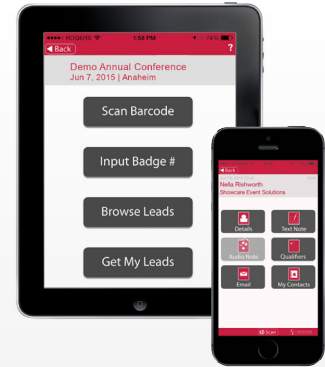


## OPTION Showlead Mobile™

### App for iOS + Android smartphones / tablet devices)

- Simply scan the QR Code using a smartphone or tablet with rear facing camera.
- Complete with 10 standard sales qualifiers, ability to add notes, email, follow-up and store contacts within seconds.
- Application can be used anywhere – both on and off the show floor.
- Real time lead access; by email or at [www.showlead.com](http://www.showlead.com).
- Devices with no internet or data service will capture; Badge ID, First and last name. Leads will sync once internet service is restored.
- Requires internet connectivity to sync data.

**Note: Limited mini iPads available for rent Onsite or use your own Smartphone/Tablet Device.**



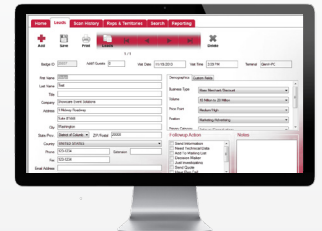
## OPTION Showlead Desktop Application

Use your own Windows PC, automatically assign reps to your leads. 1 license per computer application is required.  
(requires the use of rental or your purchased Symbol scanner)

- Showlead Desktop Software Application includes regional sales rep reporting and tracking functionality.
- The application operates on the exhibiting company's computer and utilizes a Symbol DS6608 or DS6708 handheld tethered barcode scanner available for rental or purchase from Showcare Event Solutions.
- Showlead.com access is available when internet service is available to sync leads to the web portal.

### Minimum System Requirements:

- Latest Microsoft operating systems (supported by Microsoft) with the latest servicepack, security update and .net 3.5 framework.
- Local Administrative rights to install Desktop Application required with at least 1 available USB port.
- Minimum 1 GB of available hard disk space. Minimum of 2 GB of RAM + 1 available USB port.



## OPTION Showlead Touch™

- Compact, portable barcode scanner allows simple badge scanning to capture contact details and demographic profile with the ability to add notes.
- Colour graphic touch LCD display to verify scanned data.
- Ability to add notes to your lead data.
- Connects wirelessly to available Bluetooth portable printer.
- All scans are date and time stamped.
- Scanner includes 10 standard sales qualifiers with the option to add custom sales qualifiers.
- Lead data will be available for download post show at [www.showlead.com](http://www.showlead.com)

**Note: This device does not require power.**



## OPTION Showlead™ - Badge Reader

- Compact, portable barcode scanner allows simple badge scanning to capture contact details and demographic profile.
- Graphic LCD display to verify scanned data.
- Connects wirelessly to available Bluetooth portable printer.
- All scans are date and time stamped.
- Scanner includes 10 standard sales qualifiers with the option to add custom sales qualifiers.
- Lead data will be available for download post show at [www.showlead.com](http://www.showlead.com)

**Note: This device does not require power.**



FEATURES	SHOWLEAD MOBILE	SHOWLEAD	SHOWLEAD TOUCH	SHOWLEAD DESKTOP
Requires Laptop/Computer,	●			●
Auto Assign Reps, SMS Service	●			●
Requires Tethered Scanner	●			●
Real time lead data	●		●	●
Add Notes	●		●	●
Includes Standard Sales Qualifiers	●	●	●	●
Add Custom Sales Qualifiers		●	●	●
Handheld/Wireless	●	●	●	
Optional Bluetooth Printer		●	●	
Add Lead data to Contacts	●			

## OPTIONAL SERVICES + ACCESSORIES

### Mini Ipad Rental (for use with the purchase of a Showlead Mobile License for the length of the event)

- Do you want to experience the "Showlead Mobile App" but don't want to use your personal device?
- Rent an Ipad Mini and experience the easy use of the Showlead Mobile App.
- Take it to breakfast and sessions, add notes about future clients.
- Complete lead data will be sent to our secure web portal real time with wi-fi connectivity or at the end of the show.

