



**AMERICAN
TRADESHOW
SERVICES**

**Optimize
your ROI
with
Lead
Retrieval**

For More Information Call - 985.809.0600, ext 205

Collect
**Quality
Leads**
in a format
You Can Use
Instantly

MORE SALES

1	Date	Time	ID#	First Name	Last Name	Title	Company
2	6/3/2010	8:31:30 AM	123769	Ima	Lead	President	ABC Corporation
3	6/3/2010	8:32:34 AM	124869	Peter	Smith	Purchasing Agent	Fleur De Lis Inc
4	6/3/2010	8:37:12 AM	112133	Marcus	Williams	Marketing Manager	Carter & Kennedy LLP
5	6/3/2010	8:39:58 AM	597412	Betsy	Acrian	Owner	Sweet and Sour, Inc
6	6/3/2010	8:12:36 AM	951753	John	Jacob	Director of Marketing	Americas Market Supplies Company
7	6/3/2010	8:20:20 AM	332158	Bob	Barker	Pricing Manager	Studio Corporation
8	6/3/2010	8:21:45 AM	352587	Wendy	Roberts	Project Assistant	
9	6/3/2010	9:31:07 AM	878143	Paul	Mullt	Sales Representative	Conte Building Inc
10	6/3/2010	9:10:34 AM	141251	Michael		President	Floors
11	6/3/2010	9:12:43 AM	154214	Steven	De	Director of Sales	Bulcink Concepts
12	6/3/2010	9:17:01 AM	957431	Sarah	Browne	Administrative Assistant	Baker's Dozen Company
13	6/3/2010	9:25:09 AM	235895	Million	Bradley	Agent	Tradeletters



EXPOPRO MC50™



*Be Mobile.
Be Green.*

**Included
in your
exhibit space**

- Wireless Handheld Unit
- Extended Life Battery
- Large Color Touch Screen display
- Paperless, Green option
- Allows personalized note taking
- Leads on USB

Additional Products and Services

GreenPlus ELR™

The Green option to reduce your cost and increase your exposure, ATS's Electronic Literature rack offers you a paperless approach to distributing marketing materials. Within one week post-show, attendees that visited your booth will receive an email with access to your company's brochures in electronic form allowing them to retain an archive of your literature for when they most need it-when they are ready to buy!

Delivery & Training

ATS technicians deliver and pickup pre-ordered equipment prior to and after the event. In addition, our technician will train booth personnel on how to best use the unit.

Custom Qualifiers

ATS creates a list of exhibitor's products and/or services and loads it into the unit; can be easily attached to a prospect's record.

The ATS Standard...

- Leads on 64 mb USB drive, yours to keep
- Easily imported into Excel, Outlook, ACT! and other major sales tracking programs
- Each lead contains Name, Company, Title, Address, Phone, Fax, Email, Qualifiers Added, Personal Notes
- Random Drawing Raffle Feature on all units
- 20 Standard Qualifiers for Easy Followup
- Free Technical Support Before, During & After the Show



November 13-16, 2011
 Renaissance Palm Springs &
 Palm Springs Convention Center
 Palm Springs, CA



CAHF 2011

LEAD RETRIEVAL ORDER FORM

DISCOUNT DEADLINE: FRIDAY, OCTOBER 14, 2011

1 Choose Your Unit(s)

DISCOUNT REGULAR QUANTITY LINE TOTAL

Included in your exhibit space fees for CAHF 2011 is one (1) Lead Retrieval Unit per Company. A Credit Card is Required to reserve the Complimentary Scanner and to order any additional products. Please fill out the attached Payment Authorization Form and submit it along with your order form.

EXPOPRO MC50™

Be Mobile. Be Green.



- Paperless, Green Option
- Wireless Handheld Unit
- Large Color Touch Screen Display
- Allows Personalized Note Taking
- Leads downloaded to USB Memory Card
- Extended Life Battery

We would like to reserve the ExpoPro MC50™ at No Charge

2 Add Optional Services

DISCOUNT REGULAR QUANTITY LINE TOTAL

(Exhibitor responsibility)

EXPOPRO MC50™ <i>Additional Unit(s) - Wireless</i>	\$ 250.00	\$ 290.00	x _____	= _____
Delivery & Setup	\$ 65.00	\$ 85.00		= _____
Personalized Action Codes	\$ 60.00	\$ 80.00	x _____	= _____

3 Add It Up

Total Due (in US Funds) = \$ _____

All fields are required. Please include a Payment Authorization Form with your order.

