



LEAD SCANNER ORDER FORM	Deadline for advance orders is Friday, August 31st, 2007
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Order Online: You can securely rent your scanner online https://www.customreg.com/leads and use code: APWA07	Mail or fax your order form to: APWA c/o Custom Registration Inc. 2020 E. Randol Mill Rd, Suite 307 Arlington, TX 76011	fax (817) 277-7616 Call us if you have any questions. phone (817) 277-7791 ext 223 Federal Tax ID# 75-2691030
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Please Type or Print Clearly

Company Name _____ **Contact** _____ **Booth Number** _____
Address _____
City _____ **State** _____ **Zip** _____
Phone _____ **Fax** _____ **email** _____
Onsite Contact _____ **email** _____

Scanner Options

Advance By 8/31/2007 / Onsite

- Handheld Scanner:**
 (includes: Battery Powered Wireless Handheld Scanner. Leads will be e-mailed to the address above) \$325 / \$375
- Handheld Scanner With Wireless Printer:**
 (includes: Handheld Scanner With Wireless. Leads will be e-mailed to the address above) \$425 / NA
- Speed Lead-PDF 417 Barcode Scanner System:**
 (includes: Laser Gun, Printer and Download unit with diskette for leads) \$200 / \$240

****You must coordinate your Electrical Requirements! –One (1) 115 Volt Outlet per Speedlead or Wireless Printer ****

Additional Services

- Personalized Action Codes:** \$60 / \$90
 Allows you to attach your specific qualifiers, products, or services to a prospect's sales information.
****Please attach a list of your sales qualifiers only if you purchase this service.**
- Delivery and Set-up: Date: _____ Time: _____** \$55 / NA
****Please complete only if you purchase the delivery option.**
If not, you may pick up the unit at the service desk.
- CD-ROM or USB Jump Drive with your leads:** \$50 / NA

All equipment must be returned at the end of the show to avoid additional charges as stated in the terms and conditions below.

Total \$ _____

Accepted Methods of Payment (Send payment to: Custom Registration, Inc. at the address listed above)

() Check () Visa () American Express () MasterCard **Total \$** _____

Account # _____ **Exp. Date** _____

Name on Card _____ **Signature** _____

TERMS AND CONDITIONS

1. Custom Registration agrees to provide the equipment and services listed in this agreement at the prices stated.
2. Custom Registration shall not be liable for any incidental or consequential damages arising from the loss of information, for any reason, arising from or related to Custom Registration's equipment. Custom Registration's liability for damage for any cause whatsoever shall be limited to the total price for the goods and services provided by Custom Registration.
3. Customer hereby agrees to immediately pay Custom Registration for any damage to said equipment or any loss of said equipment. Loss of a PDF scanner, printer, or download unit requires a payment of \$2,500.00 from exhibitor to Custom Registration.
4. Custom Registration must receive cancellation requests at the address on this agreement at least one week prior to the opening of this event. Requests for cancellation that are received by this deadline will be refunded in an amount to 75% of the total price of the order. Cancellation requests or refunds will not be accepted after this deadline.
5. It is agreed that the governing law pertaining to this contract will be the law of the State of Texas.

A SIMPLE & EFFICIENT SALES LEAD TRACKING SYSTEM

Offered by

Custom Registration

The official lead retrieval and registration provider for
2007 APWA Congress & Expo.

PLACE YOUR ORDER NOW TO ENSURE AVAILABILITY!

The lead retrieval **Barcode Scanner System** is a compact device that allows you to scan a barcode on a prospective buyer's name badge, and automatically capture his or her name, company, address, including telephone and fax numbers, and email addresses, and sales qualifiers on paper, floppy disk, or optional jump drive.

With our Standard System Rental, you will receive a reader that:

- 1) Records the attendee information directly to a floppy disk, and
- 2) Produces a paper print out of the data.
- 3) You will also receive generic sales qualifying codes to effectively categorize your leads.

With our Handheld System Rental, you will receive a reader that:

- 1) Records the attendee information directly to the PDA. The leads will be e-mailed to the key-contact post show.
- 2) Does not produce a paper print out. Optional printer available.
- 3) Your unit will be programmed with generic sales qualifying codes to effectively categorize your leads.

Our Additional Services include:

PERSONALIZED ACTION CODES-are questions, services, or products that you would like to attach to an attendee. Qualifying codes are an excellent way to determine what action should be taken after the event. Some examples would be: HOT LEAD, SEND LITERATURE, Sales Rep. Bob Jones, or Product X Y & Z.

SYSTEM DELIVERY & SET UP: Just let us know the day and time that your representative will be available for us to deliver your scanner system to your booth.

CD OR JUMP DRIVE-get your leads on a CD ROM or jump drive.

Complete the order form included in the Exhibitor Service Kit and send to:

Custom Registration, Inc.
2020 E. Randol Mill Road, Suite 307
Arlington, TX 76011

to reserve your system TODAY!

If you have any questions about lead tracking services or need more information to make your decision, please feel free to give us a call at **817/277-7791 ext 223**. A representative will be glad to assist you.

We look forward to seeing you at the show!