDIT CARD ORDERS TO: 708.344.4444
 Confirmation will be sent 5-7 days after your order has been processed.

NO REFUNDS AFTER 09/13/10

1 EXHIBITOR INFORMATION

Contact Name/Title _____ Booth # (Required) _____

Company Name _____

Address _____

City _____ State _____ Zip Code _____ Country _____

Phone _____ Fax _____

E-mail _____ Onsite Cell Phone _____

Alternate E-mail (To receive leads post-show) _____

BuyerConnect Follow-Up Services Included FREE with all orders!

- View, print, and download your leads
- Send a broadcast follow-up email to your lead list – HTML or plain text
- Print mailing labels
- Create reports based on the following criteria:
 - Leads Profile - How your leads responded to registration questions
 - Leads by Hour – The time your leads were gathered broken down by day
 - Leads by Geographical Distribution – Where your leads are located
 - Leads Listing – Your leads sorted by company name

2 COMPULEAD PRODUCTS

	EARLY BIRD Thru 08/16/10	ADVANCE Thru 09/20/10	ONSITE	NUMBER of Units	Cost
1 CompuLEAD Desktop II (Requires 110v AC Circuit)\$325 Includes electronic leads, printed leads and BuyerConnect post-show follow-up services	\$350	\$375	_____	_____	\$ _____ (01,103)
↳ External Keyboard for electronic note taking.....\$ 30	\$ 30	\$ 30	_____	_____	\$ _____ (03)
2 CompuLEAD Mobile (No Electricity Required).....\$400 Hand-held device. Includes electronic leads and BuyerConnect post-show follow-up services	\$425	\$450	_____	_____	\$ _____ (13)
3 CompuLEAD Desktop Pro (Requires 110v AC Circuit)\$425 PC-enabled desktop device with LEADlink Plus! software rental (one show only) Requires PC or laptop w/USB port and CD Rom drive. Includes electronic leads and BuyerConnect post-show follow-up services	\$450	\$475	_____	_____	\$ _____ (72)
Additional Services					
4 Custom Lead Qualifiers\$ 60 Customization must accompany order form	\$ 70	\$ 80	_____	_____	\$ _____ (05/18)
5 Custom Surveys\$ 85 For CompuLEAD Desktop II only – survey must accompany order form	\$ 95	\$105	_____	_____	\$ _____ (06)
6 Delivery, in-booth setup & training.....\$ 80	\$ 80	\$ 80	_____	_____	\$ _____ (08)

By completing the Lead Retrieval Order Form, you agree to be held liable for the return of the CompuLEAD unit. If the unit is not returned within 1 hour after the show closes a \$100 late fee will be charged to the credit card used for deposit. If the unit is not returned or returned damaged, a \$1500 replacement fee will be charged. If the unit is subsequently returned to CompuSystems, the fee may be reduced by CompuSystems. You, not CompuSystems or Show Management, are responsible for the proper use and safekeeping of each CompuLEAD unit rented.

TrafficMax
 (Attendee list rental)
 SEE SEPARATE PRICING GUIDE

\$ _____ Subtotal

\$ _____ Sales Tax (8.10%)

\$ _____ Grand Total

3 PAYMENT

- CHECK (payable in U.S. funds to: CompuSystems, Inc. If paying by check, it must accompany order form).*

Card Number _____ Expiration date _____ Cardholder Name _____ Cardholder Signature _____

*Credit card deposit required for all rentals. Card will not be charged unless unit is damaged or not returned on time.