

# Lead Retrieval Products

from the industry leader

## Maximize your sales opportunities with powerful lead retrieval products



### CompuLEAD Desktop II® ▶

- Read attendee badges with simple drop and record design
- Automatic lead printout
- Leads contain full contact information
- Complete with unlimited lead report paper
- Complete with 10 standard lead qualifiers
- Create custom lead qualifiers or surveys (*addl. charges may apply*)
- Electronic leads included
- Compact footprint: only 10.25" W x 7.875" D x 3.75" H

### BuyerConnect

FOLLOW-UP SERVICES

Included **FREE** with online orders!



### ◀ CompuLEAD Desktop Pro®

- Electronic copy of leads automatically transferred to your PC
- Edit your prospect's contact information as you scan the badge
- View, edit, or sort your entire prospect list at any time
- Add unlimited notes to your prospect's record
- Create extensive product lists and unlimited survey questions
- Create unlimited lead qualifying descriptions
- Export sales leads to external memory as often as you like
- LEADlink Plus! Lead management software included
- CompuLEAD Desktop II included for badge scanning

*Computer not included in rental*

### CompuLEAD Mobile® ▶

- Read attendee badges without removing badge from holder
- Capture leads anywhere with lightweight handheld device
- Leads contain full contact information
- No electricity required – save money on electrical drops
- Complete with 10 standard qualifiers
- Create custom lead qualifiers or surveys (*addl. charges may apply*)
- Leads provided electronically (*daily or following show*)
- Compact: only 1.6" H x 4.5" L x 1.8" W



### 4 Easy Ways to Order

<b>online</b>	<a href="http://www.compusystems.com/order">www.compusystems.com/order</a>
<b>fax</b>	708.344.4444
<b>mail</b>	CompuSystems, Inc., P.O. Box 6271, Broadview, IL 60155
<b>phone</b>	708.786.5565 or TOLL-FREE 866.600.LEAD (U.S. only)



## Make the most of your show experience!

- Capture Sales Leads Quickly & Effectively
- Develop High Quality Sales Leads
- Turn Qualified Leads Into Sales

**Just select the CompuLEAD product that best fits your needs:**



### FEATURING THE LATEST DATA COLLECTION & MANAGEMENT TECHNOLOGY!

Enhance your show investment with any of these available options\*:

- Custom Lead Qualification and Surveys
- Product Delivery & Pick-up Service
- Sales Lead Follow-Up Services
- External Keyboard for Electronic Note-taking (for CompuLEAD Desktop II only)

### Features & Options

	CompuLEAD Desktop II	CompuLEAD Desktop Pro	CompuLEAD Mobile
Automatic lead printout	■	optional	
Ten standard lead qualifiers	■	■	■
Custom lead qualifiers	optional	■	optional
Leads contain visitor demographics	■		■
Receive leads in electronic format	■	■	■
Access electronic copy of leads any time	■	■	
Print extra copies of your leads any time	■		
Wireless, cord-free unit that does not require electricity			■
Light-weight unit that fits in the palm of your hand			■
Electronic copy of leads automatically transferred to your PC		■	
Edit prospects contact information as you scan badge		■	
View, edit and sort entire prospect list at any time		■	
Add electronic notes to records	optional*	■	■
Create extensive product lists with up to 3 levels of organization		■	
Create custom survey questions	optional*	■	
Free technical support - pre-show, onsite, and post-show	■	■	■

*Computer not included in rental of CompuLEAD Desktop Pro*

### Online orders include FREE BuyerConnect services:

- View and print leads from online listing
- Send broadcast html e-mails to all your leads
- Formatting for mailing labels (Avery)

For detailed product specifications, visit our web site:

[www.compusystems.com/exhibitorinfo](http://www.compusystems.com/exhibitorinfo)



LEADING THE TRADE SHOW  
INDUSTRY SINCE 1976

### COMPUSYSTEMS, INC.

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Broadview, IL 60155  
Phone: 708.786.5565 Fax: 708.344.4444

E-mail: [compulead@compusystems.com](mailto:compulead@compusystems.com)  
[www.compusystems.com](http://www.compusystems.com)

\*Additional charges may apply – see your show order form.  
Product information subject to change without notice.

