



Roanoke Industrial Expo

Roanoke Convention Center - Roanoke, Virginia

October 24-25, 2006

Lead Management Options

SMC Events, with *CONDOR Registration Services*, is offering a state of the art solution for lead retrieval and management at the **2006 Roanoke Industrial Expo**. The **Laser Leads** System incorporates the latest bar code technology into a system which makes it easy to capture lead information at your booth during the show and to utilize the information after the show. A special two dimensional bar code will be printed on each badge worn by an attendee. This bar code includes all the registration information about the attendee including attendee name, company name, address, phone number, and demographics. When you scan the bar code, all of this information is captured into your lead management system. You can add action items and qualification information to each lead. This information can be viewed and edited at any time during the show.

Maximize the Benefits of Exhibiting at the 2006 Roanoke Industrial Expo

If you choose to rent a **Laser Leads** System, you will leave the show with a set of mailing labels, one for each lead. You will also have a CD containing the lead information formatted to be used in all popular spreadsheet and database management systems. This lead information can easily be loaded into your spreadsheet or database program for further processing or to mail merge into follow-up letters.

Speed Follow-up and Shorten the Sales Cycle

Everyone who exhibits at trade shows is keenly aware of the need to follow up as soon as possible after the show. The **Laser Leads** System makes this easy. In a recent show where the **Laser Leads** System was used, over 25% of the exhibitors using the system had their literature on the attendee's desk within five days after the show.

SMC Event's goal is to provide the services that will assure that exhibitors receive optimum benefits when exhibiting at the event. We are sure that these lead management options can meet your needs and help you to achieve the best benefits from the show.

LASER LEADS

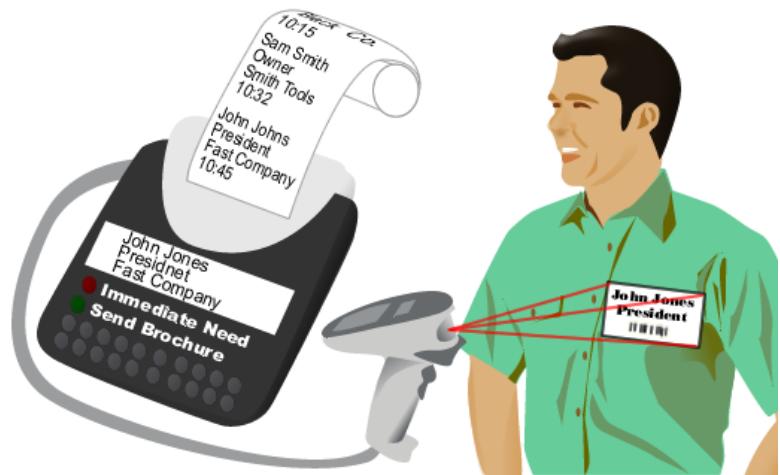
CONDOR Registration Services, providing the best in registration and lead retrieval technology, presents the new **LASER LEADS** lead management system.

The **LASER LEADS** system is the most innovative lead retrieval system in the trade show industry. The system combines a PDF417 two-dimensional bar code scanner with a microcomputer-based data collector. **LASER LEADS** utilizes a bar code scanner to read the information from the bar code, which is printed on the attendee's badge. The bar code contains pertinent information about the attendee, including name, title, company, address, phone and fax.

The **LASER LEADS** system includes a set of standard qualification codes, which allow you to qualify your leads. In addition you may add your own qualification codes for more detailed lead qualification. The custom qualification codes will be entered into the unit at the start of the event and will function the same as the standard codes.

The new **LASER LEADS** system includes a printer, a diskette drive, and an advanced bar code scanner. This system provides a printout of the information as it is captured. The key to the high degree of functionality of these systems is the computer contained in the data collector. The combination of scanner and data collector is very *compact* and easy to use. The computer uses battery-backed memory for data storage. This ensures that no data can be lost. The data collector's display allows you to review the captured data. You may retrieve, view, and edit any record at any time. Please note that you will need to order an electrical outlet for your booth for **LASER LEADS**. Even if the power goes off, no data is lost.

At the end of the show you simply return the **LASER LEADS** unit to **CONDOR Registration Services** and you will be provided with a CD that contains your lead file. This CD will contain all your lead information. A set of mailing labels for the leads will also be provided. The lead information is stored in an ASCII delimited file. The file includes the name, job title, company, address, phone and fax number of the registrants. It also contains the demographic responses collected for each registrant and the standard and customized lead qualification codes.



