

TechScan for Exhibitor Lead Retrieval



What is TechScan?

TechScan is a mobile, easy to use exhibitor lead retrieval unit. TechScan uses 1-D barcode technology to capture the unique ID from attendee's badges. TechScan fits into the palm of your hand and resembles a mobile phone. When an attendee visits your booth, simply point the TechScan device towards the barcode on the attendee's badge and press the yellow scan button. In seconds the attendee's information is saved in the memory of the TechScan unit. You are also able to mark qualifiers and create notes regarding any conversation you had with the attendee.

How Does TechScan Work?

Each handheld **TechScan** unit can be pre-loaded basic registration contact information for the advanced registered attendees. This includes the Badge ID, Full Name, Company Name, Phone Number and E-Mail Address. After scanning a badge, the TechScan device will instantly search thru pre-loaded records to see if there is a match. If there is a match, the attendee's pre-loaded name and

contact information will be displayed on the TechScan screen. Even if there is no match, such as would be the case for a late or onsite registrant, the TechScan unit will save the scanned Badge ID. In either case you will be able to quickly add up to twenty qualifiers and notes.

At the end of the show you return your scanner to our service desk. We process your collected Badge ID numbers and combine the FULL CONTACT INFORMATION as provided to us by show management in the post-show registration list. In a few days you receive your leads in an Excel spreadsheet format.

What Are The Special Features of TechScan?

- Each Scan is Marked with the Scan Date and Time
- Lead Qualifiers are Quickly and Easy Added
- Lead Qualifiers can be *Customized*
- Text Notes can be Added to Each Scanned Record
- Each Scan is Automatically Saved into Memory

What are The Benefits of Using TechScan?

In the past, exhibitors collected business cards and spent many hours manually entering information into databases. Today, Hightech Knowledge has created software that works within the TechScan device to capture, qualify and save leads in seconds. Qualified leads enable a more personal, focused follow-up.



Fax Order Form to 888-696-9719

Tax Forum City	Item Order Qty	Economic Stimulus Special	Standard Price	Late / Onsite Price	Totals
Las Vegas 7/7 – 7/8	___ Scanner(s)	\$199.00	\$250.00	\$300.00	
	Pricing Valid Dates:	Before 4/1	4/2 - 6/15	After 6/15	Booth(s):
San Diego 7/14 – 7/15	___ Scanner(s)	\$199.00	\$250.00	\$300.00	
	Pricing Valid Dates:	Before 4/1	4/2 – 6/22	After 6/22	Booth(s):
Orlando 8/4 – 8/5	___ Scanner(s)	\$199.00	\$250.00	\$300.00	
	Pricing Valid Dates:	Before 4/1	4/2 - 7/13	After 7/13	Booth(s):
New York 8/25 – 8/26	___ Scanner(s)	\$199.00	\$250.00	\$300.00	
	Pricing Valid Dates:	Before 4/1	4/2 – 8/3	After 8/3	Booth(s):
Dallas 9/8 – 9/9	___ Scanner(s)	\$199.00	\$250.00	\$300.00	
	Pricing Valid Dates:	Before 4/1	4/2 – 8/24	After 8/24	Booth(s):
Atlanta 9/22 – 9/23	___ Scanner(s)	\$199.00	\$250.00	\$300.00	
	Pricing Valid Dates:	Before 4/1	4/2 – 8/31	After 8/31	Booth(s):
Lead Qualifier Option	___ Custom Lead Qualifiers Setup			\$100.00	
Please total each line across and then add all city totals for the Page 1 Total. Be sure to complete the payment information on Page 2.			Page 1 Total: (Copy this total to the space for Authorized Amount on P. 2)		\$

Exhibiting Company Name:

HKI Use:
 ___ OE ___ OES ___ CC / ___ Appd ___ Rcpt ___ CQ Sent ___ CQ Recd ___ CQE



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Payment Instructions: Fill in the quantities requested for the various cities on page 1. If paying by check you MUST also include your credit card information for your security deposit and mail your payment to our offices. Your order must be postmarked by the cutoff date to take advantage of the early order price. Mail the payment to the address below. If paying by credit card please fax or e-mail your order information including all payment information as indicated on this form. Please read the terms and conditions below. You will receive an order receipt/confirmation after we process your order. Please print CLEARLY. We thank you for your order.

At the Tax Forum you can pick up and return the scanners to the lead retrieval service desk in our control room.

