



**AMERICAN
TRADESHOW
SERVICES**

**Optimize
your ROI
with
Lead
Retrieval**

For More Information Call - 985.809.0600, ext 205

Collect
**Quality
Leads**
in a format
You Can Use
Instantly

MORE SALES

1	Date	Time	ID#	First Name	Last Name	Title	Company	Address
2	6/3/2010	8:31:30 AM	123789	Ima	Lead	President	ABC Corporation	123 Main Street
3	6/3/2010	8:32:34 AM	124869	Peter	Smith	Business Unit	Fleur De Lis inc	325 Royal Street
4	6/3/2010	8:37:12 AM	112333	Marcus	William	Director	Carter & Kennedy LLP	678 Market Street
5	6/3/2010	8:39:58 AM	397412	Betsy	Acrian	Owner	Sweet and Sour, Inc	957 Lime Street
6	6/3/2010	8:12:36 AM	951753	John	Jacob	Director of Marketing	Americas Market Supplies Company	5897 Highway 1008
7	6/3/2010	8:20:20 AM	332158	Bob	Barker	Pricing Manager	Studio Corporation	865 Pasadena Way
8	6/3/2010	8:21:45 AM	352387	Wendy	Roberts	Project Assistant	Studio Corporation	9857 Esplanade Avenue
9	6/3/2010	9:31:07 AM	378143	Paul	John	Sales Representative	Compu Building inc	1671 St. Charles Avenue
10	6/3/2010	9:10:34 AM	141151	Michael	David	President	Flooring Concepts	44 Union Way
11	6/3/2010	9:12:43 AM	154114	Steven	De	Director of Sales	Building Concepts	969 Presidents Place
12	6/3/2010	9:17:01 AM	957431	Sarah	Browne	Administrative Assistant	Baker's Dozen Company	13 Casdlyland Road
13	6/3/2010	9:25:09 AM	235895	Mihuri	Bradley	Agent	Trademarks	1 Park Place




EXPOPRO MC50™
*Be Mobile.
Be Green.*

- Wireless Handheld Unit
- Large Color Touch Screen display
- Allows personalized note taking
- Extended Life Battery
- Paperless, Green option
- Leads on USB

- Easy-to-Use Point & Shoot
- Color Touch Screen Display

- Highspeed Printer
- Leads on USB and Paper
- Reprint Individual Lead or All
- Unlimited Paper Supply

EXPOPRO PLUS™

*Easy-to-Use
Desktop Unit.*



**LEADS IN
A FLASH™**
Custom to Your Needs.

- Custom Survey Software
- Program Runs Directly from USB
- Program Up To 10 Questions
- Instant Editing Capabilities
- Detailed Lead Reports
- Use Your Personal Laptop

Additional Products and Services

GreenPlus ELR™

The green option to reduce your cost and increase your exposure, ATS's Electronic Literature Rack offers you a paperless approach to distributing marketing materials. Within one week post-show, attendees that visited your booth will receive a customized email with access to your company's brochures in electronic form allowing them to retain an archive to your literature for when they most need it-when they are ready to buy!

Delivery & Training

ATS technicians deliver pre-ordered equipment prior to and after the event. In addition, our technician will train booth personnel on how to best use the unit.

Custom Qualifiers

ATS creates a list of custom qualifiers that can include exhibitor's products and/or services and loads it into the unit; can be easily attached to a prospect's record.

The ATS Standard...

- *Leads on 64mb USB drive, yours to keep
- *Easily imported into Excel, Outlook, ACT! And other major sales tracking programs
- *Each lead may contain Name, Company, Title, Address, Phone, Fax, Email, Qualifiers, and personal notes (determined by the association)
- *Random Drawing Raffle Feature on all units
- *20 Standard Qualifiers for Easy Follow-up
- *Free Technical Support Before, During & After the show



ICBA 2012
Gaylord Opryland
Nashville, TN
March 11-15, 2012

ATS AMERICAN
TRADESHOW
SERVICES
 217 General Patton Avenue
 Mandeville, LA 70471

LEAD RETRIEVAL ORDER FORM

DISCOUNT DEADLINE: FRIDAY, FEBRUARY 10, 2012

1 Choose Your Unit(s)

EXPOPRO PLUS™

Easy-To-Use Desktop Unit



- Easy-To-Use Point & Shoot
- Color Touch screen display
- High-speed Printer
- Reprint Individual Lead or All
- Leads on USB and Paper
- Electrical Requirements <1 amp, 110V

\$ 245.00 \$ 295.00 x _____ = _____

EXPOPRO MC50™

Be Mobile. Be Green.



- Paperless, Green Option
- Wireless Handheld Unit
- Large Color Touch Screen Display
- Allows Personalized Note Taking
- Leads on USB
- Extended Life Battery

\$ 295.00 \$ 345.00 x _____ = _____

LEADS IN A FLASH™

Custom to Your Needs



- Windows-based Custom Survey Software
- Programs Runs Directly From USB
- Program Up To 10 Questions
- Instant Editing Capabilities
- Detailed Lead Reports
- Use Your Personal Laptop

\$ 350.00 \$ 450.00 x _____ = _____

2 Add Optional Services

GreenPlus ELR™

\$ 150.00 \$ 150.00 = _____

Delivery & Setup

\$ 65.00 \$ 85.00 = _____

Custom Qualifiers

\$ 60.00 \$ 80.00 x _____ = _____

3 Add It Up

Total Due (in US Funds)

= \$ _____

All fields are required. Please include a Payment Authorization Form with your order.

4 Fill It Out and Sign

COMPANY				BOOTH NO.
EMAIL ADDRESS				
ADDRESS				
CITY	STATE	ZIP	COUNTRY	
PHONE NO.		FAX NO.		
WEBSITE		ORDER CONTACT		
ONSITE CONTACT		ONSITE CELL PHONE		

Order Online:
 www.atsleads.com
 User Name: ICBA2012
 Password: 0312
Fax Credit Card Orders to:
 985-809-1888

Mail Check Orders to:
 American Tradeshow Services
 Attn: Exhibitor Services
 217 General Patton Avenue
 Mandeville, LA 70471

**To Call Order In
 or Ask Questions:**
 985-809-0600, ext 215



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Gaylord Opryland
Nashville, TN
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217 General Patton Avenue
Mandeville, LA 70471

Custom Qualifiers Template

Fax To: 985-809-1888

DISCOUNT DEADLINE:

FRIDAY, FEBRUARY 10, 2012

\$60 before deadline
\$80 after deadline
 (COST PER UNIT)

The following is a list of the standard action codes that are included with your unit rental.

- Add to Mailing List
- Current Customer
- Distributor
- Has Purchasing Authority
- Have Sales Rep Call
- Hot Lead!
- Inquiry Only
- Interested Buyer
- OEM
- Product A
- Product B
- Product C
- Product D
- Product E
- Product F
- Schedule Demonstration
- Send Literature
- Send Pricing Info
- VAR
- Wants Presentation

To personalize these codes, or use your own codes, please fill in this template.

Below please list your custom action codes. These custom codes will be ready for you when you pick up your reader at the show. (Please type or print legibly, maximum 28 characters per code.) To guarantee availability at show site, please fax this template in seven (7) days prior to show start.

The Following Characters May Not Be Entered As Part Of An Action Code:
 Apostrophes ('), Slashes (/), Backslashes (\),
 Dots (.), Carrots (^), and Quotes (")

Company																													
Booth Number																													
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If you have any questions concerning any of the products or services being offered for lead collection, please feel free to call us at (985) 809-0600 and we will make certain your questions are answered promptly.