

2024



Tax Forum

IRS Nationwide

2024 IRS Tax Forum - San Diego

Lead Retrieval Order Form

This form is for *check payments only*. To order online, visit

<https://retrievemyleads.com/eds/index.html>

Have questions?

Find answers or contact us at

702.487.5876

info@expodatacapture.com

| EDC Lead Retrieval Packages See page 2 for additional item information and descriptions. | Advance Before or on August 11, 2024 | Regular Between Aug 12 - September 9 | On-site On or after September 10 | Quantity | Total |
|---|--|--|--|----------|-------|
| EDC Zebra Scanner Quick and easy badge scanning. | \$365 | \$385 | \$405 | | \$ |
| Customized Follow-Up Action Codes (Optional) Specify codes on page 3. | \$50 | \$75 | \$75 | | \$ |
| Developers Kit: Real-Time API Use your own badge software and get full attendee data in real time, or get it post-show. | \$750 | \$775 | \$800 | | \$ |

Total Amount \$

Company Information

| | | | |
|--------------------|---------|-------|--|
| Exhibiting Company | Booth # | | |
| Address | | | |
| City | State | Zip | |
| Phone | Fax | Email | |
| Office Contact | | | |

Payment Information

Check #

Make check payable to Expo Data Capture, Inc.

When you pick up the equipment on-site, you must also provide your credit card information to be used as a security deposit in the event your equipment is not returned.



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Packages and Device Descriptions*

EDC Zebra Lead Plus

The most advanced wireless, handheld scanning device, built for ease and convenience.



- Latest Zebra scan technology w/ rapid scan engine
- Great battery life
- Receive leads in real time at www.retrievemyleads.com
- 21 Standard Action Codes pre-programmed
- Customized Follow-Up Action Codes available
- The EDC Zebra Lead Plus scanner requires an Internet connection, and the device comes with cellular connectivity enabled. At times, convention center cellular connectivity is unavailable, and leads are stored locally on the device and synched when connectivity is restored

Download your leads online as a .csv spreadsheet during and after the meeting.

Custom Codes

Available only with the EDC Zebra



See next page for instructions. You are able to set up custom questions on your EDC Zebra Lead Plus. Use next page to complete your custom code choices.

Real-Time API or Post-Show Data

Merge Use your own badge scanner and get full attendee data in real time, or post-event.



Use your own device(s) to track attendees that visit your exhibit booth and get attendee data in real time. Refer to page (4) for the list of fields which you will receive via the API. Within 48 hours of your order being placed, you will receive sample badges, API documentation and an API key. Or send us your scan file post-event, and we will send you the lead information in a data merge.

Leads are received and sent in real time into the database specified by the exhibitor unless you opt for the post-event data merge.

* Scanning devices and products require mobile connectivity. Packages provide leads via the website at www.retrievemyleads.com.

Follow-Up Action Codes

Create up to 20 of your own Customized Follow-Up Action Codes that you can use instead of the 21 Standard Action Codes provided with your equipment rental. Capture your potential customer's interest in a specific product or service, or indicate the next action step for a specific member of your team by creating Custom Action Codes.

Listed below are the Standard Action Codes that are complimentary with your equipment rental:

- | | | |
|----------------------------|-------------------------------|--------------------------|
| 1. Add to Mailing List | 8. Product Demo Required | 15. Purchase in 30 Days |
| 2. Send Literature | 9. Immediate Contact Required | 16. Purchase in 3 Months |
| 3. Send Samples | 10. Have Salesperson Call | 17. Purchase in 6 Months |
| 4. Send Pricing | 11. Recommends | 18. Immediate Need |
| 5. Technical Info Required | 12. Final Say | 19. Order Placed at Show |
| 6. Detailed Specs Required | 13. Makes Purchase Decision | 20. Current Customer |
| 7. Provide Quote | 14. Partial Interest | 21. HOT LEAD |

Order Customized Codes

Fill in the codes below. Don't forget to send all pages when you return the form. As a reminder, credit card information should not be submitted through the online Support Center or by email.

| | |
|-------|-------|
| 1. | 11. |
| _____ | _____ |
| 2. | 12. |
| _____ | _____ |
| 3. | 13. |
| _____ | _____ |
| 4. | 14. |
| _____ | _____ |
| 5. | 15. |
| _____ | _____ |
| 6. | 16. |
| _____ | _____ |
| 7. | 17. |
| _____ | _____ |
| 8. | 18. |
| _____ | _____ |
| 9. | 19. |
| _____ | _____ |
| 10. | 20. |
| _____ | _____ |

Each order of 20 codes can be used for multiple Lead Retrieval machines.

