



LEAD RETRIEVAL ORDER FORM
ON DEMAND Conference & Exposition 2011
AIIM Conference & Exposition 2011
March 22 – 24, 2011
Washington, DC



Step 1. Exhibitor Contact Information

Company Name: _____ Booth: _____

Contact Person: _____

Billing Address: _____ Ste/Bldg: _____

City: _____ State: _____ Zip: _____

Country: _____ Phone: _____ Fax: _____

Contact email: _____
 (Email required for confirmation of order) Source: **EM**

Three Ways To Reserve Service

- Fast, Easy & Secure** online ordering at:
www.accureg.com/odce11/options.html
- Complete this form & fax to:
 Toll Free 1-800-856-0327
 972-620-3064
- Complete this form & mail to:
 ARI, Inc.
 Attn: Lead Retrieval
 350 E. Royal Lane Ste. 100
 Irving, TX 75039

Step 2. Lead Retrieval Service **Final Order Date: March 8, 2011**

Service Options (Please see Service Descriptions before placing your order)	Through: 02/22/11	After: 02/22/11	Quantity	Total
The Mobile LEADER Scanning device only, leads available via the web, No electricity required in your booth.	\$345.00	\$400.00	_____	_____
The LEADER Plus! Scanning device, printer and leads on USB stick. Requires 120volt/2amps/240watts of electric	\$330.00	\$385.00	_____	_____
The LEADER Standard Scanning device and printer only. NO USB STICK. Requires 120volt/2amps/240watts of electric	\$315.00	\$370.00	_____	_____
Badge Number Collection Not a scanning device – please see service descriptions	\$135.00	\$135.00	_____	_____

Step 3. Additional Services

Delivery Service (Your scanner is available for pickup onsite if you choose not to have it delivered)	\$50.00	\$75.00	_____	_____
Custom Action Codes (please provide codes below, the price is per 20 codes)	\$50.00	\$75.00	_____	_____
1. _____	11. _____			
2. _____	12. _____			
3. _____	13. _____			
4. _____	14. _____			
5. _____	15. _____			
6. _____	16. _____			
7. _____	17. _____			
8. _____	18. _____			
9. _____	19. _____			
10. _____	20. _____			

← If you have provided Custom Action Codes; please remember to include the fee in total below.

Step 4. Payment Information

Visa Master Card American Express Money Order Check (Payable to ARI)

Credit Card Number: _____ Expiration Date: _____

Card Holder Name: _____
 (As it appears on the card)

Card Holder Signature: _____

I authorize ARI, Inc. to charge my credit card for services listed above.
 I have read & agree to the Terms and Conditions of this service agreement.
 The following transaction will show as **AccuReg Trade Show Exhibits** on your credit card statement.

Total: _____

*** If paying by check or money order, credit card information is still required for security deposit purposes only. There will be no funds held on your credit card.**

Office Use Only	PMT	CK#	INI	ORD#	Entered
------------------------	------------	------------	------------	-------------	----------------

ARI Lead Retrieval Service Descriptions



The Mobile LEADER

The Mobile LEADER is our small, lightweight, portable scanner that runs on a rechargeable battery. All leads from this unit will be uploaded to your very own password protected website. You may login at any point during the event to retrieve your leads. No download required.

Includes: Handheld scanner, website and password.

* The Mobile LEADER will require nightly recharging. ARI will supply charger.



The LEADER Plus!

THE LEADER is our streamlined lead retrieval unit that allows you to easily capture leads with a simple scan of the attendee's badge. You will leave the show with a paper printout of your lead data, USB stick of that same data and access code to retrieve your leads via the web 2 business day after the show.

Includes: Handheld laser scanner, controller unit with printer, USB stick and one complete roll of paper. No downloading is required. Simply take the USB stick with you at the end of the event.

* The LEADER requires 120volt/2amps/240watts of electricity.



With USB

The LEADER Standard!

THE LEADER is our streamlined lead retrieval unit that allows you to easily capture leads with a simple scan of the attendee's badge. You will leave the show with a paper printout of your lead data and access code to retrieve your leads via the web 2 business day after the show.

Includes: Handheld laser scanner, controller unit with printer and one complete roll of paper.

* The LEADER requires 120volt/2amps/240watts of electricity.



Without USB

Badge Number Collection

Badge Number Collection Includes a form for you to jot down badge identification numbers as prospects visit your booth. After the show, login to our password protected website, enter the ID numbers you have collected and let our system build your lead file. This file can then be easily imported into a number of different database software programs or simply opened into Excel.

Includes:

* There are no electrical needs for Badge Number Collection.

