

EPIC INFORMATION AND ORDER FORMS TAB 3

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**ASIS
2008**

ASIS INTERNATIONAL 2008

54th Annual Seminar and Exhibits
September 15–18, 2008 | Atlanta, GA
www.asisonline.org/asis2008

EPIC INFORMATION AND ORDER FORMS TAB 3

- **Exhibitor Badge Order Instructions**
- **Badge Order Form**
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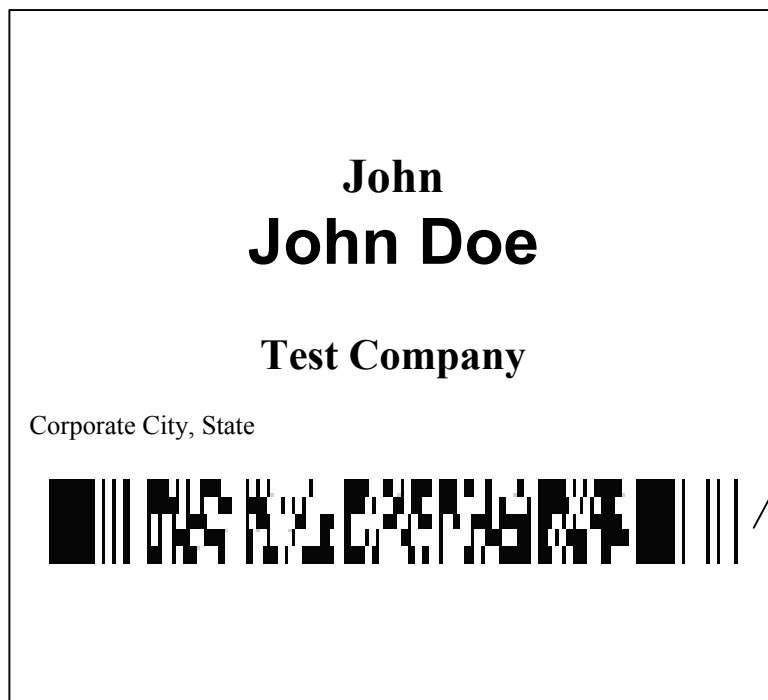
Exhibitor Badge Order Instructions

Exhibitor badges contain the address, phone, and fax information which is provided to us on the exhibitor badge order form. **Please ensure** that if there are multiple locations within a company (i.e., corporate headquarters; Charlotte, NC branch; Minneapolis branch, etc) that their **correct contact information** is provided.

For ease of use, you may:

- make copies of the exhibitor badge order form for each different branch or location;
- type out on a separate piece of paper for each different branch or location.

A test badge below provides an example of an individual who was registered but instead of his branch address, he was registered at the corporate address:



Barcode contains the corporate address information – all mail pieces will be forwarded to the **corporate address**



Mail or fax to:
ASIS 2008 Exhibitor Registration
c/o EPIC (Event Planning International Corporation)
10900 Granite St, Charlotte, NC 28273
FAX: 980-233-3800

Exhibitor Customer Service: 800-941-2128; 980-233-3813; Email: asis@epicreg.com

Badge Requirements: All personnel working in your exhibit must have a badge. Exhibiting companies are allowed 8 representatives per 10x10 booth at no charge. Additional badges are available for **\$40 / badge**. Badge orders will be accepted from one person only; that person will be considered to be in charge of booth arrangements and all further correspondence will be sent to that person. An on-site contact person, including an on-site cell phone number, must be provided. **Badge orders received prior to August 8, 2008 will be mailed in advance** to the main booth contact. Any badge orders received after August 8, 2008 will have to be picked up on-site. Additional badges over the booth limit will also be available on-site at a charge of **\$40** per badge. Badges will be needed to enter the exhibit hall on show days and for set-up and tear-down. Special badges for temporary set-up and tear-down personnel will be available on-site. **If you want your certification designation to appear on your badge, you must write in (i.e., CPP or PSP, PCI).** In lieu of using the printed badge order form, you may register the booth personnel via the exhibitor web registration website. Only the contact in charge of booth arrangements will be able to access the exhibitor web registration site (**please note:** the site is best viewed in Internet Explorer): <https://www.tradeshowregistrar.com/ep3/?event=ASIS2008>.

