



**Lead Management Services—2008 Semantic Technology Conference
May 18-22, 2008—Fairmont San Jose, San Jose, CA**

Show Data Solutions is pleased to offer Lead Management services for the **2008 Semantic Technology Conference**, being held May 18-22, 2008 at the Fairmont San Jose in San Jose, California. Our **Lead Management System** is very easy to use, extremely affordable and you will receive your leads within one (1) business day of the close of the event.

If you have already placed your order and you received an email confirmation, you can disregard this notice. If you have placed your order but have not paid for your order, you can contact Patrick Loftus at 877-220-8211 to arrange your credit card payment or print our Order Form and fax with your completed credit card information. Please note that we only accept Visa, MasterCard and Discover credit cards, check payments or you can pay directly with PayPal (for American Express payments). The Advance Order Deadline is May 9, 2008 – order yours today to maximize your savings!

If you have used our services at previous events, we have some exciting news to share. First, we recently released a new version of our handheld software. Redesigned from the ground-up and speed optimized, now scanning is 5 times faster! We have also added several new features, including lead list with search and sort, email capture utility, faster navigation, batch lead printing and no-charge wireless printing at our service desk. Plus, we offer substantial discounts for multi-unit rentals.

Powerful Features!

Hardware

- Battery Operated Handheld Scanner
- Handheld PDA with Integrated Scanner

Software

- Scan Leads
- Take Notes
- Scan/Link Qualifiers
- Take Surveys
- Email Capture Wizard
- View/Edit Leads
- Pick Prize Winners
- Print Lead Reports

New Features!

- Enter Manual Leads
- Search/Sort Leads

Professional Quality Lead Management



Show Data Solutions (SDS) provides the exhibitor with a Handheld PDA/Scanner to be used for the duration of the show. Each attendee badge is printed with a unique barcode that identifies the attendee. Using the handheld PDA/scanner, the exhibitor scans the badge of each attendee that visits their booth. At the end of the day, simply return the scanner to our service desk and we will upload your scans into our secure web database. At the close of the show, return the scanner and your leads will be available from our web site by the next business day (often they are ready the same day, check with our onsite staff for more information). We are also offering a **USB Flash Memory Device** that you can take with you at the end of the event – no downloading, plus you get a great backup memory device. Please note that it may take 30-45 minutes to prepare your **USB Flash Memory Device** at the close of the event. If you cannot wait (due to travel deadlines), please do not order this option. We suggest you drop-off your scanner at the end of the event and then return to our service desk when you are ready to leave the convention center.

SDS is offering two levels of service, including **Standard** and **Standard Plus Printer**. Our **Standard** model allows exhibitors to scan attendee badges, view attendee contact information, take notes on-screen, link qualifiers (30 short phrases) and to further qualify a lead using a pre-defined or customized survey. Plus, you can pick random prize drawing winners and view/search/edit your leads. An included **Lead Qualifier Laminated Card** allows qualifiers to be scanned. Our **Standard Plus Printer** model has all of the features of the **Standard** model plus an integrated lead receipt printer.

With all models, the scanned leads are uploaded to our secure web site and available 9 AM the day after the show closes, where the exhibitor can login and download them at any time after the event. Use the following links for more information about our products and services:

Online Order Form

<http://www.showdatasolutions.com/html/08054022.html>

Product Manual & Lead Tutorial

<http://www.showdatasolutions.com/shows/08054022/STC2008-MANUAL.pdf>

**Handheld PDA
STANDARD
\$325 Rental**

**STANDARD PLUS
PRINTER
\$375 Rental**



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Handheld PDA with Incredible Features—Fast, Easy-to-Use and Economically Priced!



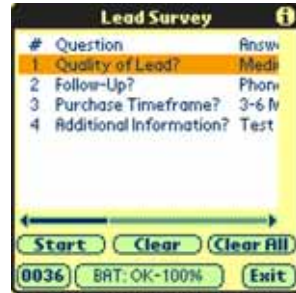
Main Menu



Manage Leads



Lead Qualifiers



Lead Survey



Leads List

Just look at these screen shots from our handheld software. See the progression from scanning a lead (manage leads) to taking notes to linking lead qualifiers to performing lead surveys. Each step adding valuable information to the lead—turning leads into customers! But, we do not stop there! Search your entire lead list and sort the results to your liking. Or, select a randomly picked lead for a prize drawing in your booth. View the entire contact information for a lead, including a summary of all additional information collected (notes, qualifiers and survey responses). Need more info?

Simply visit <http://www.showdatasolutions.com/html/leadmgmt.htm> and follow the link for **The Revolution** at the bottom of the page. Compare our system to competitive systems using our **Comparison** area and make sure you take the **Virtual Tour** of our Handheld PDA. **True lead management—all available in the palm of your hand.**

Exhibitors are also given several options for printing their leads at the show. Our portable printers offers fast, convenient printing in the exhibitor's booth. **And, we now offer no-charge printing at our service desk, providing fast, high quality lead reports for exhibitors—anytime!**

At the close of the show, exhibitors simply return their scanners and their leads will be available from our web site by 9 AM the next day (often they are ready the same day). Exhibitors can receive their leads at the end of the show by bringing their own **USB Memory Device** or they can purchase one from SDS—**either way they get their leads fast with no downloading or waiting until the next day to get their leads.** Exhibitors taking advantage of the **USB Memory Device** option need to allow 30-45 minutes after dropping off their scanner for their scanner to be synced and their memory device programmed.