Company Name: _____ Booth: _____ Order Number: _____

1. Use the following spaces below to record the badge number of attendees
2. Go to www.ariusa.com/2009/index.php and follow the instructions to see

Please Note: Data will be available in the above web address 4 days after the show. If you have any questions, please feel free to contact us at (877) 620-3048.

1. 5473	21. 9995	41. _____
2. 8754	22. 10004	42. _____
3. 8945	23. 9445	43. _____
7644	8444	

Additional Services

Standard Action Codes:

The following standard qualification codes and user commands are included with each order and are designed to help the exhibitor qualify their leads. Standard action codes will be provided on-site when you pick up your lead retrieval unit.

Custom Action Codes:

Exhibiting companies can choose the option of having additional custom action codes designed. After scanning an attendee badge, a custom action(s) can be added to include the specific actions desired. Codes can also include information such as item and stock numbers. Each set of custom codes can contain up to 20 custom action codes and each code can be up to 20 characters long.

Delivery

ARI will deliver lead retrieval unit(s) the day prior to the opening day of the show between 1:00pm-5:00pm. The exhibiting company is responsible for the unit(s) once the unit is delivered. The exhibiting company is also responsible for returning the unit(s) back to the ARI Lead Retrieval Service Desk within one hour after the show floor closes. Units will NOT be delivered to an unattended booth. This service is non-refundable. Your scanner is available for pickup onsite if you choose not to have it delivered.

List of Standard Action Codes

- | | |
|------------------------|-------------------------|
| 1. Retailer | 10. Have Sales Rep Call |
| 2. Manufacturer | 11. Add to Mailing List |
| 3. Distributor | 12. Wants Presentation |
| 4. Current Customer | 13. Send Pricing Info |
| 5. Interested Buyer | 14. Product A |
| 6. Inquiry Only | 15. Product B |
| 7. Has Purchasing Auth | 16. Product C |
| 8. Send Literature | 17. Product D |
| 9. HOT LEAD | 18. Product E |

ARI Lead Retrieval Terms and Conditions



1. ARI, Inc. agrees to provide the equipment and services listed in this agreement at the prices stated.
2. Payment is due at the time the order for equipment and services is placed and may be made by cash, check or approved credit card.
3. ARI, INC. SHALL NOT BE LIABLE FOR ANY SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES ARISING FROM THE LOSS OF LEAD INFORMATION AS RELATED TO ARI'S EQUIPMENT. ARI'S LIABILITY FOR ANY CAUSE WHATSOEVER SHALL BE LIMITED TO THE TOTAL PRICE FOR THE GOODS AND SERVICES PROVIDED BY ARI, INC.
4. The customer agrees to pick-up equipment at the ARI Exhibitor Services desk prior to the opening of the event and to return equipment to the ARI Exhibitor Services desk at the conclusion of the event in the same condition as received.
5. Customer agrees to immediately pay ARI, Inc. for any damage or loss of equipment including failure to return equipment to the ARI Exhibitor Services desk at the conclusion of the event. Replacement costs and late fees are as follows:

The LEADER		The Mobile LEADER	
PDF Scanner	\$1295	Portable Scanner	\$2495
IT computer/printer	\$1495	Screen (cracked)	\$225
Power Cord	\$95	Charger	\$75
Case	\$95	Touch Screen Damage	\$225
Non return fee	\$75	Missing Charger	\$45
USB Replacement	\$20	*Late fees	\$150
*Late fees	\$150	* per day not to exceed replacement costs.	
* per day not to exceed replacement costs.			

6. ARI, Inc. must receive cancellation requests in writing, at the address on this agreement, no later than 10 business days prior to the opening day of the event. Requests for cancellation that are received by this deadline will be refunded in the amount equal to 75% of the total price of the order. No cancellation requests or refunds will be accepted after this deadline.
7. It is agreed that the governing law pertaining to this contract will be the law of the State of Texas.
8. If an exhibiting company uses ARI's Delivery Service, it is understood that ARI will deliver any lead retrieval unit(s) ordered prior to the opening day of the show between 1:00pm-5:00pm. The exhibiting company is responsible for the unit(s) once the unit is delivered. The exhibiting company is also responsible for returning the unit(s) back to the ARI Lead Retrieval Service Desk within one hour after the show floor closes. Units will NOT be delivered to an unattended booth. This service is non-refundable.
9. The exhibiting company understands that, if the lead retrieval unit fails, leads may still be captured by recording the attendee's badge identification number until a replacement unit(s) is delivered. ARI will prepare a file of these attendees from the badge identification numbers for the exhibiting company.
10. The exhibiting company is aware that additional enhancements of extra paper rolls and extra USB sticks purchased (whether or not they are advance or onsite purchases) are non-refundable items.