PLEASE PRINT OR TYPE

DUPLICATE THIS FORM IF MORE SPACE IS NEEDED

Representative's First Name	Representative's Last Name	Member of ASIS International?	CPP, PSP, PCI (please write in which certification)	Complete Street Address (address, city, state, zip, phone, fax) (if different than main contact below)
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		

PLEASE MAIL ALL BADGES TO:

_____		_____		_____	
First	Last			Booth Number #	

Company					

Street Address					

_____		_____		_____	
City	State/Province	Postal Code	Country		

Telephone			Fax		

E-mail					

On-Site Contact Name (first and last) REQUIRED!				On-Site Cell Phone # (REQUIRED)	

ASIS 2008 --- Exhibitor Web Registration

We are pleased to offer for ASIS 2008 an exhibitor web registration site. The main contact representative for the booth will be responsible for entering the booth representative individuals on the ASIS 2008 exhibitor web registration site.

Upon your (the booth contact) first visit to the website, **you are required to set-up your own username and password.** **Please note:** the site is best viewed in **Internet Explorer** (IE 6.0 and above). To set up your username and password, you must do the following:

- Click on "First Time Visitor..."
- Enter the following information to validate:
 - First Name
 - Last Name
 - Telephone Number
 - Zip Code
- Enter a username and password

***** Please note: you must be listed as the booth contact person to access this site.** If you would like us to update the contact information, please email us at asis@epicreg.com, call us at 800-941-2128 or 980-233-3813, or fax us at 980-233-3800.

You may re-visit the site to add, change, or remove staff names as many times as you wish. You may access the exhibitor web registration system through the ASIS International website at:

<http://www.asisonline.org/education/programs/noframe/2008seminar/exhibitors/default.html>

or directly (best viewed with Internet Explorer) through:

<https://www.tradeshowregistrar.com/ep3/?event=ASIS2008>

QUESTIONS?: Contact - ASIS 2008 Exhibitor Registration

c/o EPIC (Event Planning International Corporation)

10900 Granite St

Charlotte, NC 28273

Phone: 800-941-2128; 980-233-3813

FAX: 980-233-3800

Email: asis@epicreg.com



ASIS 2008 EXPOBrander™ Order Form

The easiest way to place your EXPOBrander™ order is to visit your ASIS 2008 exhibitor portal by entering the following url into your browser.

<https://www.tradeshowregistrar.com/ep3/?event=asis2008>

If you prefer to manually place your order for the EXPOBrander™ please complete the following contact, credit card information and user agreement. Send an electronic file of your logo following the instructions listed below. If you are ordering the EXPOBrander™ Premium Packages you will need to include your event copy below, along with a 2 1/2" X 4" B & W MS-Word document of the copy you would like included on the attendee's tickets. Note: All tickets will be printed using plain Arial fonts and no special fonts and/or custom logos can be included on the ticket. Please recognize that all EXPOBrander™ orders will require approval of **ASIS 2008** and **ASIS 2008** has the final approval of both your participation in this program as well as the time and appropriateness of all events. If you do place an order and **ASIS 2008** does not approve your event you will be given a full refund.

Complete and Return With Payment To:

EPIC
10900 Granite Street
Charlotte, NC 28273
Phone: 800.521-7621 or 980-233-3777 **Fax: 980-233-3800**

Please complete the following:

Exhibitor: *(Please type or print)*

Company(Client) _____ Booth Number _____

Address _____

City _____ State _____ Zip _____ Country _____

Telephone (____) _____ Fax (____) _____

Key Contact _____

e-mail _____

Please Check One (For more detailed description please see EXPOBrander™ Info Sheet)

EXPOBrander™ Standard --Includes **ASIS 2008's** registration link, a co-branded web registration site, and a list of contact names addresses, phone, fax and emails for all attendees registering through the site.

\$750.00 USD Web Only \$850.00 USD Fax/Mail

EXPOBrander™ Premium Package -- Includes the benefits of the Standard Package, with the addition of a special event you may add to your custom registration site. Attendees who register through your site will receive tickets for that event when they are badged during the show. You will also have access to online reports of all people attendees registering through your website.

