



2009 Annual Conference Exhibitor Lead Retrieval Option

As a **NACAS Exhibitor**, you may reserve an electronic hand-held attendee badge scanner to use within your booth at the conference. Rental/Service rates are as follows:

\$375.00 - Includes Lead Qualifier Option
Advance Reservation required (received on or before November 1, 2009)
* Onsite reservations based on availability

Badge scanners are wireless - no need for electrical hook-up!



HOW IT WORKS

All NACAS attendees will have a barcode printed on their name badge. Upon visiting your booth, your staff simply scans the barcode with a small hand-held scanner – at which point the attendee's ID# will be electronically recorded.

At the end of each day, or conclusion of the conference, you will check-in your scanner to be downloaded. Your collected lead information will be available via an online website to include:

Attendee Name / Title / Company Name / Mailing Address / Phone Number / Email Address

All attendee data can then be exported to an Excel spreadsheet off the website.

LEAD QUALIFYING OPTION

An Attendee Lead Qualifying option is available upon request. In addition to scanning the barcode as outlined above, you can also add lead qualifiers. This can include up to (10) pre-set answers/responses (each bar coded) that you scan based on the attendee's response.

HOW DO I RESERVE?

Instructions on how to reserve your scanner can be found on the [NACAS General Exhibitor Information](#) web page.

The badge readers will be available for pick up on-site within the exhibit hall area beginning Sunday, November 8, 2009.

If you have further questions, please contact:

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