



The Conference & Expo for Innovation in Avionics

**JUNE 1 - 2, 2009**  
**SAN DIEGO CONVENTION CENTER**  
**SAN DIEGO, CALIFORNIA**



American Tradeshow Services  
 217 General Patton Avenue  
 Mandeville, LA 70471

PHONE: 985-809-0600  
 FAX: 985-809-0700

**DISCOUNT DEADLINE: FRIDAY, MAY 1, 2009**

ORDER ONLINE: [www.american-tradeshow.com](http://www.american-tradeshow.com) | User Name: **AUSA2009** | Password: **1409**

RENTAL EQUIPMENT OPTIONS		DISCOUNTED PRICE	REGULAR PRICE	QUANTITY	LINE TOTAL
<b>EXPOPRO™</b>	<b>LEADS ON PAPER ONLY</b>				
<ul style="list-style-type: none"> <li>ExpoPro™ terminal with built in high-speed printer</li> <li>Re-print leads individually or in entire batch</li> <li>Electrical requirements &lt;1 amp, 110V</li> </ul>		\$ 210	\$ 240	X _____	= _____
<b>EXPOPRO FLASH™</b>	<b>LEADS ON USB AND PAPER</b>				
<ul style="list-style-type: none"> <li>ExpoPro™ terminal with built in high-speed printer</li> <li>Re-print leads individually or in entire batch</li> <li>Leads in ASCII file format on a 64mb USB Flash Drive</li> <li>Electrical requirements &lt;1 amp, 110V</li> </ul>		\$ 295	\$ 325	X _____	= _____
<b>EXPOPRO MC50™</b>	<b>LEADS ON USB ONLY</b>				
<ul style="list-style-type: none"> <li>Battery Operated pocket PC handheld lead data unit.</li> <li>Large color display shows contact information scanned</li> <li>Allows user to write Hand Written Notes.</li> <li>Leads in ASCII file format on a 64mb USB Flash Drive</li> </ul>		\$ 310	\$ 340	X _____	= _____

ADDITIONAL PRODUCTS AND SERVICES	DISCOUNTED PRICE	REGULAR PRICE	QUANTITY	LINE TOTAL
<b>DELIVERY &amp; SETUP</b>	\$ 65	\$ 85		= _____
<b>PERSONALIZED ACTION CODES</b>	\$ 60	\$ 80	X _____	= _____
<b>ADDITIONAL ROLLS OF PAPER</b>	\$ 10	\$ 15	X _____	= _____
<b>TOTAL DUE (USD)</b>				\$ _____

**COMPANY INFORMATION**

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

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

Ordered By: \_\_\_\_\_ Email: \_\_\_\_\_

Onsite: \_\_\_\_\_ Cell: \_\_\_\_\_

**PAYMENT / SECURITY DEPOSIT INFORMATION**

AMEX   
  M/C   
  VISA   
  \*CHECK

Cardholder: \_\_\_\_\_

C Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Please include the 3-digit security code found on the back of Visa and MasterCard. Code is the last 3 digits on right. American Express has a 4-digit code on front.

**Credit Card Billing Address:**     same as above

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Country: \_\_\_\_\_ Zip: \_\_\_\_\_

**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. (Pickup is included with the Delivery and Setup option.)

**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.

**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.**

Please use this credit card as security deposit only. See Terms & Conditions.

By signing, I am stating that I am authorized to place this order and that I agree to all terms and conditions stated on the front and back of this form.

X \_\_\_\_\_

**Card Holder's Signature (Required)**



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RENTAL UNITS AVAILABLE:



EXPOPRO™

Leads on Paper Only



- ExpoPro™ terminal with built in high-speed printer
Re-print leads individually or in entire batch
Electrical requirements <1 amp, 110V



EXPOPRO FLASH™

Leads on USB and Paper



- ExpoPro™ terminal with built in high-speed printer
Re-print leads individually or in entire batch
Leads in ASCII file format on a 64mb USB Flash Drive
Electrical requirements <1 amp, 110V



EXPOPRO MC50™

Leads on USB Only



- Battery Operated pocket PC handheld lead data unit.
Large color display shows contact information scanned
Allows user to write Hand Written Notes.
Leads in ASCII file format on a 64mb USB Flash Drive

ADDITIONAL SERVICES AVAILABLE:

DELIVERY & SETUP

A professional ATS staff member will deliver the lead retrieval unit(s) ordered directly to your booth. ATS will also set up the unit and train your staff on how the unit works. Deliveries will be made starting two (2) hours prior to show start to booth personnel. Pickup at the close of the show is included in the price, if needed. Pickups begin approximately one (1) hour after show close. (This is an optional service - units are also available for pickup at the exhibitor service center.)

PERSONALIZED ACTION CODES

ATS will create custom action codes (electronic business notes) specific to your company's needs. After scanning a prospect's badge simply scroll through the custom qualifiers that we program into your ExpoPro™ unit and it is automatically added to the prospect's record. Please use the attached template to customize your codes. Each unit can be pre-programmed with up to 20 qualifiers of 28 characters.

ADDITIONAL ROLLS OF PAPER

For Use With ExpoPro Flash™ only. Capable of recording up to two hundred (200) leads.

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

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.



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## ACTION CODE CUSTOMIZATION TEMPLATE

**DISCOUNT DEADLINE:**  
**FRIDAY, MAY 1, 2009**

**\$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																													
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4																													
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