\$2750.00 USD Web Only \$2850.00 USD Fax/Mail

EPIC
10900 Granite Street
Charlotte, NC 28273
P: 980.233.3777 / F: 980.233.3800

Payment Method: AMEX Visa MasterCard Company Check Payable to: EPIC

Credit Card #:

Expiration Date: _____ / _____

Cardholder Name:

Signature of Cardholder:

(MUST BE SIGNED)

I agree that **ASIS 2008** must approve this order and can decline or require a change in our (client) participation for any reason. I understand that outside conditions sometimes cause websites to be inaccessible from time to time and hold **ASIS 2008** and EPIC harmless should the registration website and/or reporting site be not accessible. I understand that tickets produced for badges will include the disclaimer *"Note: this event is not a **ASIS 2008** sponsored event and **ASIS 2008** is not responsible nor liable for any matter that may arise as it relates to this event"*. I also agree that EPIC will provide a link to the client and it will be client's responsibility to place the link on client's website at client's expense and that EPIC is not responsible in anyway for the performance of client's website. I further agree that client will not change and/or edit the link provided. I understand payment is non-refundable even if our company withdraws from exhibiting at this event and if we do withdraw from the event for any reason EPIC and **ASIS 2008** may disable the registration site.

Agreed by Client: _____ Date: _____
(signature)

Print Name: _____

Complete below For All PREMIUM Package Orders Only:

This Event Disclaimer will be printed at the bottom of all ticketed events:

*"Note: this event is not a **ASIS 2008** sponsored event and **ASIS 2008** is not responsible nor liable for any matter that may arise as it relates to this event. "*

Artwork Submission:

All art work should be in either a .jpg or .gif file and be no larger than 400px wide by 200px tall Please mail all artwork along with an electronic word file of any ticketed information to or send an electronic file to Expobrander@epicreg.com and indicate in your email the name of the event:

EPIC
EXPOBrander Art Dept
10900 Granite St
Charlotte, NC 28273
Phone: 800.521-7621 or 980-233-3777 **Fax: 980-233-3800**

EPIC
10900 Granite Street
Charlotte, NC 28273
P: 980.233.3777 / F: 980.233.3800

Sample Ticket:

An Evening with Gladys Knight!

Fabulous evening of food, drinks and entertainment at The Omni CNN Center. Meet Gladys Knight and hear her perform in person.

Grand Ballroom, Omni CNN Center
Tuesday September 16, 2008 7-11pm

Shuttle buses run from all Hotels in room block from 6:30-11:30pm

*"Note: this event is not a **ASIS 2008** sponsored event and **ASIS 2008** is not responsible nor liable for any matter that may arise as it relates to this event."*

Your Ticket:

*"Note: this event is not a **ASIS 2008** sponsored event and **ASIS 2008** is not responsible nor liable for any matter that may arise as it relates to this event."*

Fax this ticket layout to 980-233-3800

EPIC and ASIS Introduce the New EXPOBrander™


-Co-host online registration for ASIS's Annual Seminar and Exhibits 2008 directly on your company website.

-Add a registration category for your reception during the 2008 ASIS Annual Seminar and Exhibits Show that appears only on your unique ASIS registration website and get counts and names of those who registered on your site!

-With the Premium Packages, have your special reception/event ticket printed out and mailed with the attendee's badge packet before the show. It's almost like you're running the event!

Sample EXPOBrander™ Site (events and prices for sample purposes only)

ASIS 2008 | ASIS INTERNATIONAL 2008
54th Annual Seminar and Exhibits
 September 15-16, 2008 | Atlanta, GA


Your registration boutique.

STEP 1
Register / Lookup
STEP 2
Name / Address & Demographics
STEP 3
Registration Options
STEP 4
Payment Info
STEP 5
Final Verification

Seminar Registration Selections
 Please make a selection from the list of registration options below:

Item Description	Select One	Early Bird Pricing Before 10/9/2007	Advance Pricing Before 12/1/2007	On-Site Pricing
Full Conference Registration <small>Includes: seminars and exhibits Monday - Thursday, luncheons, Opening Reception Ceremony, and Sunday night mixer.</small>	<input type="radio"/>	\$500.00	\$600.00	\$800.00
Single Day - Monday <small>Includes: seminars and exhibits on Monday, Opening Reception Ceremony, and luncheon.</small>	<input type="radio"/>	\$300.00	\$400.00	\$500.00
Single Day - Tuesday <small>Includes: seminars and exhibit on Tuesday, luncheon.</small>	<input type="radio"/>	\$300.00	\$400.00	\$500.00
Single Day - Wednesday <small>Includes: seminars and exhibit on Wednesday, luncheon.</small>	<input type="radio"/>	\$300.00	\$400.00	\$500.00
Single Day - Thursday <small>Includes: seminars and exhibit on Thursday, luncheon.</small>	<input type="radio"/>	\$300.00	\$400.00	\$500.00
Exhibits Only <small>Includes exhibits Monday - Thursday.</small>	<input type="radio"/>	\$0.00	\$0.00	\$50.00

