

# Lead Management Order Form

**DIA 2014 50<sup>th</sup> Annual Meeting** June 15 - 19, 2014 ▪ San Diego, California

Order online: <https://exhibitorportal.experient-inc.com>

Access Code: SXPPFH

Final deadline to order prior to show 6/19/14

Exhibiting Company: \_\_\_\_\_

Booth #: \_\_\_\_\_

Check if information is for: ☐ Exhibiting Company ☐ Third Party

3rd Party Company (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

City: \_\_\_\_\_

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

State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

| Select your preferred system   | on or before<br>4/16/14 | from 4/17/14<br>to 5/16/14 | after<br>5/16/14 | number<br>of units | TOTAL   |
|--|-------------------------|----------------------------|------------------|--------------------|---|
| <b>SWAP® "3 Pack"</b> One license and three activations.   | \$499                   | \$499                      | \$499            | _____              | \$_____   |
| <b>SWAP "2 Pack"</b> One license and two activations.  | \$399                   | \$399                      | \$399            | _____              | \$_____   |
| <b>Additional SWAP Activations</b> Additional activations only available with purchase of SWAP "3 Pack", "2 Pack" or the RT2000.   | \$129                   | \$129                      | \$129            | _____              | \$_____   |
| <b>Optium™ RT2000</b> Call for Custom Survey Setup   | \$470                   | \$545                      | \$575            | _____              | \$_____   |
| <b>RT2000 Portable Bluetooth printer</b>   | \$75                    | \$100                      | \$125            | _____              | \$_____   |
| <b>Android Tablet with One SWAP license &amp; Activation</b>   | \$399                   | \$425                      | \$475            | _____              | \$_____   |
| <b>Developer's Kit for Real Time Data Services (RTS)-<br/>for all exhibitors who use their own lead system.</b><br>Experient will provide all of the information you need to access our registration database in real time. This includes instructions for your IT Department to set up the data transfer, delivery of all access credentials necessary for downloads, and customer support if necessary. You can choose whether you want to pull data in real time, nightly or at the end of the event. | \$650                   | \$650                      | \$650            | _____              | \$_____   |
| <b>See page 2 for system descriptions and requirements.</b><br><b>NOTE:</b> If you use your own lead retrieval system, you will need to set up for RTS. This event deploys a QR code on the badge. It has limited data on each attendee. <b>The PDF417 barcode is no longer on the badge</b> , therefore pulling attendee data directly from the badge will not work.  |                         |                            |                  |                    | Sub-Total \$_____           8% Sales Tax \$_____           System Total \$_____ |

Order Confirmation will be delivered via email.

Note: All readers must be picked up at the exhibitor services desk unless delivery arrangements are made and paid for in advance of the show.

**Terms and Conditions:**

- Orders cannot be processed unless received with payment. Purchase Orders are not accepted. Send check or credit card information with order form.
- All orders cancelled prior to 30 days of the show will incur a \$100 cancellation fee.
- Orders cancelled within 30 days of the show will not be refunded.
- Taxable items and rates vary among states and are subject to change. Please call for exact quote.

| Options   | on or before<br>4/16/14 | from 4/17/14<br>to 5/16/14 | after<br>5/16/14 | number<br>of units | TOTAL   |
|---|-------------------------|----------------------------|------------------|--------------------|---------|
| <b>Delivery of Reader to Booth</b> (Post show pickup not available) | \$100                   | \$100                      | \$100            | _____              | \$_____ |
| Options Total   |                         |                            |                  |                    | \$_____ |
| Preferred System and Options Total                                  |                         |                            |                  |                    | \$_____ |

## Indicate Payment Method

- ☐ Check (Orders cannot be processed unless received with payment.)  
☐ Visa ☐ MasterCard ☐ American Express ☐ DISCOVER

Signature: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_

Mail Orders to: Experient ▪ 5202 Presidents Court, Suite 310 ▪ Frederick, MD 21703

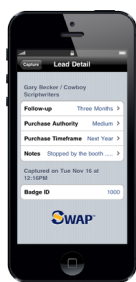
## For Assistance Contact:

Gem Hill  
**P:** 888.267.4451  
**E:** [gem.hill@experient-inc.com](mailto:gem.hill@experient-inc.com)

Fax Credit Card Orders to:  
**301.694.3286**

| Product Features & Options          | SWAP | RT2000   | SWAP Tablet | Developer's Kit<br>(for use with your own system)<br>*See Note Below |
|-------------------------------------|------|----------|-------------|--|
| Capture leads anywhere              | ✓    |          | ✓           | *  |
| Capture leads outside of show hours | ✓    | ✓        | ✓           | *  |
| Take notes                          | ✓    | ✓        | ✓           | *  |
| Custom lead qualifiers              | ✓    | ✓        | ✓           | *  |
| Handheld & Wireless                 | ✓    | ✓        | ✓           | *  |
| No electricity required             | ✓    | ✓        | ✓           | *  |
| Leads consolidated in SWAP portal   | ✓    | ✓        | ✓           | *  |
| Leads in real time                  | ✓    | ✓        | ✓           | *  |
| In booth printer                    |      | optional |             | *  |

**\*NOTE: Available features for Developer's Kit will be based on device being used**



## SWAP Feature Rating: ★★★★★★★★

- **For the latest in lead retrieval, you need SWAP!**
- Download the app directly to your phone or device
- Capture leads anywhere: in the booth, sessions, meetings, events, in the hallway, on the bus, etc.
- Custom lead qualifiers
- All leads captured are consolidated in your SWAP Portal

## Optium RT2000 Feature Rating: ★★★★★★★★

- A mobile method for capturing lead information
- Instant access to lead data ; Follow-up can begin immediately
- Handheld and wireless unit ; *No electricity required*
- All leads captured are consolidated in your SWAP Portal
- Booth activity can be monitored, in real time, from remote locations
- If custom questions are desired? Contact our Lead Management Specialist



## SWAP & Android Tablet Package Feature Rating: ★★★★★★★★

- A high-tech mobile lead solution that stands alone OR compliments an existing strategy of a standard reader or multiple SWAP activations
- All the mobile lead capture benefits of SWAP, pre-loaded on a 7" Android tablet
- Your devices will be set-up and ready for lead collection with SWAP at the event
- All leads captured are consolidated in your SWAP Portal

## Developer's Kit for Real Time Data Services Feature Rating: ★★

- All of the information you need to access our registration database in real time
- Instructions for your IT Department to set up the data transfer
- Delivery of all access credentials necessary for downloads and customer support
- Choose whether you want to pull data in real time, nightly or at the end of the event

