



# Smart Pen Order Form

## Exhibitor Lead Retrieval November 12, 2008

### MedAssets Fall Conference and Regional Education Form

(Show ID: PAU)



	PRICE		QTY	TOTAL
	<i>(by 10/22/2008)</i>	<i>( after 10/22/2008)</i>		
Smart Pen Package: <i>includes one pen, standard lead qualifiers and a tablet for written notes</i>	\$ 200.00	\$ 225.00	x 1	=
Additional Smart Pens:	\$ 100.00	\$ 125.00	x	=
Upgrade with 26 custom lead qualifiers:	\$ 80.00	not available		
Password protected website access to leads in electronic file format: <i>(CSV, Excel)</i>	included	included		
Additional electronic file formats:	included	included		
Insurance coverage for 100% of damages for theft, loss or damage to Smart Pen:	\$ 15.00	\$ 15.00	x	=
<ul style="list-style-type: none"> <li>· All orders are subject to a \$50 cancellation fee. Unclaimed or unused units are NOT refundable. Users are responsible for up to \$500 for repair/replacement costs for misplaced, stolen or damaged units.</li> <li>· A \$500 credit card deposit will be required for each unit NOT covered with insurance.</li> <li>· Full payment must be included to reserve devices. No orders will be processed until full payment received.</li> <li>· Equipment must be returned to the service desk within one hour after close of the show to avoid additional charges.</li> <li>· All leads gathered will be sent to the ordering party's e-mail.</li> </ul>				

Exhibiting Company Name:	Booth #	Ordered By:
Address:	City/State:	Zip Code:
Office Telephone:	Fax Number:	Email:

Mail or fax this form with payment to:  
**Leads Etc., Inc.**  
 ExpoTech Support Division  
 1600 Providence Highway  
 Walpole, MA 02081-2544  
 Phone: 508.660.6785  
 Fax: 508.660.6884  
 To order online  
[expotechsupport.com/med1108](http://expotechsupport.com/med1108)

*Please indicate form of payment: (Checks Payable to Leads Etc., Inc.)*

Visa   
  Mastercard   
  Amex   
  Discover   
  Check

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Name On Credit Card

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Credit Card Number Expiration Date

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Authorization Signature

**Order Total:**

# Custom Lead Qualifiers

**Company Name:**

**Your Booth #:**

**Show Name:**  
**MedAssets Fall Conference**  
**Jacksonville, FL**  
**November 12, 2008**

**Show I.D.: PAU**

**Fill in only if it was ordered**

Your Custom Lead Qualifiers will allow you to further qualify your booth visitors. Simply scan as many of your custom qualifiers that apply. You can also take specific hand written notes in a note tablet provided.

**Instructions:** You have 1 line of 20 characters of space for each qualifier. You can customize all 26 lead qualifiers, but fields that are not customized will be populated with the defaults shown in small print below the boxes to the right. If you want to leave a particular qualifier empty, cross the default out and do not enter a qualifier. When completed fax this form and your order form (with custom lead qualifiers selected) to us at: **508.660.6884** or online at **expotechsupport.com/med1108**

Leads Etc., Inc.  
 ExpoTech Support Division  
 1600 Providence Highway  
 Walpole, MA 02081-2544  
 Phone: 508.660.6785  
 Fax: 508.660.6884



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Decision Maker

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Purchaser

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Influences Purchase

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Current Customer

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Just Looking

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Next Month

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Next Quarter

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Next Year

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Phone

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Email

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Mail

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Send Samples

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Schedule Meeting

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Send Proposal

codes on BACK of Written Note Tablet

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# EXPOTECH

Total Expo Technology Support For Your Show



**It's as Easy as 1-2-3...**



**MedAssets Fall Conference  
November 12, 2008**

[expotechsupport.com/order](http://expotechsupport.com/order)

**Access code: med1108**

***The fastest, most affordable and portable way to capture sales leads!***



## It's as Easy as 1-2-3...



### (1) SCAN THE BADGE

Quickly scan a visitor's name badge containing a unique barcode that identifies their key contact information such as: Contact Name, Title, Company, Address, Telephone Number, Email Address, etc.

### (2) TAKE ELECTRONIC & HANDWRITTEN NOTES

Scan up to 16 standard lead qualifiers appropriate to typical sales information collected in the booth. Or, customize these qualifiers to indicate specific follow-up methods and products. Link barcode information and handwritten notes together for more complete sales lead information.

### (3) RECEIVE SALES LEAD REPORTS

At any time during the show, receive a detailed paper report listing all sales leads gathered in the booth. At the end of the show, accumulated sales lead data is available on paper or via the web.

- | Standard Lead Qualifiers |
|--------------------------|
| Decision Maker           |
| Purchaser                |
| Influences Purchaser     |
| Current Customer         |
| Just Looking             |
| Immediate                |
| This Month               |
| Next Month               |
| Next Quarter             |
| Next Year                |
| Phone                    |
| Email                    |
| Mail                     |
| Send Samples             |
| Schedule Meeting         |
| Send Proposal            |

## Sales Lead Technology = THE SMART PEN

Collect more sales leads, retrieve better prospect information, and keep it all organized.

Portable, electricity-free • Inexpensive  
Small, lightweight • Fully-customizable

Scan your visitor's badge at any time and any location during a convention or trade show. Whether you're in your booth, or on the show floor or anywhere you encounter interested prospects, the Smart Pen Lead Retrieval System will free you to do what you do best...introducing your products and services to prospective customers...and leaving them with a favorable, lasting impression of you and your company.

For More Information...  
Contact ExpoTech Support Division • Phone: 508-660-6785 • Fax: 508- 660-6884