

The ultimate in lead management

Exhibitors who've used ITN International's Touch 'N Go Solutions consistently rate them the best lead-management tools in the event industry. No other technology has proven to be as fast, friendly, reliable, or powerful. Watch a brief demo to see for yourself.



BCARD Reader™ on Tablet



- Touchscreen and native keyboard make lead qualification a breeze.
- Device can be set up for each badge read to automatically launch a Web application. Share your multimedia presentation, video or game with attendees on the tablet.
- All leads are stored in real time in our secure BCARD Portal.
- All leads are networked. Your exhibit manager has access to all data.
- All leads can be recalled and edited on individual devices.
- Device-specific questionnaires can be used when multiple tablets are used.
- Can be deployed in self-serve kiosks.

BCARD Reader™ on Smartphone



- All the speed and accuracy of BCARD-based lead management *plus* the ease a touchscreen.
- Qualify attendees though standard or customized questionnaires.
- Note taking is a snap with the onscreen keyboard.
- Each badge read is uploaded in real time to our secure BCARD Portal.
- Use the smartphone any time to browse your event database; recall individual records for updating; and produce dashboard-style summary reports on all data captured.
- After the event, it's easy to import your leads into your CRM. We can also assist you with follow-up.

BCARD Reader™ on Mobile Phone



- Simply touch an attendee's badge to the device and the attendee's contact and demographic data instantly appear on the display.
- You can further qualify the attendee though standard or customized questionnaires.
- All leads are stored in real time in our secure BCARD Portal.
- Capture leads anywhere, anytime—no electrical drop needed. You can accessorize your reader with a wireless keyboard and printer.
- Besides lead management, use BCARD™ Reader for attendee tracking, surveys, contests, incentives and mobile marketing campaigns.

NEW!

BCARD Reader™ App ▪ For iPhone ▪ For iPad ▪ For Android Smartphones and Tablets

Equip your own smartphone or tablet to read attendees' badges with a touch. Ask qualifying questions and save your data in real time on our secure BCARD Portal. Includes badge reader.

Questions? 1.801.676.7933 or exhibitors@itn-international.com

Our lead management solutions are universal • Contact us about using them at all your events

BCARD Reader™ for PC



- Easy-to-install software application that equips your PC to act as a lead-management device.
- Includes software and badge reader that connects to your PC computer via USB.
- Allows you to capture leads and store them on your PC.
- Whenever your PC is on line, a backup copy of all data is automatically created on our secure BCARD Portal.
- Allows you to build a customized lead-qualification form quickly on site. Eight questions are available, each with a maximum of 14 answers.
- Export of leads to your CRM is easy.
- Works with Windows 2000, XP, Vista and Windows 7. Administrator login is required for successful installation.

Accessories



Wireless Printer

- Allows you to print all the lead data you capture on mobile readers.
- Provides you a convenient way to take manual notes or distribute leads in hard copy during the event.
- Connect up to six readers to each printer via Bluetooth.

Services

Questionnaire Customization

- Allows you to ask each lead up to 10 questions with 10 possible answers each. (Some restrictions apply.)
- You create and submit the questionnaire on line (at least one day before the event). We preload it on your reader.

Automated Lead Email Follow-up

- Within 48 hours of the event's close, we'll send a personalized email to all your leads. It can include images, attachments and URLs.
- We will provide HTML email templates you can modify. We can also send emails in real time. (Additional charge will apply.)

Delivery & Pickup

- Our staff will deliver your lead management devices to your booth and provide a tutorial on their use.
- We'll also pick up the devices within an hour of the event's close.

Replacement Coverage

- Protect yourself against liability due to loss, damage or theft of any device.
- A police or security report must be filed for lost or stolen devices.

3 reasons lead management is a must

- If you don't capture detailed data about the prospect's needs, a lead is little more than a business card.
- If you don't enter leads immediately into your CRM, they'll end up in the pockets of your salespeople.
- If you don't fulfil leads quickly, they won't turn into sales. How will you justify the cost of exhibiting?

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DAC 2012 • June 4-6, 2012 • Moscone Center • San Francisco, CA

1. Order your lead management solutions. Online at www.itn-international.com/store. Show Code: DAC12.

	Early (By April 19)	Pre-Show (By May 17)	On-Site (After May 17)	Qty.	Cost
BCARD Reader™					
On mobile phone Includes all hardware and software needed	\$300	\$330	\$385	___	\$ _____
On smartphone Includes all hardware and software needed	\$400	\$430	\$485	___	\$ _____
On tablet Includes all hardware and software needed	\$450	\$480	\$535	___	\$ _____
BCARD Reader™ for PC					
Includes badge reader. User supplies PC.	\$300	\$330	\$385	___	\$ _____
BCARD Reader™ App					
For iPhone* Includes badge reader. User supplies iPhone.	\$300	\$330	\$385	___	\$ _____
For iPad Includes badge reader. User supplies iPad.	\$300	\$330	\$385	___	\$ _____
Accessories					
Wireless Printer	\$ 100	\$ 150	\$ 200	___	\$ _____
Services					
Questionnaire Customization	\$ 50	\$ 50	\$ 95	___	\$ _____
Automated Lead Email Follow-up	\$200	\$200	\$250	___	\$ _____
Delivery & Pickup	\$100	\$100	\$100	___	\$ _____
Replacement Coverage	\$ 75	\$ 75	\$ 75	___	\$ _____
Total Amount Due					\$ _____

*Ordering BCARD Reader™ App for iPhone? Check here if you have an iPhone 4

Important Notes

Cancellations and changes subject to a \$50 processing fee. Up to \$1,200 will be charged for replacement of any lost or damaged device. All items subject to availability. No refunds for items not picked up. Questionnaire Customization priced per unit; questions must be submitted online.

2. Provide the exhibiting company's information.

Company Name _____ Booth # _____
 Onsite Contact _____ Mobile (include country code) _____
 Email (for leads) _____ Company URL _____

3. Provide payment information. By placing this order, you accept ITN International's Terms & Conditions.

Company Name Same _____
 Contact Same _____
 Billing Address _____
 City _____ State/Province _____ Zip/Postal Code _____ Country _____
 Telephone (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
 Visa MasterCard American Express Bank Transfer (Add \$25 Transfer Fee. See Terms and Conditions for details.)
 Card Number _____ Exp. _____ Credit Card Security Code / CCID _____

Signature:

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All equipment provided by ITN International 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 \$50 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 \$50 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 device/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 customizations(s) of ITN International devices are subject to a processing fee and 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 misplaced, stolen, or damaged while in the exhibitor's care, the exhibitor shall be responsible for repair costs or a replacement fee.
- b) For a misplaced, stolen, or damaged BCARD Reader on Smartphone or BCARD Reader on Tablet, the exhibitor shall be responsible for a \$1,200 replacement fee. For a misplaced, stolen, or damaged BCARD Reader on Mobile Phone or BCARD Reader for PC, the exhibitor shall be responsible for a \$750 replacement fee. For a misplaced, stolen, or damaged power supply, the exhibitor shall be responsible for a \$25 replacement fee; for a wireless printer, the exhibitor shall be responsible for a \$650 replacement fee; and for a wireless keyboard, the exhibitor shall be responsible for a \$300 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 honour 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 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 labour 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 contactless smart card, called BCARD, issued to each registrant. The ITN lead gathering device you are provided with has a short range contactless 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. You agree to defend, indemnify and hold harmless ITN, the Event Organizer and its affiliates, and their directors, officers, employees, agents and contractors, against any claim for such a breach.