



STEP 1. Exhibiting Contact Information	
Company Name: _____	Booth: _____
Contact Person: _____	
Address: _____	Ste/Bldg: _____
City: _____	State: _____ Zip: _____
Country: _____	Phone: _____ Fax: _____
Contact email: _____ (Email required for confirmation of order)	Source: EM

Three Ways To Reserve Service
1. Fast, Easy & Secure online ordering at: www.accureg.com/sesf06/options.html
2. Complete this form & fax to: 972-620-3064 Toll Free 1-800-856-0327
3. Complete this form & mail to: ARI, Inc. Attn: Lead Retrieval 350 E Royal Lane Ste 100 Irving, TX 75039

STEP 2. Lead Retrieval Service	Final Order Date: November 20, 2006			
Service Options	Before: 11/06/06	After: 11/06/06	Quantity	Total
The LEADER! (scanning device and printer) The LEADER! requires 120volt/2amps/240watts of electric	\$295.00	\$365.00	_____	_____
Badge Number Collection (not a scanning device – please see service descriptions)	\$100.00	\$100.00	_____	_____

STEP 3. Additional Services for The LEADER! only				
Delivery/Pickup Service (ARI will deliver & pickup unit)	\$50.00	\$75.00	_____	_____
Unlimited Paper (150 scans on average per roll)	\$15.00	\$15.00	_____	_____
Custom Action Codes (please provide codes below)	\$50.00	\$75.00	_____	_____
1. _____	11. _____			
2. _____	12. _____			
3. _____	13. _____			
4. _____	14. _____			
5. _____	15. _____			
6. _____	16. _____			
7. _____	17. _____			
8. _____	18. _____			
9. _____	19. _____			
10. _____	20. _____			

← If you have provided **Custom Action Codes**; please remember to include the fee in total below.

STEP 4. Provide Payment Information					
<input type="checkbox"/> Visa	<input type="checkbox"/> Master Card	<input type="checkbox"/> American Express	<input type="checkbox"/> Money Order	<input type="checkbox"/> Check (Payable to ARI)	Total: _____
Credit Card Number: _____ Expiration Date: _____					* If paying by check or money order, credit card information is still required for security deposit purposes only. There will be no funds held on your credit card.
Card Holder Name: _____ (As it appears on the card)					
Card Holder Signature: _____ I authorize ARI, Inc. to charge my credit card for services listed above. I have read & agree to the Terms and Conditions of this service agreement.					
Office Use Only	PMT	CK#	INI	ORD#	ENTERED



TERMS AND CONDITIONS

1. ARI, Inc. agrees to provide the equipment and services listed in this agreement at the prices stated.
2. Payment is due at the time the order for equipment and services is placed and may be made by cash, check or approved credit card.
3. ARI, INC. SHALL NOT BE LIABLE FOR ANY SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES ARISING FROM THE LOSS OF LEAD INFORMATION AS RELATED TO ARI'S EQUIPMENT. ARI'S LIABILITY FOR ANY CAUSE WHATSOEVER SHALL BE LIMITED TO THE TOTAL PRICE FOR THE GOODS AND SERVICES PROVIDED BY ARI, INC.
4. The customer agrees to pick-up equipment at the ARI Exhibitor Services desk prior to the opening of the event and to return equipment to the ARI Exhibitor Services desk at the conclusion of the event in the same condition as received.
5. Customer agrees to immediately pay ARI, Inc. for any damage or loss of equipment including failure to return equipment to the ARI Exhibitor Services desk at the conclusion of the event. Replacement costs and late fees are as follows:

PDF Scanner	\$1295
IT computer/printer	\$1495
Power Cord	\$95
Case	\$95
Non return fee	\$75
Late fees	\$150/per day not to exceed replacement costs.

6. ARI, Inc. must receive cancellation requests in writing, at the address on this agreement, no later than 10 business days prior to the opening day of the event. Requests for cancellation that are received by this deadline will be refunded in the amount equal to 75% of the total price of the order. No cancellation requests or refunds will be accepted after this deadline.
7. It is agreed that the governing law pertaining to this contract will be the law of the State of Texas.
8. If an exhibiting company uses ARI's Delivery/Pickup service, it is understood that ARI will deliver any lead retrieval unit(s) ordered prior to the opening day of the show between 1:00pm-5:00pm and pick up the unit(s) within 2 hours of the close of the show. The exhibiting company is responsible for the unit(s) from the time of delivery until an ARI representative picks it up. Units will NOT be delivered to an unattended booth. This service is non-refundable.
9. The exhibiting company understands that, if the lead retrieval unit fails, leads may still be captured by recording the attendee's badge identification number until a replacement unit(s) is delivered. ARI will prepare a disk of these attendees from the badge identification numbers for the exhibiting company.
10. The exhibiting company is aware that additional enhancements of extra paper rolls and extra disks purchased (whether or not they are advance or onsite purchases) are non-refundable items.