### Showlead Print™

(for use with the Showlead & Showlead Touch Badge Reader)

- Wireless printer.
- Compact, portable thermal printer provides paper receipts.
- Extremely quiet and fast printing.
- Connects directly to the Showlead unit via Bluetooth technology.

### SMS - Instant Messaging

(for use with Showlead Desktop Application)

- Notify your reps when an attendee enters the booth, simply scan the buyer and an instant SMS message notification will be sent to the Rep(s) assigned to that territory including; Company, Name, Date and Time of scanned attendee. This service is not available for International cellular services.
- Reps will no longer miss the opportunity to meet with prospective customers. SMS notification is delivered within seconds after an attendee is scanned into the Showlead Desktop Application.
- SMS Messaging is an outbound only service only to Sales rep(s) through the Showlead Desktop Application.
- Internet connectivity required.

### Handheld Barcode Scanner

(for use with Showlead Desktop Application)

- This easy to use Symbol DS6608 or DS6708 tethered barcode scanner is plug n play with the Showlead Desktop Application and is available for rental or purchase.

### USB Flash Drive

(available for Showlead, Showlead Touch Badge Readers)

- Leads downloaded on USB flash drive at the end of the event
- Leads will also be available post-show online at [www.showlead.com](http://www.showlead.com).

### Real Time Direct Access

Direct access transfers the Lead data wirelessly to your secured password protected web portal allowing you to track manage and follow-up you're Leads anytime (available for Showlead and Showlead Touch).

### E-blast Email Service

Don't struggle trying to send out an email to your valuable leads. Simply select one of our standard html Designs and provide us with the verbiage and links you would like to send with an email campaign to your Lead contacts.

### Custom Sales Qualifiers (for use with Showlead & Showlead Touch Badge Reader)

- Add up to 30 custom sales action codes to better qualify prospects (max. 21 characters per line including spaces).



NATIONAL COUNCIL OF  
TEACHERS OF MATHEMATICS



ORDER ONLINE: [www.showlead.com/orders](http://www.showlead.com/orders)

EVENT CODE: NCTMA1510L

EMAIL: [leads@showcare.com](mailto:leads@showcare.com)

FAX: (905) 474-9743

PHONE: 1 (866) 267-2107

October 21st- 23rd, 2015  
Atlantic City Convention Center  
Atlantic City, NJ

Complete Package Best Value Options	Specifications	EARLY thru 09/25/15	STANDARD beg 09/26/15	QUANTITY	TOTAL
Showlead Essential (no electricity req'd)	- Showlead hand-held badge reader - Wireless printer - Custom sales qualifiers	\$400	\$575	<input type="text"/>	<input type="text"/>
Showlead Optimum (no electricity req'd)	- Showlead Touch badge reader - Custom sales qualifiers - USB Flash drive & e-blast email service	\$550	\$650	<input type="text"/>	<input type="text"/>
Showlead Performance (no electricity req'd)	- Showlead hand-held badge reader - Custom sales qualifiers & e-blast email service	\$410	\$585	<input type="text"/>	<input type="text"/>
Showlead Mobile Essential	- 1 License for Single Device	\$265	\$315	<input type="text"/>	<input type="text"/>
	- 3 Licenses for Multiple Devices	\$450	\$575	<input type="text"/>	<input type="text"/>
	- 5 Licenses for Multiple Devices	\$750	\$950	<input type="text"/>	<input type="text"/>
• Mobile app for your IOS or Android • Real Time lead data with data or wi-fi service					
Showlead Desktop	- 1 Software License activation per terminal	\$299	\$349	<input type="text"/>	<input type="text"/>
• Scan attendees badge directly to your Windows 8,7, or Vista computer or laptop • Requires Symbol scanner (avail for rental or purchase) • SMS Text Messaging (Optional)					

