

# eventBit Lead Management Order Form

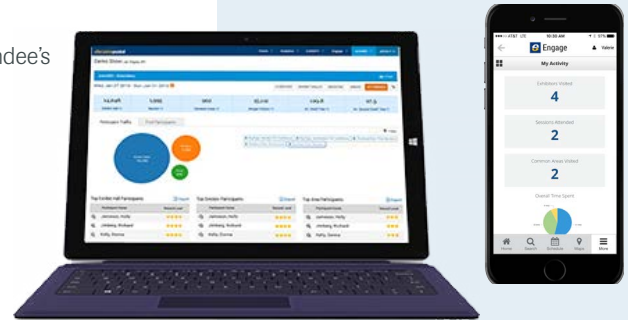
**CAP17 THE PATHOLOGISTS' MEETING™** October 8 - 11, 2017 ▪ National Harbor, Maryland

## Lead retrieval is now MORE THAN just lead collection.

With **eventBit** on each attendee's badge, the same reader or software you rent from Experient for lead retrieval is now seeing all attendee activity around your booth, in real time. *Information never before available will now be at your fingertips!*

### eventBit IQ Performance Package with Lead Retrieval

- Works by placing a small BLE (Bluetooth Low Energy) transmitter on each attendee's badge, read by the same lead retrieval equipment you already use.
- Understand show floor effectiveness, not just by captured leads, but by booth performance. Gain insight into aisle traffic, booth traffic and dwell times.
- Identify decision makers and influencers with their key demographics and other critical information to gain insight into to lead retrieval.



#### Lead Retrieval Options:

##### SWAP

- Download the app directly to your phone or device
- Collect leads anytime, anywhere
- SWAP automatically tracks leads by salesperson
- Customizable lead qualifiers and surveys

##### Optium RT2000

- All the mobile lead capture benefits of SWAP, available in a hand-held device

##### SWAP Enabled Tablet

- All the mobile lead capture benefits of SWAP, pre-loaded on a 7" Android tablet



#### Take advantage of these eventBit Performance Packages

You'll receive:

- Detailed analytics on booth traffic
- Attendee qualification and dwell times.
- Information on activity around your booth, such as demographics and traffic.
- Real time data to make booth staffing decisions.
- Booth View:** Allows you to view company names of registrants in your immediate area during the show.

To enjoy the revolutionary benefits of your eventBit on your SWAP-enabled personal device, *you must turn on Bluetooth and Location Services.*

### eventBit Hubs

Gain deeper insight on attendee booth behavior



Hubs are available to add into any Performance Package purchase. The eventBit Hubs, with customizable read ranges, let your company make future booth decisions by tracking specific pieces of equipment, product theaters, and offsite events to receive additional reporting on how attendees are spending time.

**To order or for more information about eventBit hubs, contact Kimberley Kraft at 240.439.2540 or kimberley.kraft@experient-inc.com.**

#### Developer's Kit for Real Time Data Services



- All of the credentials you need to access our registration database in real time
- Instructions for your IT Department to set up the data transfer
- Choose whether you want to pull data in real time, nightly or at the end of the event

# eventBit Lead Management Order Form

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Exhibiting Company: \_\_\_\_\_ Booth #: \_\_\_\_\_  
 Check if information is for:  Exhibiting Company  Third Party  3rd Party Co. (if applicable): \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Order Confirmation will be delivered via email.

ORDER LEAD RETRIEVAL (eventBit IQ Performance Package included)					
Lead Retrieval Options	on or before 8/14/17	from 8/15/17 to 8/29/17	after 8/29/17	number of units	TOTAL
<b>Optium™ RT2000</b> Includes Optional Custom Survey <b>RT2000 Portable Bluetooth printer</b>	\$570 \$ 75	\$645 \$100	\$675 \$125		\$ \$
<b>SWAP Enabled Tablet</b>	\$499	\$525	\$575		\$
<b>SWAP® "3 Pack"</b> <b>Additional SWAP Activations</b> (Only available with purchase of SWAP "3 Pack")	\$599 \$129	\$599 \$129	\$599 \$129		\$ \$
eventBit Hubs* Add eventBit Hubs to your IQ Performance Package to track attendee activity in specific areas.					
The eventBit Hubs, with customizable read ranges, let your company make future booth decisions by tracking specific pieces of equipment, product theaters, and offsite events to receive additional reporting on how attendees are spending time. <b>To order, contact Kimberley at 240.439.2540 or kimberley.kraft@experient-inc.com.</b>					
Other Options (If you use your own Lead Retrieval)					
<b>Developer's Kit for Real Time Data Services (RTS)</b> Experient provides everything you need to access our registration database in real time. Instructions for your IT Dept. to set up the data transfer. Choose whether you want to pull data in real time, nightly or at the end of the event.	\$650	\$650	\$650		\$
<b>Delivery of Reader to Booth</b> (Post show pickup not available)	\$100	\$100	\$100		\$
Sub-Total					\$
(Applicable to phone or faxed orders) Processing Fee					\$ 9.99
<b>TOTAL</b>					\$

Note: All readers must be picked up at the exhibitor services desk unless delivery arrangements are made and paid for in advance of the show.

**Terms and Conditions:**

- Orders cannot be processed unless received with payment. Purchase Orders are not accepted. Send check or credit card information with order form.
- All orders canceled prior to 30 days of the show will incur a \$100 cancellation fee.
- Orders canceled within 30 days of the show will not be refunded.
- Taxable items and rates vary among states and are subject to change. Please call for exact quote.
- Replacement fee will be applied to any Optium RT2000 or Android Tablet that is lost, stolen, and/or not returned to Experient.

\* All eventBit Hub purchases include complimentary customized programming.

**Order Online:** <https://exhibitor.experientswap.com> **By Mail:** Experient, 5202 Presidents Court, Suite 310, Frederick, MD 21703 **By Fax:** 301.694.3286

## Payment Method

- Check (Orders cannot be processed unless received with payment.)  
 Visa  MasterCard  American Express  DISCOVER

Signature: \_\_\_\_\_

Card #: \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_

**By signing here you acknowledge Experient's Terms and Conditions (at right).**

## For Assistance Contact:

Georgia Martin  
**P:** 866.297.5246  
**E:** [georgia.martin@experient-inc.com](mailto:georgia.martin@experient-inc.com)

*It is against Experient's security policy to accept credit card information via email.*

Showcode: CAP171