4 Fill It Out and Sign

COMPANY _____			BOOTH NO. _____
WEB SITE _____			
ADDRESS _____			
CITY _____	STATE _____	ZIP _____	COUNTRY _____
PHONE NO. _____	FAX NO. _____		
EMAIL ADDRESS _____	ORDER CONTACT _____		
ONSITE CONTACT _____	ONSITE CELL PHONE _____		

Order Online:
 www.atsleads.com
 User Name: CAHF2011
 Password: 3411

Fax Credit Card Orders to:
 985-809-1888

Mail Check Orders to:
 American Tradeshow Services
 Attn: Exhibitor Services
 217 General Patton Avenue
 Mandeville, LA 70471

To Call Order In or Ask Questions:
 985-809-0600, ext 215

I agree to the TERMS and CONDITIONS listed on the payment authorization form. SIGNATURE _____



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CAHF 2011

PAYMENT AUTHORIZATION FORM

COMPANY _____ **BOOTH NO.** _____

ORDER CONTACT _____ **PHONE NO.** _____

BILLING ADDRESS _____ **CITY, STATE, ZIP** _____

1 To Pay By Credit Card, or Provide Security Deposit Details

We accept American Express, MasterCard and Visa. All fields are required to complete your order. Your credit card will be charged upon receipt of your order.


 
 

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* Credit Cards are required for all orders as Security Deposit. Credit Cards held for Security Deposit will not be charged unless authorized.

Cardholder Name: _____

Expires _____ / _____ Security Code _____

Please use this credit card as Security Deposit Only.

2 To Pay By Company Check

Please make checks payable to American Tradeshow Services. Please enter your credit card number above for security deposit purposes. Please check the Security Deposit Box. Checks are due in the office ten (10) days prior to show start. Checks must be in US Funds and be drawn from a US Bank.

A credit card is required on all orders as a security deposit on rental equipment. ATS not charge anything to credit card held as security deposit with out prior authorization, however, ATS reserves the right to charge fees associated with lost, stolen or damaged units as a last chance effort to recover damages. ATS will allow ample time (at least sixty days) for exhibitor to arrange payment for lost, stolen or damaged units, before this step is taken.

3 To Pay By Wire Transfer

For information on paying by Wire Transfer, please contact Exhibitor Services at 985-809-0600. Please enter your credit card number above for security deposit purposes. Please check the Security Deposit Box. Wire Transfers will incur an additional \$40.00 for handling and bank fees.

4 Read and Sign - Terms and Conditions

All equipment ordered must be picked up at the service desk prior to the start of the show unless you have selected the Delivery and Setup option. Refunds will not be made for unclaimed equipment. Equipment must be returned to the service desk within one hour after the close of the show to avoid additional charges. If ATS staff has to pick up your scanner, you will be charged \$100.00.

Renter is responsible for the full replacement value of \$2,500.00 for lead retrieval equipment if lost, stolen or damaged while in possession of renter.

All cancellations received earlier than seven (7) working days prior to show opening date will be subject to a \$75.00 service fee. All cancellations received within seven (7) working days prior to show opening date will be billed at full rental price and will not be eligible for refund.

A credit card is required on all orders as a security deposit on rental equipment. ATS not charge anything to credit card held as security deposit with out prior authorization, however, ATS reserves the right to charge fees associated with lost, stolen or damaged units as a last chance effort to recover damages. ATS will allow ample time (at least sixty days) for exhibitor to arrange payment for lost, stolen or damaged units, before this step is taken.

Checks are due in the office ten (10) days prior to show start.

SIGNATURE _____

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 User Name: CAHF2011
 Password: 3411

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CAHF 2011

Personalized Action Code Template

Fax To: 985-809-1888

DISCOUNT DEADLINE:

FRIDAY, OCTOBER 14, 2011

\$60 before deadline
\$80 after deadline
 (COST PER UNIT)

The following is a list of the standard action codes that are included with your unit rental.

- Add to Mailing List
- Current Customer
- Distributor
- Has Purchasing Authority
- Have Sales Rep Call
- Hot Lead!
- Inquiry Only
- Interested Buyer
- OEM
- Product A
- Product B
- Product C
- Product D
- Product E
- Product F
- Schedule Demonstration
- Send Literature
- Send Pricing Info
- VAR
- Wants Presentation

To personalize these codes, or use your own codes, please fill in this template.

Below please list your custom action codes. These custom codes will be ready for you when you pick up your reader at the show. (Please type or print legibly, maximum 28 characters per code.) To guarantee availability at show site, please fax this template in seven (7) days prior to show start.

The Following Characters May Not Be Entered As Part Of An Action Code:
 Apostrophes ('), Slashes (/), Backslashes (\),
 Dots (.), Carrots (^), and Quotes (")

Company																													
Booth Number																													
1																													
2																													
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If you have any questions concerning any of the products or services being offered for lead collection, please feel free to call us at (985) 809-0600 and we will make certain your questions are answered promptly.