

NATIONAL CONFERENCE ON
EDUCATION

EFFECTIVE LEADERSHIP CREATES SUCCESS

FEBRUARY 14-16, 2019

LOS ANGELES CONVENTION CENTER

Presented by
AASA

2019 AASA National Conference on Education

Lead Retrieval Order Form



This form is for CHECK PAYMENTS ONLY. To order online, visit <https://lr.cmrreg.com/AASA2019>.

Complete and mail this order form and your check to CMR, 101 Mission Street, Suite 200, San Francisco, CA, 94105

CMR Lead Retrieval Package Descriptions <i>For additional information on each device, see page 2.</i>	Advance Before or on 1/2/19	Regular Between 1/3/19 and 1/30/19	Onsite On and after 1/31/19	Quantity	Add'l 9.5% Sales Tax	TOTAL
CMR Lead Plus Quick and easy badge scanning.	\$375	\$395	\$415			\$
ADD-ON: Bluetooth Printer Each printer connects to one (1) scanner.	\$65	\$75	\$85			\$
CMR Mobile App Use your own smartphone! iOS and Android compatible. Price is per license, one license per device.	FIRST: \$265 ADD'L: \$210	FIRST: \$295 ADD'L: \$230	FIRST: \$305 ADD'L: \$250		Sales tax exempt.	\$ \$
Customized Follow-Up Action Codes (Optional) Specify codes on page 3 .	\$95	\$115	\$135		Sales tax exempt.	\$
Developers Kit: Post-Show Data Merge Use your own badge scanner and receive a full data file post-event.	\$400	\$425	\$450		Sales tax exempt.	\$
Developers Kit: Real-Time API Use your own badge scanner and get full attendee data in real time.	\$700	\$725	\$750		Sales tax exempt.	\$
Federal Tax ID: 94-3139440					Total Amount	\$

Company Information

Exhibiting Company: _____ Booth #: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Office Contact: _____

Onsite Contact: _____

Payment Information

Check # _____

Make check payable to
Convention Management Resources.

When you pick up the equipment onsite, you must also provide your credit card information to be used as a security deposit in the event your equipment is not returned.

Packages and Devices*

Leads Provide



CMR Lead Plus

The most advanced wireless, handheld scanning device, built for easy and convenience.

- Includes installation of the CMR Mobile App
- Receive leads in read time at www.retrievemyleads.com
- 21 Standard Action Codes pre-configured
- Customized Follow-Up Action Codes available

Online .csv spreadsheet (during and after the meeting)

Paper with the addition of the Bluetooth Printer shown below.



Bluetooth Printer for Mobile Plus Scanner

This printer can receive leads via Bluetooth from the CMR Lead Plus and print them.

- Sold separately from Mobile Plus Scanner
- Each printer connects wirelessly to one CMR Lead Plus
- Does not require an electricity source
- Not compatible with the Mobile App or the Mobile App with device

Paper



CMR Mobile App

Use your own mobile device (iOS and Android) with CMR's Mobile Lead Retrieval App.

- Each device requires a separate license, but take advantage of discounted prices for additional licenses
- Provides leads in real time at www.retrievemyleads.com
- 21 Standard Action Codes included
- Customized Follow-Up Action Codes available
- *This option is not compatible with a printer*

Online .csv spreadsheet (during and after the meeting)



Developers Kit: Post-Show Data Merge

Use your own badge scanner and receive a full data file post event.

Use your own device(s) to track attendees that visit your exhibit booth. Post-show provide CMR with your datafile and we will return a file with full demographic information including the fields in your scanned data (refer to page (4) for the list of fields). Once your order is placed, you will receive sample badges within 48 hours for testing purposes. Post-event, your full data file will be returned to you within 48 hours of receipt.

Online .csv spreadsheet (after the meeting)



Developers Kit: Real-Time API

Use your own badge scanner and get full attendee data in real time.

Use your own device(s) to track attendees that visit your exhibit booth and get attendee data real time. Refer to page (4) for the list of that you will receive via the API. Within 48 hours of your order being placed, you will receive sample badges, API documentation and an API key.

Online .csv spreadsheet (after the meeting)

* All scanning devices and products use mobile connectivity to transmit data to Retrieveryleads.com.



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To achieve the best return on investment at the 2019 AASA National Conference On Education, create your own Customized Follow-Up Action Codes that you can use instead of the 21 Standard Action Codes provided with your equipment rental. Capture your potential customer's interest in a specific product or service, or indicate next step action by a specific member of your team by creating Custom Action Codes.

To follow are the Standard Action Codes that are complimentary with your equipment rental:

- | | | |
|----------------------------|-------------------------------|--------------------------|
| 1. Add to Mailing List | 8. Product Demo Required | 15. Purchase in 30 Days |
| 2. Send Literature | 9. Immediate Contact Required | 16. Purchase in 3 Months |
| 3. Send Samples | 10. Have Salesperson Call | 17. Purchase in 6 Months |
| 4. Send Pricing | 11. Recommends | 18. Immediate Need |
| 5. Technical Info Required | 12. Final Say | 19. Order Placed at Show |
| 6. Detailed Specs Required | 13. Makes Purchase Decision | 20. Current Customer |
| 7. Provide Quote | 14. Partial Interest | 21. HOT LEAD |

Order Customized Codes

Fill in the codes below. Don't forget to send all pages when you return the form. As a reminder, credit card information should not be submitted through the online Support Center or by email.

