

welcome



SmartSource Rentals Lead Retrieval >

Welcome to SmartSource Rentals, the largest Event Technology Provider in the US. For more than 30 years, SmartSource Rentals has delivered state-of-the-art equipment rentals and services to trade show, professional conference, and general technology markets. With 21 locations nationwide, coupled with our multi-million dollar inventory and highly-skilled staff, SmartSource Rentals delivers winning solutions everytime!



Easily capture and qualify all your leads with ease.

Lead Management from SmartSource Rentals

ExpoTools Lead Retrieval App & Devices

Compatible with most Apple and Android devices, SmartSource Rentals offers this mobile app as a stand-alone option for use with your own device or as part of an iPad® (Version 6.0 or higher) or iPad® mini rental.



ExpoTools BC600 Lead Retrieval Device

Compact, portable barcode reader. Each scan is displayed on the graphic LCD screen and stored in memory along with the time, date and any selected qualifiers.



ExpoTools AT700 Lead Retrieval Device

Intuitive, touch screen barcode reader. Its ergonomic design allows left or right handed operation for effortless scanning and data entry even in the most demanding situations.



All Solutions

Leads can be accessed anytime from our secure website with a unique username/password assigned to you upon pickup/delivery of the device(s).

- Uploads lead detail in real-time (as you're scanning)
- Reads 2D and 1D barcodes
- Comes pre-loaded with standard qualifiers
- Features a free-hand notes section
- Has an easy-to-use interface (point & scan)
- Allows for data to be easily imported into Salesforce.com, Goldmine, Outlook, & more

Optional Accessories



iPad® Strap Available only with iPad.
Secures iPad in one hand. Full 360 degree rotation capability.



Bluetooth Printer

Bluetooth printer that connects wirelessly to your lead retrieval scanner. It can be automatically set to print after each scan, or you can manually print individual leads or in bulk at any time. Rental includes one paper roll.



Additional Paper Rolls

Printer rental includes one paper roll.



Instant Email Blast

Automatically sends a pre-written email and 1 pdf attachment (optional) to every person you scan (based on the email address in the bar code).



Custom Qualifiers

Qualify leads with specific questions based on your individual company or industry needs.

Why Custom Qualifiers?

A huge benefit of electronic lead management is the ability to **'qualify' your leads**. Not everyone at a trade show is necessarily a prospect, so a qualified lead is a much more valuable piece of information than a lead with no qualification. Get your team focused on **lead quality instead of lead quantity**, and you're already halfway home! Every lead captured should have a qualifier or note to ensure you remember the interaction when you follow-up after the show. This is critical insight into a potential customer's needs, allowing for more effective communication post-show.

Many systems contain a limited number of fixed (standard) qualifiers, such as 'Hot Lead', 'Send Literature', etc. Most systems also allow you to create your own (Custom) qualifiers. Make sure you take advantage of this valuable tool. Your qualifiers should answer some of these important questions:

- Who is the attendee?
- Why did they attend the show and/or visit your booth?
- Why is your product of interest to them? How will it address their needs?
- What differentiates your products from similar exhibitors?
- Where do they stand in the decision making process and/or when do they plan to purchase?

Some other important considerations:

- What specific product(s) were they interested in? (With all the interactions you'll have, you won't remember this after the show)
- What feature or benefit of that product specifically meets their needs?
- What, if anything, about them makes them a particularly good prospect?

Capture, Collect and Qualify Leads with Ease.



Total Technology Rental Solutions | www.SmartSourceRentals.com | 21 Locations Nationwide | 800.955.5171



[CLICK HERE](#) TO ORDER ONLINE

265 Oser Avenue | Hauppauge, NY 11788
p. (800) 955-5171 | f. (917) 591-8021
e. Leads@SmartSourceRentals.com

ASCA 2015
ORLANDO • MAY 13-16
ascassociation.org/ASCA2015

Discount Price Deadline Date: Wednesday, April 29th, 2015
Orders Accepted Until: Wednesday, May 6th, 2015

Lead Retrieval Order Information

Company Name: _____ Booth Number: _____
Address: _____ City: _____ State: _____ Zip Code: _____
Ordered By: _____ Date: _____ Phone: _____ Email: _____
Onsite Contact: _____ Cell: _____ Email: _____

Send Data Access Username and Password to:

Name: _____ Phone: _____ Email: _____

Email confirmation including rental agreement and credit card receipt will be sent to the orderer's email address within (1) one business day of submitting this form.
If order is not confirmed within this time period, please call (800) 955-5171.



