



## 4<sup>TH</sup> ANNUAL NEW YORK POLICE & FIRE EXPO

NOVEMBER 3 -4, 2010 – NEW YORK, NY

Dear Exhibitor:

Velocity Meetings & Conventions, LLC, the *premier* provider of lead retrieval to tradeshow exhibitors, is pleased to partner with Everything Channel to offer exhibitors at **New York Police & Fire Expo, November 3 - 4, 2010, New York, NY**, our customized TSTracker Lead Retrieval Program. Our system includes:

- **Portable Scanning Devices** - no cables or electricity and devices are hand-held
- **Highly Intuitive and Easy to Use** - simply scan the barcode on the badge worn by each retailer
- **Quick and Accurate** - retains all retailer information
- **Quick Turnaround of Reports** - at conclusion of show, your lead report will be available in Microsoft Excel format (via email or diskette) and hardcopy
- **Extremely Cost Effective Solutions**

We have three levels of lead retrieval available, tailored to meet the budgetary and functional needs of each exhibitor. Please use the pricing list below to determine the lead retrieval system that best fits your needs.

### Standard Lead Retrieval - Handheld PDA

- Verify Attendee On-Screen
- Take Notes On-Screen

### Premium Lead Retrieval - Handheld PDA

- Verify Attendee On-Screen
- Take Notes On-Screen
- Custom Survey On-Screen w/4 Questions and 4 Answers



The screenshot shows a software interface titled "New Scans". It displays a table with two columns: "Scan Count" and "Attendee ID". The first row shows "00125" and "R00001". Below the table are two buttons: "Next Scan" and "Take Survey". A "Show" dropdown menu is visible. Below that, the name "John Doe" is displayed, followed by "Sample Company" and "President". A "Notes" section contains the text "Followup with brochure ASAP" and a checked "Yes" checkbox. At the bottom, there are "Show Name | Location" and a "Main Menu" button.

### Hints & Tips For Successful Scanning

- ✓ *The scanning device works best approximately 6 inches away from the badge.*
- ✓ *Hold the device steady whilst scanning.*
- ✓ *Never remove the batteries from the unit.*
- ✓ *Never drop or throw the unit.*
- ✓ *Never look directly into the unit's laser beam.*
- ✓ *Wait for a Green Light and acknowledgement beep from unit - this indicates a successful scan.*





## CUSTOMIZED QUESTIONS

To customize your Lead Retrieval Program, please include up to 4 questions that you wish to ask attendees who visit your exhibit booth. You have a choice of three question types: Popup List (pick one answer of the four), Checklist (pick multiple answers) or Note (freeform text field). If you need additional questions, please make a copy of this sheet and number accordingly (there is a customization charge if you request more than 4 questions).

Question # \_\_\_\_\_  
 Type:                        Popup                        Checklist                        Note  
 Question: \_\_\_\_\_  
 \_\_\_\_\_  
 Answer A: \_\_\_\_\_ (30 characters max)  
 Answer B: \_\_\_\_\_ (30 characters max)  
 Answer C: \_\_\_\_\_ (30 characters max)  
 Answer D: \_\_\_\_\_ (30 characters max)

Question # \_\_\_\_\_  
 Type:                        Popup                        Checklist                        Note  
 Question: \_\_\_\_\_  
 \_\_\_\_\_  
 Answer A: \_\_\_\_\_ (30 characters max)  
 Answer B: \_\_\_\_\_ (30 characters max)  
 Answer C: \_\_\_\_\_ (30 characters max)  
 Answer D: \_\_\_\_\_ (30 characters max)

Question # \_\_\_\_\_  
 Type:                        Popup                        Checklist                        Note  
 Question: \_\_\_\_\_  
 \_\_\_\_\_  
 Answer A: \_\_\_\_\_ (30 characters max)  
 Answer B: \_\_\_\_\_ (30 characters max)  
 Answer C: \_\_\_\_\_ (30 characters max)  
 Answer D: \_\_\_\_\_ (30 characters max)

Question # \_\_\_\_\_  
 Type:                        Popup                        Checklist                        Note  
 Question: \_\_\_\_\_  
 \_\_\_\_\_  
 Answer A: \_\_\_\_\_ (30 characters max)  
 Answer B: \_\_\_\_\_ (30 characters max)  
 Answer C: \_\_\_\_\_ (30 characters max)  
 Answer D: \_\_\_\_\_ (30 characters max)

If you have any questions or require further information, please call Karen Erkelens at 602-305-7200.

**PLEASE FAX THIS FORM TO 602-305-7208**