

YOU CAN'T AFFORD TO MISS OUT ON COLLECTING LEADS!

Scan Badges | Download Your Leads | Follow-Up!



Click to see how exhibitors like you are using mobile phones to collect leads.

Top 5 Reasons Why Scanning Badges is Essential:

1. Generate REAL RETURN on your booth investment.
2. Empower your sales staff to pursue revenue (and be accountable!).
3. Ask qualified visitors to exchange information- not just take your freebies.
4. Shorten your sales cycle – with accurate data and planned follow-up.
5. “It was a great show” is NO LONGER AN ACCEPTABLE RESULT.

Maximize your ROI.

Order a scanning device to collect leads.

Besides, ITN International makes it EASY!

Featuring... BCARD™ Reader

Tablet BCARD™ Reader (iPad/Win7)



- All leads are networked
- Leads are communicated to BCARD Portal in real-time
- Custom surveys that can be unique if multiple devices are deployed
- All leads can be recalled and edited on individual device(s)
- Reporting functionality complete with a dashboard
- Booth manager will have access to ALL data collected in their booth
- Devices can be deployed in a self-serve kiosk module
- Virtual keyboard for note taking and updating attendee information
- The option to use your own tablet

Mobile BCARD™ Reader for Smartphone



- Read 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 standard qualifiers and notes
- Custom lead qualifiers or survey included
- Leads provided electronically online (available real-time)
- Virtual QWERTY keyboard note taking and updating attendee information

Mobile BCARD™ Reader



- A wireless, battery powered mobile phone with custom survey capabilities and an integrated BCARD Reader
- Customize your questions
- Create an electronic lead file
- Download from our secure website in REAL-TIME 24/7
- Use today's latest technology: NFC
- Cool Ad-Ons:
 - Visitor Tracking
 - Gift Card Functionality
 - Instant Winner Drawings
 - Smartposter Messaging
 - Voting, Surveys, Qualification
 - Manage Giveaways

Questions? Call +1.801.676.7933 | Fax +1.801.406.0040 | exhibitors@itn-international.com

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1. Order online! [BCARD Store \[Show Code: PITMCO12\]](#)
2. Show Code: PITMCO12
3. Or fax to +1.801.406.0040
4. Questions? exhibitors@itn-international.com or +1.801.676.7933

- All devices must be picked up at our Service Desk on-site unless delivery service is ordered. No refunds for units not picked up/not used.
- Orders placed after Pre-Show Deadlines are subject to availability.
- Cancellation or changes are subject to a \$50.00 processing fee.
- For units damaged or not returned, a maximum fee of \$1200.00 will be charged.

Lead Management Solutions

Touch 'N Go Solutions	Early <i>(By Jan 26th, 2012)</i>	Pre-Show <i>(By Feb 23rd, 2012)</i>	On-Site <i>(After Feb 23rd, 2012)</i>	Qty	Cost
• Mobile BCARD™ Reader					
○ Standard	\$315	\$350	\$425	___	\$ _____
○ Smartphone*	\$390	\$425	\$500	___	\$ _____
• PC BCARD™ Reader	\$315	\$350	\$425	___	\$ _____
• Tablet BCARD™ Reader (iPad/Win7)*					
○ License and reader only (exhibitor provides own iPad/Tablet)	\$415	\$450	\$525	___	\$ _____
○ Complete with iPad/Tablet	\$465	\$500	\$575	___	\$ _____

Bundle Options

• 1 Standard Mobile BCARD™ Reader + 1 printer	\$395	\$455	\$545	___	\$ _____
• 3 Standard Mobile BCARD™ Readers + 3 customizations + 1 printer	\$1075	\$1190	\$1540	___	\$ _____
• 7 Standard Mobile BCARD™ Readers + 7 customizations + 2 printers	\$2205	\$2440	\$3150	___	\$ _____
• 8+ Mobile BCARD™ Readers					**Please contact us to discuss pricing**

Additional Options

• Wireless Printer (compatible with mobile device only)	\$100	\$125	\$150	___	\$ _____
• Replacement Coverage	\$75	\$75	\$75	___	\$ _____
• Questionnaire Customization**	\$50	\$50	\$95	___	\$ _____
• Booth Delivery and Pick-Up Service	\$100	\$100	\$100	___	\$ _____
• Email Follow-Up Service	\$200	\$200	\$200	___	\$ _____
					Total \$ _____

* Limited availability. Order early to ensure desired solution.