EXPOTOOLS BC600 BUNDLED PACKAGE

Includes: (1) BC600 Handheld Unit, Custom Qualifiers, Instant Email Blast, (1) Bluetooth Printer, Delivery, Setup, and Loss/Damage Waiver Coverage (Does not include Service & Handling.)

15% Discount
Available until
4/29/15

Qty	Total
_____	\$ _____

LEAD CAPTURE A LA CARTE PRODUCTS & ACCESSORIES

	Discount Available until 4/29/15	Orders Accepted Until 5/6/15	Qty	Total
ExpoTools Lead Retrieval Software (For those using their own hardware.)	\$250	\$275	_____	\$ _____
iPad mini w/ ExpoTools Software	\$425	\$450	_____	\$ _____
iPad® w/ ExpoTools Software	\$475	\$500	_____	\$ _____
ExpoTools AT700 Lead Retrieval Solution	\$395	\$425	_____	\$ _____
ExpoTools BC600 Lead Retrieval Solution	\$295	\$325	_____	\$ _____
Bluetooth Printer	\$59	\$79	_____	\$ _____
Additional Rolls of Printer Paper	\$9	\$19	_____	\$ _____
Instant Email Blast	\$95	Not Available	_____	\$ _____
iPad® Strap (For use with iPad® only.)	\$20	\$25	_____	\$ _____
Custom Qualifiers/Questions	\$95	Not Available	_____	\$ _____
Booth Delivery & Setup (A representative <u>must</u> be present in your booth for delivery to take place.)	\$29	\$39	<input type="checkbox"/>	\$ _____

If delivery is ordered, you must be present at the date/time specified or we cannot guarantee delivery. Forfeited deliveries will not be refunded and must be picked up from the service desk.

Delivery Date/Time: _____ Subtotal: \$ _____

Service & Handling: \$ 29.00

☐ Unless you check the box to the left, a 10.5% Damage Waiver fee will be added to your a la carte order. This waiver protects you from costs associated with damaged and lost equipment. If you decline this damage waiver, you are required to keep all of our property insured against theft, fire and other risks.

6.5% Tax: \$ _____

Total: \$ _____

Credit Card Payment Information

Card Number: _____

Expiration Date: _____ Code: _____

Cardholder Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Cardholder Signature: _____

☐ Same as above.

Show Name: ASCA 2015 | Show Venue: Orlando World Center Marriott | Show Code: ASCA0515

Cardholder acknowledges and agrees to the Terms and Conditions available upon request and authorizes this credit card to be used as payment for this rental/ onsite additions.



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e. Leads@SmartSourceRentals.com



Deadline Date: Wednesday, April 29th, 2015

Custom Qualifiers/Question Order Information

Company Name: _____ Number of Devices Ordered: _____ Booth Number: _____
Address: _____ City: _____ State: _____ Zip Code: _____
Ordered By: _____ Date: _____ Phone: _____ Email: _____
Onsite Contact: _____ Cell: _____ Email: _____

Custom Qualifiers/Question Order Instruction and Detail

Please list your custom qualifiers below. Your list of custom qualifiers will be pre-programmed onto your scanner prior to pickup/delivery of your device(s) at the show.

The Following Characters May Not Be Entered As Part Of The Qualifiers:
Apostrophes ('), Slashes (/), Backslashes (\), Dots (.), Carrots (^), and Quotes (")

Maximum of 30 characters per code.

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

The following is a list of the standard qualifiers that are included with your Lead Retrieval Device.

- Specific Product/Service Need
- Plan to Purchase Within Year
- Long Term Plan to Purchase
- Budget in Place
- Decision Maker
- Project Manager
- Influences Decision
- Provide Product/Service Info
- Follow-up Email/Phone
- Setup Post-show Conference Call
- Setup Post-show Web Demo
- Setup Post-show Meeting

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Deadline Date: Wednesday, April 29th, 2015

Instant Email Blast Order Information

Company Name: _____ Number of Devices Ordered: _____ Booth Number: _____
Address: _____ City: _____ State: _____ Zip Code: _____
Ordered By: _____ Date: _____ Phone: _____ Email: _____
Onsite Contact: _____ Cell: _____ Email: _____

Instant Email Blast Order Instruction and Detail

SmartSource Rentals' lead retrieval systems offer the ability to generate customized emails. These emails are automatically sent to attendees upon scanning a barcoded badge containing a valid email address.

Please complete the information below. Maximum of 560 characters per email.

Email Address of Sender: _____
Ex. Noreply@smartsourcerentals.com

Subject Line of Email: _____
Maximum of 25 characters, including spaces.

Would you like to include a 1-page PDF document with this email?

☐ No

☐ Yes If yes, name of PDF document: _____
Please email this PDF document along with this form.

Email Message: *Maximum of 560 characters, including spaces.*