----- Exhibitor Contact Information -----

Company Name:

Contact Name:

Phone / E-Mail:

----- Credit Card Information -----

Name on Card:

Card Number:

Expiration Date:

Sec Code:

Billing Address:

City / State / Zip

Billing Phone:

Authorized Signature:

Authorized Amount: \$

**Mailing Address for
Payment by Check:**

**Hightech Knowledge Incorporated
8440 N. Millbrook Ave. #114
Fresno, CA 93720**

Other Information: Hightech Knowledge Incorporated (HKI) will process the units after they have been returned. Data files will be sent to the representative in a Microsoft Excel format in 3-5 days after the close of the exhibition. As with any technology and equipment, the TechScan unit must be handled properly and used as directed in order to achieve the desired results. The contact person acknowledges that he/she has been instructed by Hightech Knowledge Incorporated (HKI) on the correct use and care of the TechScan at pick-up unit and that he/she understands how to operate the TechScan unit. HKI will provide at no extra cost initial and any additional instruction as requested by the contact person or authorized employee of the named company. Customer risks losing any/all scanned leads by failure to return the TechScan unit after the close of the show. Should customer accidentally take the TechScan unit with them after the show has ended HKI is not responsible for any lost data. TechScan is a barcode scanning system provided to scan barcodes on badges provided by others. HKI will provide a service to upload the scanned information and match and combine the scanned information with registration/contact information provided by others. HKI is not responsible for missing or incomplete registration/contact information. HKI is not responsible for the quality or scan ability of the barcodes. HKI will provide onsite support in the proper operation of the TechScan unit to the representative who picks up the unit from the service desk. Units that are not picked up or not used are not subject to refund. Units not returned at the end of the exhibition may be subject to late fees or data loss. The contact person further acknowledges and agrees that, by this agreement, the liability to HKI for the TechScan unit's failure to record and retain bar coded information, for whatever reason, is limited to the return of the rental costs. The contact person and their company hereby waive all other rights and remedies that they may have against HKI if the TechScan unit does not scan and record all bar coded information which they attempt to obtain by scanning.

Other Terms and Conditions: All funds are in US dollars. Exhibitor representative acknowledges that the value of the TechScan unit is US\$600.00. If a credit card is submitted for payment the card will be charged for the replacement cost of lost or damaged units. Declined charges will be collected plus any collection fees and six percent accruing monthly for non-payment. **The FEIN for HKI is 36-4039061.**

Loss Coverage: The TechScan unit is made available to the above named exhibiting company. All orders for TechScan units require a credit card number as a security deposit. Security deposit charges WILL NOT be processed UNLESS the TechScan unit is lost, stolen, or damaged. If the TechScan unit is NOT returned in good working order the exhibitor will be billed for the replacement cost of \$600.00 per TechScan unit.

Force Majeure: HKI shall not be held responsible for refunds in the event acts of God, war, government regulations, disaster, terrorism, strikes or threat of strikes, lockouts, civil disorder, curtailment of transportation facilities or services, fires, floods, epidemics, accidents, shortages, acts of any governmental authority or other catastrophic events hinder the ability to program, or provide lead retrieval equipment or services to show site or exhibitors.



Refund and Cancellation Policy

If you cancel your order earlier than two (2) weeks before the start of the Tax Forum for which you ordered lead retrieval, there is a \$100.00 cancellation fee that will apply.

If you cancel your order two (2) weeks OR LESS before the start of the Tax Forum for which you ordered lead retrieval, there is NO refund.

Any refunded amounts will be settled by four (4) weeks after the close of the final tax forum.

We make every effort to ensure proper training of exhibitor personnel and functional equipment for use onsite. We will have an onsite technical support person available to service the Exhibitor Lead Retrieval systems. Claims of inoperative or defective equipment will be handled on a case-by-case basis and must be reported before the end of the active forum.

Privacy Policy

It is the policy of Hightech Knowledge Incorporated to protect the exhibitor contact information we receive of registered exhibitors. We will use any information received solely for the purposes of marketing, in a professional manner, our offering for Exhibitor Lead Retrieval services for the IRS Nationwide Tax Forum Series. If an exhibitor indicates their wish NOT to be contacted by sending us an e-mail as instructed, we will discontinue contacting that exhibitor for the duration of our pre-forum marketing efforts. We also protect the privacy of the data collected by exhibitors to ensure that this information is not used for any other purpose other than to be provided directly to the exhibitor for their own use.