**showcare**

1200 G St. NW, Suite 800
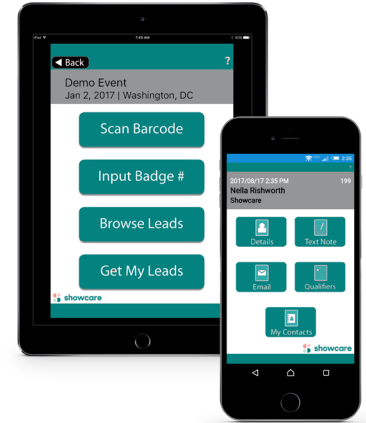Washington, DC 20005

## OPTION Showlead Mobile™

### App for iOS + Android smartphones / tablet devices

- Simply scan the QR Code using a smartphone or tablet with rear facing camera.
- Complete with 10 standard sales qualifiers, ability to add notes, email, follow-up and store contacts within seconds.
- Application can be used anywhere – both on and off the show floor.
- Real time lead access; by email or at www.showlead.com.
- Devices with no internet or data service will capture; Badge ID, First and last name. Leads will sync once internet service is restored.
- Requires internet connectivity to sync data.

**Note: Limited mini iPads available for rent Onsite or use your own Smartphone/Tablet Device.**

## OPTION Showlead Touch™

- Compact, portable barcode scanner allows simple badge scanning to capture contact details and demographic profile with the ability to add notes.
- Colour graphic touch LCD display to verify scanned data.
- Ability to add notes to your lead data.
- Connects wirelessly to available Bluetooth portable printer.
- All scans are date and time stamped.
- Scanner includes 10 standard sales qualifiers with the option to add custom sales qualifiers.
- Lead data will be available for download post show at www.showlead.com

**Note:  This device does not require power.**

## OPTION Showlead™ - Badge Reader

- Compact, portable barcode scanner allows simple badge scanning to capture contact details and demographic profile.
- Graphic LCD display to verify scanned data.
- Connects wirelessly to available Bluetooth portable printer.
- All scans are date and time stamped.
- Scanner includes 10 standard sales qualifiers with the option to add custom sales qualifiers.
- Lead data will be available for download post show at www.showlead.com

**Note: This device does not require power.**

| FEATURES | SHOWLEAD MOBILE | SHOWLEAD | SHOWLEAD TOUCH |
|---|:---:|:---:|:---:|
| Real Time Lead Data | ● | | |
| Add Notes | ● | | ● |
| Includes Standard Sales Qualifiers | ● | ● | ● |
| Add Custom Sales Qualifiers | | ● | ● |
| Handheld/Wireless | ● | ● | ● |
| Optional Bluetooth Printer | | ● | ● |
| Add Lead data to Contacts | ● | | |

# OPTIONAL SERVICES + ACCESSORIES

## Mini Ipad Rental (for use with the purchase of a Showlead Mobile License for the length of the event)

- Do you want to experience the "Showlead Mobile App" but don't want to use your personal device?
- Rent an Ipad Mini and experience the easy use of the Showlead Mobile App.
- Take it to breakfast and sessions, add notes about future clients.
- Complete lead data will be sent to our secure web portal real time with wi-fi connectivity or at the end of the show.

## Showlead Print™
### (for use with the Showlead & Showlead Touch Badge Reader)

- Wireless printer.
- Compact, portable thermal printer provides paper receipts.
- Extremely quiet and fast printing.
- Connects directly to the Showlead unit via Bluetooth technology.

## Custom Sales Qualifiers (for use with Showlead & Showlead Touch Badge Reader)

- Add up to 30 custom sales action codes to better qualify prospects (max. 21 characters per line including spaces).

## Event API Integration

Showcare will provide API instructions and test badge to your IT dept. to access the registration database in real time to set up the data transfer.

## USB Flash Drive
### (available for Showlead, Showlead Touch Badge Readers)

- Leads downloaded on USB flash drive at the end of the event
- Leads will also be available post-show online at www.showlead.com.

## Real Time Direct Access

Direct access transfers the Lead data wirelessly to your secured password protected web portal allowing you to track manage and follow-up you're Leads anytime (available for Showlead and Showlead Touch).

## E-blast Email Service

Don't struggle trying to send out an email to your valuable leads. Simply select one of our standard html Designs and provide us with the verbiage and links you would like to send with an email campaign to your Lead contacts.

## Data Reconciliation

Use your own scanner to capture attendee badge ID's. Send your list to us for post show data reconciliation to sync the availble contact information and demographics available.