### A la carte Lead Management Solutions

Showlead Touch	Wireless colour touch badge reader	\$475	\$550	<input type="text"/>	<input type="text"/>
Showlead	Wireless badge reader	\$325	\$520	<input type="text"/>	<input type="text"/>

### Optional Services & Accessories

Showlead Print	For Showlead, Showlead Touch	\$100	\$160	<input type="text"/>	<input type="text"/>
Custom Sales	For Showlead, Showlead Touch	\$80	\$100	<input type="text"/>	<input type="text"/>
Qualifiers				<input type="text"/>	<input type="text"/>
USB Flash Drive	For Showlead, Showlead Touch	\$80	\$100	<input type="text"/>	<input type="text"/>
Delivery & Pick-Up Service	For Showlead, Showlead Touch	\$100	\$125	<input type="text"/>	<input type="text"/>
Real Time Direct Access to Lead Data	For Showlead, Showlead Touch	\$125	\$175	<input type="text"/>	<input type="text"/>
E-blast email service	For Showlead, Showlead Touch	\$150	\$175	<input type="text"/>	<input type="text"/>
Rental of Symbol Scanner	For Showlead Desktop	\$90	\$105	<input type="text"/>	<input type="text"/>
Purchase of Symbol Scanner	For Showlead Desktop	\$235	\$275	<input type="text"/>	<input type="text"/>
200 Text Messages	For Showlead Desktop	\$ 55	\$ 60	<input type="text"/>	<input type="text"/>
Mini Ipad Rental	For Showlead Mobile App (for use with purchase of Showlead Mobile license)	\$ 75	\$100	<input type="text"/>	<input type="text"/>

Processing Fee

\$10

ORDER TOTAL (Payable in US Funds)

## • Contact Information

Contact Name

Exhibiting Company

Phone  Address

Email

City  State & Country

Zip  Booth #

## • Payment Information

☐ MC ☐ VISA ☐ AMEX

☐ Check

Card No.

Name on Card

Signature

Date

Online orders will receive instant confirmation via email. All other orders submitted will receive confirmation immediately after successful processing. NO REFUNDS ON ORDER 30 DAYS PRIOR TO SHOW OPENING. CANCELLATION REQUESTED 30 DAYS PRIOR TO SHOW ARE SUBJECT TO \$50 CANCELLATION FEE.

Authorization (your signature denotes acceptance of all the Terms & Conditions).

## • Terms & Conditions

All orders and usage of Showlead equipment provided by Showcare are/is subject to the following terms and conditions:

### A) Orders and Order Deadlines

1. All orders must be paid for in full prior to unit pick-up. 2. Orders received after the stated deadline will be charged at AFTER DEADLINE RATES without exception. The date payment is received shall determine the applicable rate. 3. All items ordered after the order deadlines are subject to availability.

### B) Payment Terms and Cancellations

1. Service will be rendered after receipt of full payment by credit card or check. 2. Showcare will correct any miscalculations in the "Order Total" column if different than total amount on the order form. 3. All cancellations made more than 30 days prior to the event will be subject to a \$50 processing fee per unit. No refunds will be considered for cancellations made beginning 3 days prior to the event start date. 4. Unclaimed units or unused orders are not refundable once paid for.

### C) On-Site Services and Terms

1. All orders which include rental hardware must be picked up from the Showcare counter on-site. It is highly recommended that your company representative(s) pick up your ordered units to avoid delays. 2. A minimum of one hour for processing time will be required to fulfill on-site orders, subject to availability. 3. On-site modification(s) or addition of existing Custom Sales Qualifiers will be subject to a \$50.00 processing fee.

