



**SALES BEGIN WITH EFFECTIVE DATA CAPTURE AND MANAGEMENT TOOLS
MADE SIMPLE WITH ONE OF THESE THREE SERVICE OPTIONS....**

➤ **THE LEADER! with MobileLead:**



THE LEADER!, our streamlined lead retrieval unit, allows you to easily capture leads with a simple scan of the attendee's badge. In addition, you will receive a 30-day subscription to the MobileLead web site that allows you to manage your leads via the web. You will leave the show with a paper printout of your lead data, a floppy disk of that same data and access to your leads through a password protected web site.

The **THE LEADER!** includes disk capture and hard copy print out. Cost of data disk and one roll of paper is included. Disk contains three relational files in ASCII delimited format. Order forms and payment must be received at ARI, Inc. by the Advance Order Deadline to qualify for the Advance Rate. All orders received after this date will be subject to the onsite rate.

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!**

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|--|-------------------------|
| 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.

➤ **Manual Badge Number Collection with MobileLead:**

Simply write down the badge identification number (clearly visible on the badge) of the prospects who visit your booth. In addition to the electronic file we will send back to you within 7 business days, we will upload your leads to the Internet. You may then access and manage your leads, via the Internet, with your 30 day subscription to MobileLead.

➤ **Manual Badge Number Collection:**

We'll provide a form for you to jot down badge identification numbers as prospects visit your booth. After the show, return the badge identification numbers to us and we will make those leads available in the electronic format of your choice within 7 business days