Each code can contain up to 40 characters. On the EDC Lead Plus, the first 14 characters of each code are visible on the screen.

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Terms and Conditions

The EDC Lead Retrieval products for the 2024 IRS Tax Forum - San Diego feature handheld laser scanners or smart phone apps. Optionally, Customized Follow-Up Action Codes are available.

The following fields will be included in the scan data: Attendee First and Last Name, Title, Company Name, Street Address, City, State, Zipcode, Phone Number, Email Address.

Lead Format: All packages provide leads via the website at www.retrievemyleads.com. View and collect leads as you scan, even while the expo is still open. (Online leads will be in an Microsoft Excel-friendly .csv format.)

Expo Data Caputre Inc (EDC), the Official Event Contractor for Lead Retrieval Services, agrees to provide its EDC Lead services to the Customer for the agreed upon fee listed on this Order Form. The service will include the use of the equipment for the duration of the meeting. EDC will furnish its equipment to the Customer in good working order and the Customer agrees to return the equipment in the same condition.

- 1. Payment** shall be in United States dollars and submitted with this Order Form. EDC will accept authorized company checks drawn on banks located in the United States of America. Payment to EDC will not be refunded for any reason, except as stated in item 3 below. Any returned checks will be subject to a \$30.00 returned check fee and loss of early payment discounts. Credit card payments will only be accepted online at <https://retrievemyleads.com/eds/index.html>.
- 2. Replacement cost for lost or damaged equipment:** Customer acknowledges, understands and agrees that the total cost of replacement for EDC's equipment will be as follows: \$1,000.00 for the EDC Lead Plus scanner. Customer agrees to the immediate payment, upon request by EDC for all damages or loss of EDC's equipment, except such as may result from normal operation thereof. In the event that Customer does not immediately pay its obligation to EDC for lost or damaged equipment, Customer agrees to pay EDC a weekly rental fee equal to the service fee listed on the front of this Order Form. This is in addition to the replacement cost of EDC's equipment.
- 3. Cancellations and refunds:** Orders canceled on or before July 8, 2024, will be subject to a \$75.00 administrative fee. Orders canceled on or after July 9, 2024, are non-refundable. *No refunds will be given for equipment that is not picked-up and/or not utilized by booth personnel.*
- 4. EDC shall not be responsible for any special, incidental, or consequential damages** arising from the loss of customer information, for any reason, arising from or relating to EDC's equipment. EDC's liability for damage of any cause whatsoever will be limited to the total rental price for the equipment and services provided by EDC as listed on the front page of this Order Form.
- 5. Return of equipment:** Customer agrees to return all equipment to the Lead Retrieval Service Desk within one (1) hour of the event closing. EDC's equipment must be picked up and returned to the Lead Retrieval Service Desk in the designated Contractor Service Area. Damaged or non-returned equipment will be charged in accordance with item 2 above. *Equipment not returned to the Lead Retrieval Service Desk, or left in the exhibit area, is the sole responsibility of the customer.* Should EDC, at its option and with no responsibility to do so, recover abandoned equipment, Customer agrees to pay EDC a \$100.00 abandonment fee. In no way does this absolve Customer from its responsibility to timely return EDC's equipment.
- 6. Governing law:** It is agreed that the governing law pertaining to this contract will be the law of the State of Nevada with venue exclusively in Clark County.
- 7. By submitting this order,** I agree to EDC's terms of use as defined in its privacy policy at <https://retrievemyleads.com/privacy>.
- 8. Mail Checks to EDC c/o LR Orders | 8 Sunset Way, Suite 104 | Henderson, NV 89014**

Orders canceled on or before July 8, 2024, will be subject to a \$75.00 Administrative Fee.

Orders canceled on or after July 9, 2024, will not be refundable.

By signing below, I am stating that I am authorized to place this order and that I agree to all terms and conditions stated on all pages of this order form.

Signature

Date