# BuyerConnect

## Post-Show Promotional Services

Continue interacting with attendees beyond the show!

### BuyerConnect® ▶

Utilize CompuLEAD lead recording devices and take advantage of **BuyerConnect** immediately following the show — **attendees** can reach **you**, and **you** can reach **attendees!** The benefits of BuyerConnect are available only for exhibitors who utilize CompuLEAD lead recording devices.

**By having their badge scanned at booths with a CompuLEAD device, BuyerConnect allows Attendees to...**

- Get **FREE** access to a list of the exhibitors they visited at the show
- Get contact information for all booth visits
- Continue to interact with participating exhibitors after the show is over

**By using a CompuLEAD device to scan attendee badges in their booth, BuyerConnect allows Exhibitors to...**

- View and print leads — for **FREE!**
- Follow up with a broadcast e-mail to all their leads
- Print mailing labels from their list of leads
- Continue to interact with attendees after the show is over!



To get the benefits of BuyerConnect, you must first have a CompuLEAD lead recording device working in your booth. After the show, simply visit our BuyerConnect web site at [www.compusystems.com/buyerconnectexh](http://www.compusystems.com/buyerconnectexh) If you misplaced your receipt #, please contact a customer service representative at **708.786.5565**.



# In the attendees' own words...



**BuyerConnect**  
Exhibitor Contact Information for:  
2006 Fancy Foods Show  
2006 Fancy Foods Show

Click on the exhibitor name to visit their website. Click on the contact number to call the exhibitor.

Company Name	Address	Phone
ACQUADONNE INTERNATIONAL, INC.	100 20th Street Miami, FL 33130	Phone: (305) 444-1111
ALPINE	2000 W. 10th St. Tomball, TX 77375	Phone: (281) 291-1111
THE BROWN HONEY PRODUCTS	1000 International Plaza, 10th Fl. Boston, MA 02118	Phone: (617) 552-1111
CHALLENGER INTERNATIONAL	4000 N. 10th St. Miami, FL 33150	Phone: (305) 444-1111
CHERRY LADDER PRODUCTS, INC.	1000 N. 10th St. Miami, FL 33150	Phone: (305) 444-1111



## Here's what attendees are saying about **BuyerConnect**

- "I just accessed my personalized list of exhibitors whom I visited at the Fancy Foods show at the Javits Convention Center last month in NY and I wanted to just take a moment to say how incredibly helpful this service is! I hope that you will do the same for next year. Thanks so much!"  
- Jennifer Clements, Pretty Gifted
- "Great idea. And it gives us all the information we need."  
- Jim Thomas, Collier County Summer Food
- "Thank you for using technology to help us have a link with booths we visited."  
- Laura Pinyan, Pacific Health
- "WELL DONE!"  
- Allan Levine, Gourmet Merchants Intl.
- "What a nice surprise and pleasure to be able to review the companies I made contact with during the Fancy Food Show in NYC. Thank you for the service, much appreciated."  
- Chatham Kitz, Chatham's Fine Chocolates
- "This was very helpful. Thanks."  
- Debbie Cohen, Optimum Online



708.786.5565

exhibitorsales@compusystems.com | www.compusystems.com



## LEAD RETRIEVAL ORDER FORM

### HIMSS10 Annual Conference & Exhibition

March 1-4, 2010

Georgia World Congress Center, Atlanta, GA

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### EXHIBITOR INFORMATION

Contact Name/Title \_\_\_\_\_ Booth # (Required) \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Onsite Cell Phone \_\_\_\_\_