** You must submit your questionnaire online (customization fee PER unit). A link will be provided in your order confirmation email.

Exhibiting Company Information

Company Name _____
Booth _____
On-Site Contact _____
Title _____
Email (for leads) _____
Mobile Phone _____
Include County Code

Payment Information

Company Name Same _____
Contact Person Same _____
Billing Address _____
City _____ State _____
Zip/Post Code _____ Country _____
Office Tel _____
Include Country Code
Email (for receipt) _____

Check *(Payable to ITN International, Inc. in US \$) Check must accompany Order Form.
Mail to ITN International: 9696 South 500 West, Sandy UT 84070 USA*

Credit/Debit Card
 Visa MasterCard American Express
Card Number _____
Exp. _____ Credit Card Security Code / CCID _____
Cardholder Name _____

Bank Transfer (Must include a \$25.00 Additional Transfer Fee.)

By placing this order, you accept the ITN Terms and Conditions.

Signature:

Mobile BCARD™ Reader

Standard



Smartphone



Mobile BCARD™ Reader

- NFC enabled phones which read data stored on a NFC badge credential (BCARD).
- Efficient and quick Touch 'n Go technology.
- Read attendee badges without removing badge from holder.
- Download from our secure website in REAL-TIME, 24/7.
- Capture leads anywhere, anytime throughout the event.
- Leads contain full contact information.
- No electricity required - save money on electrical drops.
- Capability to create a custom survey questionnaire and add notes.

Additional Smartphone Features:

- Custom lead qualifiers or survey INCLUDED.
- Virtual QWERTY keyboard note taking and updating attendee information.
- Large touch screen for easy visibility

NOTE: Lead data is always stored on the non-volatile memory of the device and can be accessed by ITN when cellular signals are not available. Actual device may vary.

BCARD™ Reader for iPad/ Tablet



- Tablet with attached BCARD Reader.
- All leads are networked.
- Leads are communicated to BCARD Portal in real-time.
- Custom surveys that can be unique if multiple devices are deployed.
- All leads can be recalled and edited on individual device(s).
- Reporting functionality complete with a dashboard.
- Booth manager will have access to ALL data collected in their booth.
- Devices can be deployed in a self-serve kiosk module.
- Virtual keyboard for note taking and updating attendee information.
- ITN stores rented tablet(s) overnight for security and charging purposes. Exhibitor must return to service desk each day.
- The option to use your own Tablet.

PC BCARD™ Reader



- Easy-to-use software application that includes a NFC badge reader that connects to your PC computer via USB.
- Simple to configure.
- Allows you to build a custom electronic lead form quickly on-site. 8 questions are available, each with a maximum of 14 answers.
- Easily enter notes, sales reps, products, and follow-up action items.
- PC BCARD Reader for is compatible with Windows 2000, XP, Vista*, Win7* (administrator login required for successful install). PC not included. When Vista or Win7 installation is not possible, PC BCARD Reader will be substituted with a Mobile BCARD Reader device.

Additional Options



Wireless Printer

- Print complete contact details and survey information from the Mobile BCARD Reader device.
- Provides a quick way to write down notes about your leads.
- Connect up to six Mobile BCARD Reader devices to each wireless printer.
- Additional paper rolls included at no cost.