# ORDER FORM

**LEAD RETRIEVAL OFFICIAL PROVIDER**

**ORDER ONLINE: www.showlead.com/orders**

**EVENT CODE: 202203TESOL**

**EMAIL: leads@showcare.com**

**PHONE: 1 (866) 267-2107**

| Complete Package Best Value Options | Specifications | EARLY thru 02/25/22 | STANDARD from 02/26/22 | QUANTITY | TOTAL |
|---|---|---|---|---|---|
| Showlead Essential (no electricity req'd) | - Showlead hand-held badge reader<br>- Wireless printer<br>- Custom sales qualifiers | $450 | $550 | | |
| Showlead Optimum (no electricity req'd) | - Showlead Touch badge reader<br>- Custom sales qualifiers<br>- USB Flash drive & e-blast email service | $525 | $625 | | |
| Showlead Mobile App | - 1 License for Single Device | $290 | $315 | | |
| | - 2 Licenses for Multiple Devices | $380 | $435 | | |
| | - 3 Licenses for Multiple Devices | $450 | $525 | | |
| | - 5 Licenses for Multiple Devices | $750 | $875 | | |

· Mobile app for your IOS or Android  · Real Time lead data with data or wi-fi service

| A la carte Lead Management Solutions | | | | | |
|---|---|---|---|---|---|
| Showlead Touch | Wireless colour touch badge reader | $475 | $575 | | |
| Showlead | Wireless badge reader | $325 | $475 | | |

| Optional Sevices & Accessories | | | | | |
|---|---|---|---|---|---|
| Showlead Print | For Showlead, Showlead Touch | $100 | $140 | | |
| Custom Sales Qualifiers | For Showlead, Showlead Touch | $80 | $100 | | |
| USB Flash Drive | For Showlead, Showlead Touch | $80 | $100 | | |
| Delivery & Pick-Up Service | For Showlead, Showlead Touch | $100 | $125 | | |
| Real Time Direct Access to Lead Data | For Showlead, Showlead Touch | $150 | $175 | | |
| E-blast email service | For Showlead, Showlead Touch | $150 | $175 | | |
| Mini Ipad Rental | For Showlead Mobile App (for use with purchase of Showlead Mobile license) | $80 | $100 | | |
| Data Reconciliation | Third party post-show solution | $400 | $475 | | |
| Event API Integration | Third party post-show solution | $900 | $900 | | |

Company Name:

**Processing Fee**                    **$10**

**ORDER TOTAL (Payable in US Funds)**

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## Contact Information

Contact Name

Exhibiting Company

Phone

Address

Email

City

State & Country

Zip

Booth #

## Payment Information

☐ MC    ☐ VISA    ☐ AMEX

☐ Check

Card No.

Name on Card

Expiration Date

Signature

Authorization (your signature denotes acceptance of all the Terms & Conditions).

Online orders will receive instant confirmation via email.  All other orders submitted will receive confirmation immediately after successful processing. NO REFUNDS ON ORDER 30 DAYS PRIOR TO SHOW OPENING. CANCELLATION REQUESTED 30 DAYS PRIOR TO SHOW ARE SUBJECT TO $50 CANCELLATION FEE.

## Terms & Conditions: All orders & usage of Showlead equipment provided by Showcare are/is subject to the following terms & conditions.

A) Orders and Order Deadlines
1. All orders must be paid for in full prior to unit pick-up.
2. Orders received after the stated deadline will be charged at AFTER DEADLINE RATES without exception. The date payment is received shall determine the applicable rate.
3. All items ordered after the order deadlines are subject to availability.

B) Payment Terms and Cancellations
1. Service will be rendered after receipt of full payment by credit card or check.
2. Showcare will correct any miscalculations in the "Order Total" column if different than total amount on the order form.
3. All cancellations made more than 30 days prior to the event will be subject to a $50 processing fee per unit. No refunds will be considered for cancellations requested 30 days prior to the event start date.
4. Unclaimed units or unused orders are not refundable once paid for.

C) On-Site Services and Terms

1. All orders which include rental hardware must be picked up from the Showcare counter on-site. It is highly recommended that your company representative(s) pick up your ordered units to avoid delays.

