



10801 Plantside Drive

Louisville, Kentucky 40299

Phone: 502.266.5101 Fax: 502.266.5102

iLeads

The Trade Show Lead Retrieval App

Capture your trade show leads right onto your mobile device!

Whether you use your own mobile device, or rent an iPod touch from us, capturing your attendee information has never been easier and will make your entire trade show investment pay off!

Instead of collecting business cards and entering information into your computer manually, the iLeads app uses a handheld mobile device and its camera to capture leads right to your device. Once on your phone, they are automatically uploaded to LeadsLightning via your cellular connection. Using LeadsLightning online, you will enjoy access to real time reporting and the ability to share your leads with your entire organization, all while you are still at the show.

FEATURES:

- Scans visitors badges and captures far more information than contained on a typical business card.
- Allows you to collect specific information you want to know about your prospects using on-screen prompts.
- Saves all your information to your personal account on LeadsLightning.

COMPATIBLE DEVICES:

- For Apple i-devices, iPhone 5 or greater, iPod Touch 5th Generation or greater, iPad 3 or greater, or iPad mini all versions.
- For Android devices, a minimum 8MP camera with autofocus feature, and Android OS 2.3.3 or higher).

**Reserve your iLeads license or
iPod touch from Genesis today!**




GENESIS
EXPOSITION SERVICES
10801 Plantside Drive
Louisville, Kentucky 40299
Phone: 502.266.5101 Fax: 502.266.5102

Ultra

The Trade Show Ultra BarCode Reader

*Capture your trade show leads
into new customers!*

Renting the Ultra to capture your leads is the one small expenditure that will make your entire trade show investment pay off!

The Ultra is a desktop, stand-alone Lead Retrieval terminal that automatically saves lead data without downloads or internet access. Leads are printed on the built-in printer and saved to a USB memory stick for easy transfer to your contact management software, spreadsheet or database application. These units have been used by well over a million exhibitors since their introduction.

FEATURES:

- An intuitive, easy-to-use lead capture device that captures far more information than contained on the typical business card.
- Instant paper print-out with every scan.
- Table-top unit that requires electricity.
- Easy-to-use, no PC required.
- Saves all your information to a USB memory stick that you can remove and take with you. No waiting in line to download your leads.
- Easy CRM upload. Leads can be easily imported into Act® and Microsoft Excel®, or your favorite spreadsheet or database applications.

All it costs you is one low rental fee. One of your smallest trade show expenditures could prove to be your most profitable!

Reserve your Ultra
from Genesis today!



Remit to:



10801 Plantside Drive, Louisville, Kentucky 40299
Telephone: 502.266.5101 Fax: 502.266.5102
Email: orders@gen-expo.com

MATS #79-2020 Lead Retrieval Rental Order Form

Discount Deadline Date: Wednesday, March 4, 2020

Cancellation: Cancellation *after* the deadline will be at 75% of prevailing rate.
Late Request: Requests after deadline will be filled as available.

General Information

Upon registering for the Trade Show, each attendee will be issued a printed paper badge that contains a bar-code, that they may present to the Exhibitor in lieu of a Business Card. By scanning the bar-code with one of the lead capture devices offered below, all demographic information about that attendee is retrieved. On the Ultra, this information is stored onto the unit's removal memory card. The file is stored as an ASCII comma delimited text file that can be downloaded into any contact management database, spreadsheet, or merge data file in any word processor. On the iLeads, the data is stored on your phone and then uploaded to the web automatically when the device has an internet connection, either cellular or wifi. Genesis will not be held responsible for loss of data due to equipment malfunction. In order to qualify the lead further, there are 15 standard questions that are pre-programmed (listed below). Or you may wish to order Alternate Question Programming to customize the information you retrieve. Alternate question programming is not necessary for the iLeads, as you are able to program your own questions.

Alternate questions programming will replace the pre-programmed questions on the Ultra BarCode Reader. All alternate questions are limited to 18 characters, and should be phrased as a yes or no question. Questions appear in groups of three on the display of the reader. Please keep this in mind when arranging your question list. Please type your alternate questions, as well as any of the pre-programmed questions you desire on a separate paper and include with this form. The following are the pre-programmed questions:

- | | | | | |
|-----------------------|-----------------------|-------------------|-----------------|---------------------|
| 1. Send Line Card | 4. Send Samples | 7. Immediate Need | 10. Distributor | 13. Does Purchasing |
| 2. Send Catalog | 5. Have Salesman Call | 8. Set Up Demo | 11. VAR | 14. Recommends |
| 3. Send Detailed Data | 6. Provide Quote | 9. End User | 12. OEM | 15. Final Say |

It is the exhibitor's responsibility to pickup the devices and return them to the service desk immediately after the close of the event. Readers will be available for pick up at your service desk during normal service set-up hours on day prior to the event opening. For an additional fee, Genesis will deliver the unit to your booth within the hour you specify, during normal set-up hours. To order delivery and pickup simply specify the hour to be delivered.

Electrical is required for the operation of the Ultra unit. Please be sure to order electrical service from the Electrical Service Contractor. A standard 120 Volt outlet is required. The unit uses approximately 28 Watts, for your calculation of your total electrical needs. Also, the iLeads app license requires the use of an exhibitors mobile device. See the iLeads brochure for a list of minimum requirements.

Order Information

QUANTITY	ITEM DESCRIPTION	ADVANCE RATE	STANDARD RATE	TOTAL COST
_____	(1901) iLeads app license (requires compatible device, not provided)	\$ 309.00 each	\$ 417.00 each	\$ _____
_____	(1902) 2-5 iLeads app licenses (requires compatible devices, not provided)	\$ 232.00 each	\$ 313.00 each	\$ _____
_____	(1904) 6 or more iLeads app licenses (requires compatible devices, not provided)	\$ 206.00 each	\$ 278.00 each	\$ _____
_____	(1905) iPod Touch Rental w/iLeads app license	\$ 438.00 each	\$ 591.00 each	\$ _____
_____	(1907) Ultra BarCode Reader Rental (requires electrical)	\$ 386.00 each	\$ 522.00 each	\$ _____
_____	(1909) Optional Alternate Question Programming (for Ultra only, nontaxable)	\$ 60.00	\$ 75.00	\$ _____
_____	Optional Delivery and Pickup Fee (nontaxable)	\$ 75.00	\$ 75.00	\$ _____

Please circle your requested delivery time: 10 AM 11 AM 12 PM 1 PM 2 PM 3 PM 4 PM
(1910) (1911) (1912) (1913) (1914) (1915) (1916)

Delivery will be attempted the day prior to show opening within the hour specified, and signature will be required. If no exhibitor personnel are present in the booth, the lead retrieval device will be returned to the service desk, for exhibitor pickup. No refund will be issued. Pick up of the lead retrieval device will be done immediately after the event closes.

*Please list contact name and email address of person that you would like license sent to: _____

iLeads app licenses will be emailed out the week prior to show opening.

Subtotal This Form: \$ _____

Copy this subtotal to the **Payment Authorization Form** where **6% SALES TAX** will be calculated.

Payment Policy: Advance Discount: To obtain the discount pricing, your order with full payment must be received by the deadline date published above. Any orders received before the deadline date without payment will be charged at the standard rates.

Yes, I have reviewed the Payment Policy and enclosed the Payment Form.
All orders are subject to the terms and conditions as outlined on the payment form.

Booth Number: _____

Company Name _____ Phone _____

Street Address _____ Fax _____

City / State / Zip _____ Print Name _____

Email _____ Signature _____ Date _____