Questionnaire Customization

- Get the most out of your leads by creating a custom survey questionnaire.
- Self-service link will fill out and edit your questionnaire online.
- Up to 10 custom questions each with up to 10 answers.
- Pre-loaded on to your device at the Lead Desk.
- *Your customization must be submitted online at least 1 day prior to the event starts. Certain restrictions may apply.*

Email Follow-up Service

- Save costs on printed literature.
- Become more eco-friendly.
- Post-show follow-up service delivers a customizable, personalized HTML (or plain text) email message to the list you generate at your booth using our device(s).
- May contain file attachments, images, and embedded URL's driving prospects to your website.
- ITN will provide several templates to choose from and will modify the selected to match your specifications.
- Sent within 48 hours of show close.
- Delivery report included.
- If you would like to further customize your email or discuss real-time follow-up, please contact ITN to get a pricing quote and start the discussion.

Booth Delivery and Pick-Up Service

- Save time by having one of our staff deliver and pick-up your lead retrieval system directly to and from your booth.
- ITN will arrange a time for drop off and provide a tutorial of how to use your device.
- Pickup will be within one hour of show close.
- *If no prior arrangements are made, we will attempt to deliver the device(s) beginning a day before the event opens and will do so up to one hour prior to the expo hall opening. Please be available at your booth one hour after the show floor closes to ensure an ITN Staff Member is able to pick up your device.*

Replacement Coverage

- Protect against liability from theft or accidental damage to an ITN device.
- *Must report loss or damage to the Exhibitor Services Desk before show close. To honor our policy for lost/stolen units, a police/security report must be forwarded to the assigned ITN representative. Contact us for details.*

All equipment provided by ITN International, Inc. is subject to the following Terms and Conditions:

1) Orders and Deadlines

- a) All orders placed before the Pre-Show deadline must be paid-in-full at least 7 business days prior to show date.
- b) Orders after the Pre-Show deadline must be paid-in-full upon order.
- c) All orders submitted after Pre-Show deadline (including on-site orders) are subject to availability.

2) Payment Terms and Cancellations

- a) Orders with open balances 7 business days before show open will be cancelled. Orders can be re-processed for a \$25.00 fee if payment is received within 7 days prior to show open. In such cases, device configuration may be delayed.
- b) Such cancelled orders are subject to on-site pricing if re-order is handled on-site. In such cases, device configuration may be delayed.
- c) If payment received is different from published prices, ITN International will adjust payment amount to the price on Order Form or BCARD Store.
- d) All order revisions placed after the Pre-Show deadline are subject to a \$25.00 processing fee.
- e) No refunds after Pre-Show deadline.
- f) Devices/solutions that are unused or not picked up are not refundable.
- g) If your devices/solution is not functioning properly, immediately escalate your issue to the Lead Retrieval Service Desk. A refund or replacement device will not be supplied if the issue is not escalated to an on-site ITN Representative in a timely manner.

3) On-Site Services and Terms

- a) To ensure a smooth on-site experience, please visit the Lead Retrieval Service Desk to pick-up your solution/device one day prior to show-open.
- b) Orders placed on-site may require up to an hour of processing time and it is highly recommended that orders be placed well in advance of the show.
- c) On-site modification(s) or new customization(s) to Mobile and PC BCARD Reader devices are subject to a \$25.00/device processing fee, subject to technician availability.
- d) Companies renting or utilizing ITN International products/services agree to comply with any and all Terms of Usage set by Show Management and/or ITN International, Inc. Should Terms of Usage be violated by any party, ITN will be held harmless and reserves the right to terminate services without issuing a refund or compensating parties involved. Further, such violation may result in the non-delivery of leads/scans/data files.

