

**Order Online:**

You can securely rent your scanner online at [www.customreg.com/leads](http://www.customreg.com/leads) and use code: **BFE8**

**Mail or fax your order form to:**

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  
Federal Tax ID# 75-2691030

**Deadline for advance orders is Thursday September 12, 2008**

Please Type or Print Clearly

Company Name \_\_\_\_\_ Contact \_\_\_\_\_ Booth Number \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_  
 Onsite Contact \_\_\_\_\_ email \_\_\_\_\_

**Scanner Options**

Advance By 09/12/2008 / Onsite

- Handheld PDA Scanner:** \$300 / \$325  
(includes: Battery Powered Handheld Scanner. (Leads will be e-mailed to the address above))
- Handheld PDA Scanner with Wireless Printer .** \$450 / NA  
(includes: Battery Powered Handheld Scanner / Printer. (Leads will be e-mailed to the address above))
- Speed Lead - 417 Barcode Scanner System:** (Leads printed and e-mailed to the address above.) \$265 / \$285  
**\*\*Electrical drop Required!\*\***

**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.**
- USB Jump Drive with your leads:** \$50 / \$65

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  
Benefits Forum & Exop

***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 email addresses, and sales qualifiers on paper, floppy disk, or optional jump drive.

**With our Standard System Rental, you will receive a scanner 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 a sheet of generic sales qualifying codes to effectively categorize your leads.

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

- 1) Records the attendee information directly to the scanner and 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**. A representative will be glad to assist you.

We look forward to seeing you at the show!