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

Each order of 20 codes can be used for multiple Lead Retrieval machines.

Each code can contain up to 40 characters. On the CMR Mobile Plus, the first 14 characters of each code are visible on the screen.

Company Name: _____

Booth #: _____

Contact: _____

Phone #: _____

The CMR Lead Retrieval products for the 2019 AASA National Conference in Education feature hand held laser scanners or smart phone apps. Optionally, Customized Follow-Up Action Codes are available.

The following fields will be included in the scan data: Attendee Name, Nickname, Job Title, Organization, Mailing Address, City, State, Postal Code, Country, Phone Number, Fax Number, Email Address, Primary Job Function (optional), Registration Classification (optional) and a unique numerical ID for each attendee.

Lead Format:

Online: All packages provide leads via the website at www.retrievemyleads.com. View and collect leads as you scan, even while the expo is still open. (Online leads will be in an Microsoft Excel-friendly .csv format.)

Paper: A Bluetooth Mobile Printer can be added to a Mobile Plus scanner. Please note that each printer connects to one scanner.

Convention Management Resources (CMR), the Official Event Contractor for Lead Retrieval Services, agrees to provide its CMR Lead services to the Customer for the agreed upon fee listed on this Order Form. The service will include the use of the equipment for the duration of the meeting. CMR will furnish its equipment to the Customer in good working order and the Customer agrees to return the equipment in the same condition.

1. **PAYMENT** shall be in United States dollars and submitted with this Order Form. CMR will accept authorized credit cards (AMEX, VISA, MasterCard, Diners Club or Discover) or company checks drawn on banks located in the United States of America. Payment to CMR will not be refunded for any reason, except as stated in item 4 below. Any returned checks will be subject to a \$30 returned check fee and loss of early payment discounts.
2. **SECURITY DEPOSIT:** CMR will accept company checks for payment only if a valid credit card number is provided for use as a security deposit in the event the CMR Lead unit is not returned at the close of the meeting.
3. **REPLACEMENT COST FOR LOST OR DAMAGED EQUIPMENT:** Customer acknowledges, understands and agrees that the total cost of replacement for CMR's equipment will be as follows: \$2,000 CMR Lead Plus and \$800 for the Mobile Printer. Customer agrees to the immediate payment, upon request by CMR for all damages or loss of CMR's equipment, except such as may result from normal operation thereof. In the event that Customer does not immediately pay its obligation to CMR for lost or damaged equipment, Customer agrees to pay CMR a weekly rental fee equal to the service fee listed on the front of this Order Form. This is in addition to the replacement cost of CMR's equipment.
4. **CANCELLATION/REFUNDS:** Orders canceled on or before January 30, 2019 will be subject to a \$75.00 administrative fee. Orders canceled on or after January 31, 2019 are NON-REFUNDABLE. NO REFUNDS WILL BE GIVEN FOR EQUIPMENT NOT PICKED-UP AND/OR NOT UTILIZED BY BOOTH PERSONNEL.
5. **CMR SHALL NOT BE RESPONSIBLE FOR ANY SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES** arising from the loss of customer information, for any reason, arising from or relating to CMR's equipment. CMR's liability for damage of any cause whatsoever will be limited to the total rental price for the equipment and services provided by CMR as listed on the front page of this Order Form.
6. **RETURN OF EQUIPMENT:** Customer agrees to return all equipment to the CMR Service Desk within one (1) hour of the event closing, and must obtain a receipt as proof for the return of equipment. CMR's equipment must be picked up and returned to the CMR Service Desk in the designated Contractor Service Area. Damaged or non-returned equipment will be charged in accordance with item 3 above. EQUIPMENT NOT RETURNED TO THE CMR SERVICE DESK, OR LEFT IN THE EXHIBIT AREA, IS THE SOLE RESPONSIBILITY OF THE CUSTOMER. Should CMR, at its option and with no responsibility to do so, recover abandoned equipment, Customer agrees to pay CMR a \$100.00 abandonment fee. In no way does this absolve Customer from its responsibility to timely return CMR's equipment.
7. **GOVERNING LAW:** It is agreed that the governing law pertaining to this contract will be the law of the State of California, with venue exclusively in San Francisco County.

ORDERS CANCELED ON OR BEFORE JANUARY 30, 2019 WILL BE SUBJECT TO A \$75.00 ADMINISTRATIVE FEE.

ORDERS CANCELED ON OR AFTER JANUARY 31, 2019 WILL NOT BE REFUNDABLE.

By signing below, I am stating that I am authorized to place this order and that I agree to all Terms and Conditions stated on all pages of this order form.

Signature: _____ **Date:** _____