### D) User Terms

1. At all times Showcare remains sole owner of each Showlead unit including all the software and hardware. 2. If the rented unit(s) are not returned to the Lead Retrieval Desk at the on-site Exhibitor Service The Renter agrees to pay an additional late fee of \$150.00 (one hundred fifty U.S dollars) per day, up to a maximum of the unit cost as well

as any additional fees incurred by Showcare to retrieve said unit (i.e shipping charges). Replacement Costs: Showlead \$1750.00 USD, Showlead Touch \$2350 USD, Showlead Print \$550.00 USD, Mini Ipad \$400.00 USD and Unreturned Symbol Barcode Scanner Rental \$145.00/\$170.00. 3. If any Showlead unit is misplaced, stolen or damaged while in the user's care, the user shall be responsible for said repair costs or replacement fees as indicated in item 2.

### Increased visibility

1. Showcare does not guarantee and shall not be held liable should the user not achieve overall success of the exhibit with respect to the expected revenue, expected number of leads, booth traffic, return on investment (ROI), profits and attendance by using Showcare's equipment, software or know how. 2. The user and Showcare each agree to indemnify, defend and hold harmless the other party and its respective successors and permitted assigns, and its officers, directors, members, agents, employees and/or representatives from and against any claim, action, cause of action, and liabilities including damages and expenses (including court costs and attorney fees and other fees of professionals) which may be asserted by third parties arising out of the performance of either party's obligations pursuant to the services rendered by Showcare to the user, except for the willful misconduct or gross negligence of the other party. 3. "Force Majeure" shall refer to any cause or event(s) that is beyond the reasonable control of Showcare or the organizer of the meeting, that could not have been reasonably foreseen and prevented by means reasonably available to it, and that causes the Event(s) to be either canceled or postponed "sine die" and this term shall include but shall not be restricted to acts of God, civil unrest or of the public enemy, acts of the Government, fires, flood, epidemics, strikes, lockouts, curtailment of transportation facilities or service. In any such event of Force Majeure, the obligations of Showcare for services not yet rendered shall become automatically terminated and Showcare shall be entitled to retain all the payments already received.

**Your order and usage implies that you have read, understood and agreed to be subject to the terms and conditions stipulated herein.**

## Custom Sales Qualifiers

Currently not available for Showlead Mobile  
Smartphone devices.

Please fax this form to: **905-479-9743** | or email to: **leads@showcare.com**

Standard Sales Qualifier Codes:  
Showlead Badge Readers and Showlead Desktop

### Application comes with the following standard codes:

- |                         |                             |
|-------------------------|-----------------------------|
| 1. Send information     | 6. Send quote               |
| 2. Needs technical data | 7. Have rep call            |
| 3. Add to mailing list  | 8. Ready to purchase        |
| 4. Decision maker       | 9. Fax information          |
| 5. Just investigating   | 10. Requires special action |

☐ Please use the same Custom Sales Qualifiers for all units.

Showlead customers please indicated desired  
custom action code option.

Please select only one checkbox below if Custom  
Sales Qualifiers were ordered.

- ☐ A) – 30 Custom Sales Qualifier codes  
as per below
- ☐ B) – 20 Custom Sales Qualifier codes  
as per below + 10 Standard Sales Qualifiers

\*If no selection is requested above the Standard  
codes only will be applied.

Please fill in the custom sales qualifier codes that you  
would like programmed into your unit. (Maximum of  
21 characters including spaces per code)

## Important: Please complete the following

Company Name

Show Name #  Booth #

1.	<input type="text"/>	16.	<input type="text"/>
2.	<input type="text"/>	17.	<input type="text"/>
3.	<input type="text"/>	18.	<input type="text"/>
4.	<input type="text"/>	19.	<input type="text"/>
5.	<input type="text"/>	20.	<input type="text"/>
6.	<input type="text"/>	21.	<input type="text"/>
7.	<input type="text"/>	22.	<input type="text"/>
8.	<input type="text"/>	23.	<input type="text"/>
9.	<input type="text"/>	24.	<input type="text"/>
10.	<input type="text"/>	25.	<input type="text"/>
11.	<input type="text"/>	26.	<input type="text"/>
12.	<input type="text"/>	27.	<input type="text"/>
13.	<input type="text"/>	28.	<input type="text"/>
14.	<input type="text"/>	29.	<input type="text"/>
15.	<input type="text"/>	30.	<input type="text"/>