



Lead Management Order Form

91st Annual Meeting of the American Association for Thoracic Surgery May 7-11, 2011 • Philadelphia, PA



ORDER NOW

and maximize the impact of your trade show participation.

Order online: https://exhibitorportal.experient-inc.com

Access Code: PPIFJH

Final deadline to order prior to show 4/27/11

Exhibiting Company: \_\_\_\_\_ Booth #: \_\_\_\_\_

Check if information is for:  Exhibiting Company  Third Party 3rd Party Company (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_ Contact Name: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

State/Country: \_\_\_\_\_ Zip: \_\_\_\_\_ Email: \_\_\_\_\_

SELECT YOUR PREFERRED SYSTEM	on or before 2/11/11	from 2/12/11 to 4/20/11	after 4/20/11	number of units	TOTAL
<b>Optium S400</b>	\$335	\$365	\$395	_____	\$_____
<b>Optium TS600</b> Survey Option: [ ] None [ ] Standard [ ] Custom	\$425	\$460	\$495	_____	\$_____
<b>Optium RT1000</b> Survey Option: [ ] None [ ] Standard [ ] Custom	\$425	\$460	\$495	_____	\$_____
<b>ExpoCard Connect</b> Survey Option: [ ] None [ ] Standard [ ] Custom	\$450	\$490	\$525	_____	\$_____
<b>Each additional ExpoCard Connect</b>	\$300	\$340	\$375	_____	\$_____
<b>Sub-Total</b>					\$_____
<b>8% Sales Tax</b>					\$_____
<b>System Total</b>					\$_____

SEE NEXT PAGE FOR SYSTEM DESCRIPTIONS AND REQUIREMENTS

Order confirmation will be delivered via email.

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 cancelled prior to 30 days of the show will incur a \$100 cancellation fee.
- Orders cancelled 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.

OPTIONS	on or before 2/11/11	from 2/12/11 to 4/20/11	after 4/20/11	number of units	TOTAL
<b>Custom Lead Form Printout*</b> Call for template (Optium S400 only)	\$100	\$115	\$125	_____	\$_____
<b>Additional Services</b>					
Delivery of reader to booth (Post show pickup not available)	\$100	\$100	\$100	_____	\$_____
Peel and stick labels (Mailed post show)	\$100	\$115	\$125	_____	\$_____
<b>Options Total</b>					\$_____

Preferred System & Options Total \$\_\_\_\_\_

Indicate payment method:

- Check (Must be mailed with order; made payable to Experient)
- Visa  MC  AMEX  DISCOVER

Fax Credit Card Orders to: 301.694.3286

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

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

Mail Orders to: Experient • 1888 North Market St. • Frederick, MD 21701

For Assistance Contact William Harris

Call 888.268.0380 or 800.787.0475 Email: william.harris@experient-inc.com www.experient-inc.com

Showcode: AAT111 Promo Code: ORD-KIT-NA (Different from access code at top of page)

**experient™**

# Lead Management Solutions

Don't let the dollars you

spend on exhibiting go to waste!



**The Optium™ S400** is the new standard in lead retrieval. This compact, lightweight unit is designed to fit easily on any exhibit booth counter. This unit includes a paper printout, and leads are also instantly captured via an on-board USB drive which allows for quick and easy follow-up. The optional custom lead form printout makes lead qualification a snap. All contact and demographic information is safely backed up in its internal memory.

***Requires electricity.***



**The Optium™ TS600** adds a full color touch screen with easy-to-use onscreen electronic qualification to the Optium product line. The TS600 includes a paper printout as well as an on-board USB drive to instantly capture leads and allow for quick and easy follow-up. Attendee demographic information and survey responses are safely backed up in its internal memory. Standard onscreen qualification is included. If custom questions are desired, please contact our Lead Management Specialist for the custom survey template.

***Requires electricity.***



**The Optium™ RT1000** reader caters to exhibitors who require a mobile method for capturing information and instant access to that data. The RT1000 is a handheld wireless unit that immediately sends leads to a secure, password protected website. Lead follow-up can begin immediately and booth activity can be monitored, in real time, from remote locations. A color screen with a full QWERTY keyboard provides the ability to add custom notes and also allows for easy electronic qualification through a standard or customized survey. If custom questions are desired, please contact our Lead Management Specialist for the custom survey template.

***Battery Powered – No electricity required.***



**ExpoCard™ Connect** For exhibitors that want optimum customization and qualification using their laptop or PC, ExpoCard Connect gives exhibitors the option to use a standard set of key qualifiers or to fully customize an in-depth survey which they can use to qualify each booth visitor. Contact information can be quickly edited for accuracy and the large notes field provides for additional in-depth information capture. Each package includes software, a cable connector and badge reader. Laptops are not included but available under our "Full Service" option - call for details. Please indicate your desired survey level when placing your order. ExpoCard Connect runs off a USB stick and no software installation is required.

**NOTE:** Not all products offered at all shows. For Assistance Call 888.268.0380 or 800.787.0475  
Fax Credit Card Orders to: 301.694.3286 Email: [exhinfo@experient-inc.com](mailto:exhinfo@experient-inc.com)