Alternate E-mail (To receive leads post-show) \_\_\_\_\_

## ORDER ONLINE TO RECEIVE IMMEDIATE CONFIRMATION WWW.COMPUSYSTEMS.COM/ORDER

**FOR ASSISTANCE:** U.S. CALL **TOLL-FREE 866.600.LEAD (5323)**  
OR OUTSIDE THE U.S. **+1 708.786.5565**

**MAIL ORDERS TO:** COMPUSYSTEMS, INC., P.O. BOX 6271,  
BROADVIEW, IL 60155-6271, USA

**FAX CREDIT CARD ORDERS TO: 708.344.4444**

Confirmation will be sent 5-7 days after your order has been processed.

**NO REFUNDS AFTER 02/15/10**

### BuyerConnect follow-up services included FREE with all orders!

- Download your leads at any time
- Follow-up with a broadcast e-mail
- Generate five reports based on various criteria from your captured leads

**WIN \$250**

**VISA Gift Card**

Order online to be entered into  
quarterly drawings

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### COMPULEAD PRODUCTS

	EARLY BIRD Thru 01/18/10	ADVANCE Thru 02/22/10	ONSITE	NUMBER of Units	Cost
<b>1 CompuLEAD Desktop II (Requires 110v AC Circuit) .....</b>	<b>\$300</b>	<b>\$325</b>	<b>\$350</b>	_____	<b>\$</b> _____
Includes electronic leads, printed leads and BuyerConnect post-show follow-up services					
↳ <b>External Keyboard for electronic note taking.....</b>	<b>\$ 30</b>	<b>\$ 30</b>	<b>\$ 30</b>	_____	<b>\$</b> _____
<b>2 CompuLEAD Mobile (No Electricity Required).....</b>	<b>\$390</b>	<b>\$415</b>	<b>\$440</b>	_____	<b>\$</b> _____
Hand-held device. Includes electronic leads and BuyerConnect post-show follow-up services					
<b>3 CompuLEAD Desktop Pro (Requires 110v AC Circuit) .....</b>	<b>\$415</b>	<b>\$440</b>	<b>\$465</b>	_____	<b>\$</b> _____
PC-enabled desktop device with LEADlink Plus! software rental (one show only) Requires PC or laptop w/USB port and CD Rom drive. Includes electronic leads and BuyerConnect post-show follow-up services					
<b>Additional Services</b>					
<b>4 Custom Lead Qualifiers .....</b>	<b>\$ 60</b>	<b>\$ 70</b>	<b>\$ 80</b>	_____	<b>\$</b> _____
Customization must accompany order form					
<b>5 Custom Surveys .....</b>	<b>\$ 85</b>	<b>\$ 95</b>	<b>\$105</b>	_____	<b>\$</b> _____
For CompuLEAD Desktop II only – survey must accompany order form					
<b>6 Delivery; in-booth setup &amp; training; pickup.....</b>	<b>\$ 80</b>	<b>\$ 80</b>	<b>\$ 80</b>	_____	<b>\$</b> _____

By completing the Lead Retrieval Order Form, you agree to be held liable for the return of the CompuLEAD unit. If it is returned damaged or has not been returned 1 hour after the show closes, a \$1500 late fee will be charged to the credit card used for deposit. If the unit is subsequently returned to CompuSystems, the fee may be reduced by CompuSystems. You, not CompuSystems or Show Management, are responsible for the proper use and safekeeping of each CompuLEAD unit rented.




\$ \_\_\_\_\_  
**Subtotal**

\$ \_\_\_\_\_  
**Sales Tax (8.00%)**

\$ \_\_\_\_\_  
**Grand Total**

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### PAYMENT

- 
 
 
 **CHECK** (payable in U.S. funds to: CompuSystems, Inc. If paying by check, it must accompany order form).\*

Card Number \_\_\_\_\_

Expiration date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

\*Credit card deposit required for all rentals. Card will not be charged unless unit is damaged or not returned on time.