2. A minimum of one hour for processing time will be required to fulfill on-site orders, subject to availability.

3. On-site modification(s) or addition of existing Custom Sales Qualifiers will be subject to a $50.00 processing fee.

D) User Terms
1. At all times Showcare remains sole owner of each Showlead unit including all the software and hardware.
2. All data acquired through use of units under this agreement remains the property of the show management of the event where used.
3. If the rented unit(s) are not returned to the Lead Retrieval Desk at the on-site Exhibitor Service. The Renter agrees to pay an additional late fee of $150.00 (one hundred fifty U.S dollars) per day, up to a maximum of the unit cost as well as any additional fees incurred by Showcare to retrieve said unit (i.e shipping charges). Replacement Costs:

    a. Showlead $1750.00 USD
    b. Showlead Touch $2350 USD
    c. Showlead Print $550.00 USD
    d. Mini iPad  $400 USD
    e. Zebra Mobile $700 USD

4. If any Showlead unit is misplaced, stolen or damaged while in the user's care, the user shall be responsible for said repair costs or replacement fees as indicated in item 3.

E) Increased visibility

1. Showcare does not guarantee and shall not be held liable should the user not achieve overall success of the exhibit with respect to the expected revenue, expected number of leads, booth traffic, return on investment (ROI), profits and attendance by using Showcare's equipment, software or know how.

2. The user and Showcare each agree to indemnify, defend and hold harmless the other party and its respective successors and permitted assigns, and its officers, directors, members, agents, employees and/or representatives from and against any claim, action, cause of action, and liabilities including damages (including court costs and attorney fees and other fees of professionals) which may be asserted by third parties arising out of the performance of either party's obligations pursuant to the services rendered by Showcare to the user, except for the willful misconduct or gross negligence of the other party.

3. "Force Majeure" shall refer to any cause or event(s) that is beyond the reasonable control of Showcare or the organizer of the meeting, that could not have been reasonably foreseen and prevented by means reasonably available to it, and that causes the Event(s) to be either canceled or postponed "sine die" and this term shall include but shall not be restricted to acts of God, civil unrest or of the public enemy, acts of the Government, fires, flood, epidemics, strikes, lockouts, curtailment of transportation facilities or service. In any such event of Force Majeure, the obligations of Showcare for services not yet rendered shall become automatically terminated and Showcare shall be entitled to retain all the payments already received.

F) Privacy Policy
1. Showcare will collect personal data such as name and contact information for the only purpose of fulfilling the lead retrieval service agreement. Personal information will not be shared with any third parties that are not data sub-processors. You can read our complete privacy policy here:  http://www.showcare.com/privacy-policy/

2. The General Data Protection Regulation (GDPR) is a European law that is enforced on May 25th, 2018. As per that law, personal data of European Union (EU) subjects has to be treated with particular care. In the context of this law, personal data means any information that can identify a person, individually or in combination with other data. Hefty fines could be given to offenders. You can find more information about GDPR here: https://ec.europa.eu/commission/priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules_en

3. Showcare is a data processor in the lead retrieval services, acting as a facilitator between you and the attendees. As you determine what information is gathered and how to use it, you are the data controller and will be liable in the end if the personal data of attendees is misused.

4. As you will be the main responsible for gathering and using the data, Showcare is reminding you of the following:

You need to obtain consent before scanning an attendee badge. Don't forget to ask! Attendees might ask you about the following subjects before they give you their consent:

o  How are the leads used?
o  Will you be contacting the attendees after the event? For what purpose?
o  Are the leads transferred to third parties? Will they be able to contact the attendees?
o  What are the controls in place to keep their information safe?
o  How long is the personal data kept in your database?

**Your order and usage implies that you have read, understood and agreed to be subject to the terms and conditions stipulated herein.**

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## Custom Sales Qualifiers
Currently not available for Showlead Mobile
Smartphone devices.

Please fax this form to: | or email to:
905-479-9743 | leads@showcare.com

Standard Sales Qualifier Codes:
Showlead Badge Readers and Showlead Desktop

### Application comes with the following standard codes:

**1.** Send information
**2.** Needs technical data
**3.** Add to mailing list
**4.** Decision maker
**5.** Just investigating

**6.** Send quote
**7.** Have rep call
**8.** Ready to purchase
**9.** Fax information
**10.** Requires special action

☐ Please use the same Custom Sales Qualifiers for all units.

Showlead customers please indicated desired
custom action code option.

Please select only one checkbox below if Custom
Sales Qualifiers were ordered.

☐ A) – 30 Custom Sales Qualifier codes
as per below

☐ B) – 20 Custom Sales Qualifier codes
as per below + 10 Standard Sales Qualifiers

*If no selection is requested above the Standard
codes only will be applied.

Please fill in the custom sales qualifier codes that you
would like programmed into your unit.  (Maximum of
21 characters including spaces per code)

## Important: Please complete the following

Company Name

Show Name #                    Booth #

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