THE LEADER

THE LEADER our streamlined lead retrieval unit, allows you to easily capture leads with a simple scan of the attendee's badge. You will leave the show with a paper printout of your lead data, and a floppy disk of that same data.

Includes:

Hand held laser scanner, Controller Unit with Printer, Floppy Diskette (holds 3000 leads) and one fresh role of paper. No downloading required. Simply take the disk with you at the end of the event.



THE LEADER! requires 120 Volts/2 amps of electricity.

Standard Action Codes:

The following standard qualification codes and user commands are included with each order of **THE LEADER!** and are designed to help the exhibitor qualify their leads. A sheet of standard qualification codes will be provided on-site when you pick up **THE LEADER!**

- | | |
|--|-------------------------|
| 1. VAR (Value Added Re-seller) | 10. Have Sales Rep Call |
| 2. OEM (Original Equipment Manufacturer) | 11. Add to Mailing List |
| 3. Distributor | 12. Wants Presentation |
| 4. Current Customer | 13. Send Pricing Info |
| 5. Interested Buyer | 14. Product A |
| 6. Inquiry Only | 15. Product B |
| 7. Has Purchasing Authority | 16. Product C |
| 8. Send Literature | 17. Product D |
| 9. HOT LEAD! | 18. Product E |

Custom Action Codes:

Exhibiting companies can choose the option of having additional custom action codes designed and used with the **THE LEADER!**. After scanning an attendee badge, a customized action sheet can be scanned to include the specific actions desired. Codes can also include information such as item and stock numbers. Each sheet can contain up to 20 custom action codes and each code can be up to 20 characters long.

Badge Number Collection

We'll provide a form for you to jot down badge identification numbers as prospects visit your booth. After the show, login to our password protected website, enter the ID numbers you have collect and let our system build your lead file. This file can then be easily imported into a number of different database software programs or simply opened into Excel.

Jot down the badge ID's.

Company Name: ARI Booth: 1 Order Number: _____

1. Use the following spaces below to record the badge number of attendees
 2. Go to www.accureg.com/VFW04/mb.htm and follow the instructions to register

Please Note: Data will be available via the above web address 1 day after the show. If you have any questions, please feel free to contact us at: (972) 620-3048

1. <u>5473</u>	21. <u>9895</u>	41. _____
2. <u>6754</u>	22. <u>10024</u>	42. _____
3. <u>8945</u>	23. <u>9445</u>	43. _____
<u>7541</u>	<u>6454</u>	_____

Build your lead file

B4 JOHN						
A	B	C	D	E	F	
1	Prefix	FirstName	MiddleName	LastName	Suffix	Title
2	MR	DUB		HEFFINGTON		PRESIDENT
3		WALT		HEFFINGTON		VICE PRESIDENT
4	MR	JOHN		AWTRY		CHIEF FINANCIAL OFFICER
5	MR	STEVE		CRYSLER		CHIEF TECHNOLOGY OFFICER
6		CYNTHIA		BRAS		DIRECTOR OF CLIENT RELATION
7	MR	KELLIE		STOVER		DIRECTOR OF SALES
8	MR	MIKE		EDWARDS		DIRECTOR OF EXHIBITOR SERV
9	MR	DUB		HEFFINGTON		PRESIDENT
10		WALT		HEFFINGTON		VICE PRESIDENT
11	MR	JOHN		AWTRY		CHIEF FINANCIAL OFFICER
12	MR	STEVE		CRYSLER		CHIEF TECHNOLOGY OFFICER
13		CYNTHIA		BRAS		DIRECTOR OF CLIENT RELATION
14	MR	KELLIE		STOVER		DIRECTOR OF SALES
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16	MR	DUB		HEFFINGTON		PRESIDENT
17		WALT		HEFFINGTON		VICE PRESIDENT
18	MR	JOHN		AWTRY		CHIEF FINANCIAL OFFICER
19	MR	STEVE		CRYSLER		CHIEF TECHNOLOGY OFFICER
20		CYNTHIA		BRAS		DIRECTOR OF CLIENT RELATION