

DirectLead™ Capture Order Form



June 19-20, 2006
 Washington, DC
 DC Convention Center



Contact Information

Company Name.....
 Contact.....
 Address..... Country.....
 City..... State..... Zip.....
 Tel..... Fax.....
 E-Mail..... Booth Number



Order Online
 www.directlead.com
 Use code:
06TNL



Order by Fax
 Fax completed form:
(703) 818-9177



Order by Mail
 Mail completed form:
 11212 Waples Mill Rd.
 Suite 104
 Fairfax, VA 22030

Discount Deadline: 5/19/06 · Final Advance Deadline: 6/14/06 · After 6/14/06, you MUST order on show site

DirectLead™ Options

	By 5/19/06	After 5/19/06	Quantity	Total
DirectLead™ Terminal	\$275	\$325	_____	\$_____
Keyboard Rental	\$25	\$30	_____	\$_____
Battery Pack	\$75	\$95	_____	\$_____
Booth Delivery (1 hour before/after show)	\$75	\$95	_____	\$_____
Customized Checklist (complete other side)	\$75	\$105	_____	\$_____
Post-Show Data Conversion	\$95	\$95	_____	\$_____

• Check One: Microsoft Excel Microsoft Access

Payment Options

Total Due \$ _____

Check Enclosed Check #: _____

Payable to: J. Spargo & Associates, Inc. · 11212 Waples Mill Road, Suite 104 · Fairfax, VA 22030
 Phone: (703) 631-6200 · Fax: (703) 502-0257 · Email: directlead@jspargo.com

Credit Card *Keep a copy of this form for your records.*

Visa MasterCard American Express

Card Number: _____ Amount: \$ _____

Exp. Date: _____ Name on Card: _____

Signature: _____

Cancellation Penalty: Refunds will be given, minus a \$50 administrative fee, if written notice of cancellation is received by J. Spargo & Associates, Inc. no later than 14 days prior to the first day of the event. No refunds will be issued after this date.

CUSTOMIZED CHECKLIST ORDER FORM



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Company Name: _____
Contact Name: _____
Booth#: _____

Please type or print your Custom Checklist below. All questions must be able to be answered with a "Yes" or "No" and items on the list are limited to 20 lines and 18 characters per line.

*Default Checklist
Complimentary with
DirectLead™ Terminal*

- ◆ Send Brochure
- ◆ Add to Mailing List
- ◆ Have Sales Rep Call
- ◆ Have Tech Rep Call
- ◆ Immediate Interest
- ◆ Need Demonstration
- ◆ Send Price List
- ◆ Send Proposal
- ◆ Purchasing Authority
- ◆ Current Customer
- ◆ Distributor
- ◆ Reseller
- ◆ End User
- ◆ Government
- ◆ Corporate / Civilian
- ◆ > 5K Budget
- ◆ 5 - 10K Budget
- ◆ 10 - 25K Budget
- ◆ 25 - 50K Budget
- ◆ 50K Budget

Customize your Checklist here!

Additional Cost of:

Before 5/19/06 \$75.00
After 5/19/06 \$105.00

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____



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DirectLead™ Terminal

Comes with complimentary paper printout and USB stick or 3.5” diskette. Replacement rolls are available at no extra charge at the Lead Retrieval/DirectLead™ counter. The Terminal also comes with a six-foot power cord which requires 900 milliamps of power, and **does require electricity in your booth**. Unless you purchase the Booth Delivery option below, you are responsible for pick up of the unit at the Lead Retrieval/DirectLead™ counter and for returning the unit to the counter within two hours after the show. See your order confirmation for more information.

Before 5/19/06	After 5/19/06
\$275.00	\$325.00

Keyboard Rental

If you wish to add notes to a record, after the interested person swipes their badge, you can type your notes right into the DirectLead™ Terminal. These notes will be saved to the record on the diskette*. It's just that simple! You can use your own keyboard at no cost as long as it has an “AT” style connector.

\$25.00	\$30.00
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Battery Pack

Don't have electricity in your booth? No problem! Battery Packs are available to power your DirectLead™ Terminal. Simply return the battery to the Lead Retrieval/DirectLead™ counter before you leave in the evening and pick up the freshly charged battery pack the next morning, it's just that simple!

\$75.00	\$95.00
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Booth Delivery

Don't have time to stop by the Lead Retrieval/DirectLead™ counter? We have a solution that will allow you to still take full advantage of DirectLead™! We can deliver the Terminal to you at your booth approximately one hour before the beginning of the conference and we will pick up the unit within one hour of the end of the conference!

\$75.00	\$95.00
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Customized Qualifier Checklist

Would you like to get specialized information from your leads? You can when you use the Qualifier Checklist! Simply provide us with a list of questions in Yes or No format on the form provided on the following page. The questions will be pre programmed into your terminal(s). The questions are limited to 18 characters per line with a maximum of 20 lines.

\$75.00	\$105.00
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Post Show Data Conversion Options

Microsoft Excel or **Microsoft Access**

Although the data in the DirectLead terminal is simple to convert, you may want us to do it for you. Simply select the format above that you desire and in approximately two weeks, you will have your leads in an easy to use format.

\$95.00	\$95.00
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** Exhibitors receive leads on their choice of a USB stick or 3.5" floppy disk at the close of the show.*