Quantities of **LASER LEADS** are limited, so order yours in advance. Please see the accompanying order form for pricing of **LASER LEADS**. For additional information, please contact **CONDOR Registration Services** by phone at (256)852-4490 or Fax (800)742-3251 in USA, (256)852-6838 outside USA.

LASER LEADS tm

Lead Management System

Roanoke

Industrial Expo

October 24-25, 2006

Roanoke, Virginia

ORDER FORM

CONDOR Registration Services
P.O. Box 3348
Huntsville, AL 35810

(256)852-4490
Fax (in USA): (800)742-3251
(outside USA): (256)852-6838

COMPANY: _____ ATTN: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE(_____) _____ FAX(_____) _____ BOOTH#: _____

Email: _____

ORDERING: (FAX or Mail to Address Shown Above)

LASER LEADS Systems: _____ number of systems \$225.00 Advance / \$295.00 Onsite
Includes Data Collector, Scanner, and Printer for use during the event and Data Collector
Template with a set of Standard Qualification Codes and Customizable Codes.

At the end of the event, a CD containing the lead information will be provided along with a
complete set of mailing labels for all leads captured. The CD and labels will be provided
when the system is returned.

Note: An electrical outlet in the booth is required to operate the system.

PRE-SHOW PRICES ARE VALID IF ORDER RECEIVED BY October 17, 2006.

On-site system quantities are limited and availability cannot be guaranteed.

Please fill out completely. All orders must include completed Security Deposit Form. Read terms carefully.

METHOD OF PAYMENT:

Cash Check MC Visa AmEx

Card Number _____

Cardholder's Name: _____

Exp. Date: _____ / _____ Billing ZIP: _____

Verification Code: _____

Signature: _____

Auth. Code (For office use): _____

Description	Amount
LASER LEADS Systems	
TOTAL	
Date: _____	

SECURITY DEPOSIT FOR *LASER LEADS*

IMPORTANT

All orders for *LASER LEADS* require a credit card number as a security deposit. Please provide credit card information below. Security deposit charges WILL NOT be processed UNLESS unit is lost, stolen, or damaged.

COMPANY NAME _____ BOOTH# _____

CREDIT CARD MC Visa AmEx CARD NUMBER _____

BILLING ZIP _____ EXP. DATE _____ / _____ VERIFICATION CODE _____

NAME ON CARD (print) _____

SIGNATURE _____

***NOTE:** No order for *LASER LEADS* can be processed without a credit card security deposit.

Please return with your order form.

TERMS AND CONDITIONS

1. CONDOR Registration Services, inc. agrees to provide the equipment and services listed in this agreement at the prices stated for the 2006 Roanoke Industrial Expo, October 24-25, 2006, Roanoke, Virginia.
2. Payment shall be in U.S. funds payable at the time the order for the equipment and services is placed, and may be made by cash, check, or approved credit cards.
3. CONDOR Registration Services, Inc. SHALL NOT BE LIABLE FOR ANY SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES ARISING FROM THE LOSS OF SUCH INFORMATION, FOR ANY REASON, ARISING FROM OR RELATING TO CONDOR Registration Services' EQUIPMENT. CONDOR Registration Services' LIABILITY FOR DAMAGE FOR ANY CAUSE WHATSOEVER SHALL BE LIMITED TO THE TOTAL PRICE FOR THE GOODS AND SERVICES PROVIDED BY CONDOR Registration Services, Inc.
4. The customer hereby agrees to pick-up said equipment at the CONDOR Registration Services Exhibitor Services Desk prior to the opening of the event for which equipment and services are provided and to return said equipment to the CONDOR Registration Services Exhibitor Services desk at the conclusion of said event in the same condition as received excepting normal wear and tear.
5. Customer hereby agrees to immediately pay CONDOR Registration Services for any damage to said equipment of any loss of said equipment including failure to return said equipment to the CONDOR Registration Services Exhibitor Services Desk at the conclusion of the event. Loss of a PDF scanner would require a payment of \$1,600.00 from exhibitor to CONDOR Registration Services. Loss of a data collector would require a payment of \$1,600.00 from exhibitor to CONDOR Registration Services. Equipment inadvertently taken from the event site may be returned to CONDOR Registration Services, Inc. prepaid, at the address on this agreement. A charge of \$150.00 per day will be charged to the above credit card for each day a unit is late, not to exceed the above listed "loss" charges. Charges for damages will be quoted.
6. Cancellation Policy: Cancellation requests must be received by CONDOR Registration Services, Inc. at the address on this agreement at least one week prior the opening of said event. Request for cancellation that are received by this deadline will be refunded in 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 laws of the State of Alabama.