Seminar Selection
 Please choose which complimentary seminar(s) you plan to attend:


Item Description	Select
Testimonials on the Web Registration Process	<input type="checkbox"/>
Registration Basics	<input type="checkbox"/>

ABC Company Hospitality Reception
 Please check below if you would like to attend a special reception hosted by ABC Company:

Item Description	Select
An special evening with Gladys Knight and the Pips! <small>Fabulous evening of food, drinks and entertainment at the Omni CNN Center Ballroom. Meet Gladys Knight and hear her perform Tuesday September 16th, 7-11PM. Shuttle buses run from all Hotels in room block from 6:30-11:30PM.</small>	<input type="checkbox"/>

Cancellation Policy

- Written notification of cancellation received at EPIC, 10900 Granite Street, Charlotte, NC 28273 on or before December 1, 2007 will receive a full refund less a \$35 processing fee.
- NO refunds after December 1, 2007.

Your Event Here 



Your registration boutique.

call 980/ 233-3870 email expobrander@epicreg.com

What is the EXPOBrander™?

The new EXPOBrander™ is a product that allows you to co-brand the 2008 ASIS Annual Seminar and Exhibits Show with your company logo by co-hosting a 2008 ASIS Annual Seminar and Exhibits Show registration website directly on your company's website!

Now you can place a show registration link to the ASIS 2008 show on your company's web site. The EXPOBrander™ allows you to display your company's logo proudly alongside the 2008 ASIS Annual Seminar and Exhibits Show logo on the top of every web page during the registration process. The EXPOBrander™ is not only a great way to demonstrate your industry leadership to customers, but also provides you with the opportunity to receive highly qualified leads before the show ever begins. In addition, if you are planning an onsite reception/hospitality suite, EPIC can even add the event directly to the registration options on the registration form on your site so that customers feel like your party is part of the entire show experience!

There are two packages available to exhibitors.

The EXPOBrander™ Standard Package: Costs \$750.00 and allows you to co-brand your event with the 2008 ASIS Annual Seminar and Exhibits Show by placing a specially supplied hyperlink directly on your website. Since these customers/prospects are already on your site, they are obviously in the market for your products and services. Find out who has been looking, make them feel welcome and close more sales! You will also receive 24/7 access to an online reporting system that gives you current counts and related information on who has registered through your site. The list is downloadable at any time into an Excel file and is available up to 60 days after the show. You can use this information to plan receptions, schedule onsite meetings, and most importantly, associate your brand with your industry's premier event for a fraction of the cost of many other branding/sponsorship opportunities!

The EXPOBrander™ Premium Package: Costs \$2750.00 and gives you all the benefits of the EXPOBrander™ Standard Package while offering the added benefit of placing a customized ticketed event or offer on the conference selection page that will only be offered to people registering for ASIS from your site. The ticket could be for admission to a hospitality party, a prize offering that can be redeemed in your booth etc. The ticket will be printed and mailed with each registrant's badge credentials. It's almost like you are running the event! In addition EPIC will mail your key contact an extra 100 tickets to pass out either before or during the event with additional tickets available at a nominal fee.

Comparison of EXPOBrander™ Features

Features	EXPOBrander™ Standard	EXPOBrander™ Premium
Co-Branded Event Registration Page	✓	✓
Online access to a list that displays all individuals that registered through your website	✓	✓
Add a customized event or prize package to the registration options for all registrants registering for the meeting from the link on your site.		✓
Your Event Ticket printed preshow and mailed with the badge credentials of individuals that register through your website (note: badge mailing stops 4 weeks before the show).		✓



Your registration boutique.

call 980/ 233-3870 email expobranders@epicreg.com



DIAMOND™— Our Newest Unit! The Diamond package is a portable scanner with full color display. Your leads are stored on the unit and are also uploaded real-time to a leads website that you or your associates can access from any internet connected PC. Leads can be reviewed and qualified with the easy to use touch screen display on the unit. This unit is battery powered and does not require electricity.

