



DirectLead™ Order Form

SC|05

Gateway to Discovery
 Washington State Convention & Trade Center
 Seattle, Washington
 November 12-18, 2005
 Exhibits November 14-17



Contact Information

Company Name.....

Contact..... Title.....

Tel..... Fax..... Email.....

Address.....

City..... State..... Zip.....

Country..... Booth Number.....



Order Online
www.directlead.com
 Use code:
05SCL



Order by Fax
 Fax completed form:
 (703) 502-0257



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

Discount Deadline: 10/7/05 · Final Advance Deadline 11/7/05 · After 11/7/05, you must order on show site

DirectLead™ Options

	By 10/7/05	After 10/7/05	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 (ASCII Quote Comma Delimited Text File)	\$95	\$95	_____	\$_____

Check One: Microsoft Excel Microsoft Access

(Note: You must have power in your booth to operate the terminals.)

Total Due \$_____

Payment Options

Check Enclosed Check #: _____ Amount: \$_____

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

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.

If you do not receive a fax or email confirmation within 3-4 business days, please contact the Lead Retrieval Department at 800-564-4220.

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 30 characters per line (including spaces).

*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 10/7/05 \$75.00
After 10/7/05 (until 11/7/05) \$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™ Options

DirectLead™ Terminal

Comes with complimentary paper printout and a 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 10/7/05	After 10/7/05
\$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*. 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

No power in your booth? 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.

\$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

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 a 3.5" floppy disk at the close of the show containing an ascii.txt file of all leads generated during the event. No downloading required. This data can also be emailed to exhibitors who do not have access to a floppy disk drive. If you would like your leads emailed to you please notify the JS&A representative at the lead retrieval counter during the show. There is no additional charge for this service. Leads will be emailed within 24 hours of show closing.*