4) Exhibitor Terms of Usage

- a) If any ITN device/solution is misplaced, stolen, or damaged while in the exhibitor's care, the exhibitor shall be responsible for repair costs or a
- b) For a misplaced, stolen, or damaged Smartphone or iPad/Tablet BCARD Reader, the exhibitor shall be responsible for a \$1,200.00 replacement fee. For a misplaced, stolen, or damaged standard Mobile or PC BCARD Reader, the exhibitor shall be responsible for a \$750.00 replacement fee. For a misplaced, stolen, or damaged power supply, the exhibitor shall be responsible for a \$25.00 replacement fee; for a wireless printer, the exhibitor shall be responsible for a \$650.00 replacement fee; and for a wireless keyboard, the exhibitor shall be responsible for a \$300.00 replacement fee. If replacement coverage is purchased, ITN will waive replacement fees.
- c) Replacement Coverage Rules:
 - i) The coverage protects the exhibitor from liability of theft or accidental damage to an ITN unit. Exhibitor must report loss or damage to ITN Lead Retrieval Service Desk promptly. To honor coverage policy for units believed to be stolen, exhibitor must file a police/security report and forward a copy to the assigned ITN representative.
 - ii) If any ITN equipment is not returned to Lead Retrieval Service Desk within one hour after show close, it is the responsibility of the exhibitor to return the equipment to ITN at the exhibitor's expense. If any loss of lead information results because equipment was not returned properly, ITN shall be held harmless for any loss of lead information and/or data.

5) Limitation of Liability

- a) ITN International does not guarantee any level of Return on Investment related to the use of ITN products/services. ITN provides a convenience service that uploads data to a secure website via ITN's mobile cellular network for password protected access by exhibitors. ITN does not guarantee that connectivity will be active at all times. Upon receiving notification of your login information, we recommend that you login to The BCARD Portal site to verify that your data is available. We also recommend that you bring your device(s) to the ITN Lead Retrieval Service Desk each day after show hours so we may export the local data from your device(s). ITN is not responsible for your leads or data if you do not return the device(s) to our Service Desk for any reason (i.e. lost or stolen device), or if you do not notify ITN that your data is not available at our online site.
- b) ITN International shall not be held liable for any unforeseen happenings (i.e. Acts of God, union labor strikes, building or grounds damage, loss of power, travel or work stoppages) that may cause the show to be cancelled or postponed. In any such event, the obligations of ITN International, Inc. for services not rendered shall be terminated and ITN International, Inc. shall be entitled to all payments received.

6) Data Privacy

The lead gathering devices ("Devices") you have rented for this event allow you to collect business card information stored in a contact-less smart card, called BCARD, issued to each registrant. The ITN lead gathering device you are provided with has a short range contact-less smart card reader and software with a secured encrypted key that unlocks the content on the attendee's BCARD. ITN's devices are the only ones that can read the content of a BCARD, and you can only read a BCARD if you bring the reader or the card within 2 cm of each other. In essence, there is a voluntary exchange of information between a registrant and an exhibitor using ITN devices amounting to a traditional exchange of business cards.

You are hereby informed that when collecting information and personal data ("Personal Data") through these Devices, you will become data processors, as defined by the UK Data Protection Act 1998 and the Spanish Protection of Personal Data Act 1999 and applicable US Data Privacy laws, as amended. Accordingly you shall:

- a) Inform all visitors whose Personal Data is collected that such collection is taking place.
- b) Ensure that appropriate technical and organizational measures shall be taken against unauthorized or unlawful processing of such Personal Data and against accidental loss of, or damage to, the Personal Data.
- c) Make proper use of the Personal Data and not distribute any part of the Personal Data to anyone without the prior written consent of the visitors whose Personal Data has been collected.
- d) More generally, you shall abide by all the rules and regulations in force in collecting, storing and processing Personal Data.
- e) For the avoidance of any doubt, neither ITN nor the Event Organizer or its affiliates, nor any other party, shall be liable for any breach of the UK Data Protection Act 1998 and/or the Spanish Protection of Personal Data Act 1999 and/or applicable US data privacy laws in the collection and handling of Personal Data.

Your order and use of ITN International, Inc. products, services and equipment implies that you have read, understood and agreed to the Terms and Conditions stated herein.