PLATINUM™— This package comes with a Laser Scanner, connected to a compact printer with an integrated USB writer. Since the leads write directly to a USB Drive inside your printer there is no need to download after the show. Simply return your unit and walk away with a printout in one hand and USB in the other. Each unit comes with 20 standard qualifiers listed below. You get the security of a printout along with a USB and no wait! **This unit requires electricity**



SILVER™—Includes a Laser Scanner and Lead Capture Software. You use your own PC or laptop running Windows XP and attach the scanner to an available USB port. You simply install the software and you are up and running in a matter of minutes. Leads will be saved directly to your computer. **This unit is not compatible with Windows Vista. This unit requires electricity**



BRONZE™— This unit scans the badge and provides a printout of all leads. This unit does not provide a USB Memory Drive. **This unit requires electricity.**

FOLLOW-UP QUALIFIERS—Each TRAKKER comes complete with 20 standard follow-up qualifiers. The Standard Action Codes included are:

- | | |
|-------------------------------|-----------------------------|
| 1. Send Literature | 11. Recommends |
| 2. Send Samples | 12. Final Say |
| 3. Send Pricing | 13. Makes Purchase Decision |
| 4. Add to Mailing List | 14. Partial Interest |
| 5. Technical Info Required | 15. Purchase In 30 Days |
| 6. Detail Specs Required | 16. Purchase In 3 Months |
| 7. Provide Quote | 17. Purchase In 6 Months |
| 8. Product Demo Required | 18. Ready to Purchase |
| 9. Immediate Contact Required | 19. Immediate Need |
| 10. Have Salesperson Call | 20. Order Placed at Show |

Additionally, up to 30 custom codes can be used to specify certain products, model numbers, or any of your special needs at a modest up-charge. To order custom qualifiers, please fill out the custom lead follow-up codes order form.

- These units require 110/120 volt electrical service –



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EPIC is pleased to announce our new Diamond Package!

- Fully mobile, battery powered unit.
- This unit wirelessly transmits leads to a leads website in real-time.
- The full color touch-screen interface make confirming lead scans and qualifying leads easier than it has ever been.
- Automatic qualification insures more leads will be qualified by booth associates.

To insure maximum productivity at the 2008 ASIS Show, make sure that each of your staff members has access to a lead retrieval scanner. EPIC and ASIS will offer special multi-unit pricing for orders with 5 or more Diamond Scanners.

Special Pricing is as follows;

1-4 Scanners – Regular Price (see below)

5-9 Scanners – Early-Bird - \$300 ea. / Advance - \$325 ea.

10+ Scanners – Early-Bird - \$275 ea. / Advance - \$300 ea.

If you order multiple units; each scanner can save to an individual leads set or to one master leads set. Please note which you would prefer by checking the appropriate box on the order form below.



Custom Lead Follow-Up Codes Order Form

How to Customize Your Lead Follow-Up Codes.

If previously listed 20 standard Lead Follow-Up codes do not meet your requirements, please indicate your Custom Codes below (\$75.00 fee applies). You may specify a total of 30 codes with a total of 35 characters and spaces each. **Your Custom Codes will be pre-programmed onto your unit.**

Important! Please include this form with your order if you have custom codes.

01. _____	16. _____
02. _____	17. _____
03. _____	18. _____
04. _____	19. _____
05. _____	20. _____
06. _____	21. _____
07. _____	22. _____
08. _____	23. _____
09. _____	24. _____
10. _____	25. _____
11. _____	26. _____
12. _____	27. _____
13. _____	28. _____
14. _____	29. _____
15. _____	30. _____

Exhibitor Information:

Show Name Booth #

Company Date

Contact Person Title

Fax this form along with the Exhibitor Lead Retrieval Unit Order Form to:

EPIC
10900 Granite Street
Charlotte, NC 28273
Phone: (980) 233.3777
Fax: (980) 233.3800

Exhibitor Lead Retrieval Unit

Rental and Purchase Order Form



Complete and Return with Payment To:

EPIC
10900 Granite Street, Charlotte, NC 28273

Phone: 800-521-3265 -or- 980-233-3777 Fax: 980.233.3800

Exhibitor: (Please type or print)

Company _____ Booth Number _____

Address _____

City _____ State _____ Zip _____ Country _____

Telephone (_____) _____ FAX (_____) _____

Key Contact _____ e mail _____

ORDER ONLINE ONLY BEFORE 08/15/2008 TO SAVE MONEY AT THE FOLLOWING ADDRESS:

<https://www.tradeshowregistrar.com/lr/?event=ASIS08LR>

QTY	DESCRIPTION	'EARLY-BIRD' ONLINE BEFORE 08/15/08	'EARLY-BIRD' FAX OR MAIL BEFORE 08/15/08	ADVANCE PRICE	TOTAL
	Diamond Qty 1-4 (Portable unit that uploads leads on-line in real-time)	\$325.00 Online only	\$330.00	\$350.00	\$
	Diamond Multi-Unit Pricing – Qty 5-9 Only	\$300.00 Online only	\$305.00	\$325.00	\$
	Diamond Multi-Unit Pricing – Qty 10+ Only	\$275.00 Online only	\$280.00	\$300.00	\$
	Multiple Diamond Units Leads Access (Each unit can either save to its own leads set or all can save to one 'master' leads set) –	All Units save to same leads set – Check Box Here →			<input type="checkbox"/>
		Units save to individual leads set – Check Box Here →			<input type="checkbox"/>
	Platinum (Provides printout & USB) *No downloading needed	\$325.00 Online only	\$330.00	\$350.00	\$
	Silver (Requires Exhibitor to supply Windows XP PC)	\$325.00 Online only	\$330.00	\$350.00	\$
	Bronze (Provides printout only, no USB)	\$225.00 Online only	\$230.00	\$250.00	\$
	Custom Qualifiers (attach typed list of qualifiers to order form)	\$95.00			\$
	In Booth Training, Pickup <u>AND</u> Delivery	\$95.00			\$
		Please total all Rentals			\$

Please note: Orders without credit card numbers will not be processed. Credit card information and signature are required for all orders regardless of payment method as a security deposit on your lead retrieval unit. If paying by check, you will not be charged.

Payment Method: American Express Visa MasterCard **-OR-** Company Check, Payable to: EPIC

Credit Card #: _____ Expiration Date: ____ / ____

Name on Card _____

Signature of Cardholder: X _____

(By signing here, you agree to terms and conditions below. **MUST BE SIGNED and completed for all order.**)

TERMS and CONDITIONS

Customer understands that the rental and use of Lead Retrieval Units and Software grants only a license to use it for the duration of event, and that no equity or ownership is imparted by this rental lease. It is understood that each Lead Retrieval Unit (except battery operated units) requires electrical service in the customer's booth. Customer further understands that he/she is responsible for the proper use and safe guarding of any rental equipment while it is in customer's possession and exhibitor will be liable for any loss or damage to the rental equipment, normal wear and tear excepted, and that damaged rental equipment or rented equipment not returned to the Lead Retrieval Service Desk at the end of event will be billed to it in the amount of \$2,495 for each Platinum Trakker™, Diamond/Mi™, or Bronze Trakker™ and \$1495.00 for each Silver Trakker™. **Customer agrees to return the unit to EPIC's service desk no later than one hour after exhibit hall close.** Equipment left anywhere else is the sole responsibility of the customer. Event Planning International Corporation (EPIC), may at its option, recover abandoned equipment not returned within one hour of show close and, if so, customer agrees to pay a \$100.00 abandonment fee. In no way does this absolve customer from its responsibility of the timely return of equipment. Customers using Pick-up service must remain in the booth until pickup occurs which will be no later than one hour after show closes. There will be a cancellation charge of \$75.00. Orders cancelled within 30 days of event are non-refundable. In the event customer's Lead Retrieval Unit malfunctions, EPIC agrees to replace the equipment (if another unit is available or at EPIC's option may offer a refund not to exceed the rental cost of the unit) but that is the sole extent of its responsibility and liability to customer. Customer waives all claims for injuries or damage against ASIS 2008 and EPIC resulting from any cause in connection with its use of the Lead Retrieval Unit or any other rented equipment during the period of event and agrees to indemnify and hold harmless ASIS 2008 and EPIC for such injuries and damages.