No other "lead retrieval" company offers such a wide range of options for exhibitors!

- Snap-On Printer
- Table-Top Printer
- Service Desk
- USB Memory
- Web Download





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Frequency Asked Questions

1. How Do I Place An Order?

You can place your order using the following methods:

1. **Online** – Visit <http://www.showdatasolutions.com/html/08054022.html>, select the desired scanner and accessories and complete your payment online using a credit card. You can also use our online forms to pay by mail, fax or PayPal.
2. **Fax** – Visit <http://www.showdatasolutions.com/shows/08054022/STC2008-ORDER.pdf> to download our Order Form, print a copy, complete the form and fax to 800-292-7274 or 440-854-3131.
3. **Phone** – Visit <http://www.showdatasolutions.com/shows/08054022/STC2008-ORDER.pdf> to download our Order Form, print a copy, complete the form and call in your order to 877-220-8211.

2. What Types of Payments are Accepted?

We offer three methods of payments; check, credit card and PayPal. If paying by check, please mail your check on or before **May 9, 2008** or you can bring your check payment onsite when you pickup your scanner. You can also pay with a credit card – see the instructions above for placing an order. With PayPal, you can pay with a credit card online and we receive your payment immediately. You can use our Online Order Form (see above) or simply login to your PayPal account at www.paypal.com and use the Send Money feature to send your payment to orders@webregnow.com. Please reference Show #08054022 on any PayPal payment.

3. What is the Order Deadline?

There is no order deadline – we accept orders up to the day before the event and you can even place your order onsite with our staff. For onsite orders, there is a small fee to cover onsite processing and you should arrange to bring a check in advance or you can use a credit card. We do recommend you order in advance to save time at the event. Once onsite, all exhibitors that pre-ordered will be given priority handling to ensure they get their equipment before the show begins. All onsite orders are on a first-come, first-serve basis. **To receive pre-show pricing, you must PLACE your order on or before May 9, 2008. You can still elect to pay for your order at any time, even onsite at the event.**

4. I normally rent a printer—is that feature not available?

Many exhibitors are used to lead retrieval systems that print receipts after each attendee is scanned. These older style systems print receipts because that is the only way to take notes—handwritten notes on a piece of paper. Our system uses a Handheld PDA that allows you to capture notes, qualifiers and survey response on the device, so technically no printer is needed. If you do need your leads printed, you can rent the **Standard Plus Printer** model or you can stop by our service desk and our staff can print your leads at no additional cost.

Company Information

www.showdatasolutions.com



Corporate HQ:
817 West Park Avenue, Suite 1, Ocean, NJ 07712 T: 800-608-2568 F: 800-292-1724
Staffing Locations:
Orlando, FL | Chicago, IL | New York, NY | Las Vegas, NV | Los Angeles, CA

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Frequency Asked Questions

5. Answers to Common Questions

- a. **Where do I pickup my scanner at the show?** Our service counter will be located in the Exhibit Hall – look for the Lead Management sign. Our staff will be available from Monday, May 19, 2008 until the end of the event. You can stop by on Monday or Tuesday to sign the authorization forms, get trained and pickup your scanner before the start of the show. We provide one-on-one training at pickup time and continuous technical support throughout the duration of the event.
- b. **Can I order more than one scanner for my booth?** Absolutely! If you like, we can keep the leads separated so you can track what staff member scanned particular attendees. Plus, additional scanners are available at a substantial discount.
- c. **What kind of information will I receive in my lead report?** You receive full contact information, including name, company, title, address, phone, fax and email address.
- d. **Do I need electricity in my booth to support your system?** No, our equipment is battery operated and fully portable. No electricity or cables are needed.
- e. **Can I print my leads?** We offer no-charge printing at our service desk anytime during the event. Simply stop by and one of our staff members will upload your leads and print a formatted lead report.
- f. **How soon will I get my leads?** You will have your leads within one (1) business day of the close of the event. All leads are uploaded to our secure web site where you can access them via your supplied User ID and Password. Once you login, you can download your leads in Microsoft Excel format. You can also elect to purchase a **USB Memory Device**, where you receive your leads at the close of the event. When you drop-off your scanner at the end of the event, we will process your leads and create your instruction form for downloading. If you have purchased a **USB Memory Device** or if you bring your own, you can drop it off with your scanner. Please allow at least 30 minutes for scanner processing and USB programming. We recommend dropping off your scanner and **USB Memory Device** when the event closes and the stopping by as you exit the convention center to pickup your forms and **USB Memory Device**.
- g. **How can I pay for this service?** SDS accepts check, credit card and PayPal payments for our Lead Management services, either pre-show or onsite at the event. If you have any questions regarding payments, please contact us.

If you have questions or need additional information, please contact Patrick Loftus at 877-220-8211 or via email at ploftus@webregnow.com.

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