




Halloween and Attractions Show & Halloween, Costume & Party Show

March 8-11, 2012
America's Center — St. Louis, MO



ADVANCE PRICING DEADLINE:
Thursday, Feb. 23, 2012
Order early. Availability onsite is not guaranteed

TRAKKERS LEAD RETRIEVAL DEVICES		ADVANCE	STANDARD	QTY	COST
TRAKKERS "tLEADS" Smartmobile App — for your Android or iPhone  <ul style="list-style-type: none"> Scan the QR code to the left to download the app or go to the iTunes Store or Android Market. Search for TLEADS. Once installed, you can scan the barcodes on the badges to capture all of the attendees contact information. You can enter notes and select qualifiers. Your leads are uploaded to a secure website. After the show, go to http://tleads.trakkers.net - select the event name and enter your retrieval code to download your data file. 	\$70	\$70			
TRAKKERS "Mi" — battery powered — no electricity required!  <ul style="list-style-type: none"> Handheld mobile scanner with color touchscreen Optional wireless printer available below Type in notes about your leads with the on-screen keyboard Qualify your leads using the included "Standard" codes or order Custom Codes below Leads uploaded to the web for immediate availability 	\$275	\$300			
TRAKKERS "T3" — requires a single 120V outlet  <ul style="list-style-type: none"> Corded scanner attached to desktop unit with built-in printer Automatically prints each lead as they are scanned Qualify your leads using the included "standard" follow-up codes or order Custom Follow-up codes below Leads uploaded to the web for immediate availability 	\$195	\$205			
OPTIONAL PRODUCTS AND SERVICES		ADVANCE	STANDARD	QTY	COST
Wireless/Bluetooth Printer — for use with "Mi" unit above	\$40	\$50			
Customized Follow-up Action Codes—for use with "Mi" and "T3" units <ul style="list-style-type: none"> Create your own action codes for your company specific needs Up to 30 codes can be selected, with a maximum of 25 characters each 	\$50	\$75			
In-booth Delivery & Pickup— Available for "Mi" and "T3" units only <ul style="list-style-type: none"> TRAKKERS representative will bring your lead retrieval device to your booth, set it up, provide training then pick it up after the show. 	\$75	\$100			
Terms & Conditions: Exhibitor is responsible for picking up the lead retrieval device(s) ordered at the Lead Retrieval desk prior to the start of the show unless the optional delivery service was selected. Orders that are not picked up at the show or cancelled after the Advance Pricing Deadline will not be refunded. Orders cancelled prior to the Advance pricing deadline are subject to a \$75 administration fee. Exhibitor is responsible for the full replacement cost of the equipment (up to \$2495.00 per unit) if lost, stolen, or damaged from the time it is picked up/delivered until it is returned to TRAKKERS. All equipment must be returned to the Lead Retrieval desk within one hour after the show closes to avoid additional charges. TRAKKERS shall not be responsible for any special, incidental or consequential damages arising from the loss of customer information, for any reason, arising from or related to TRAKKERS equipment. TRAKKERS liability for damages of any cause whatsoever will be limited to the total rental price for the equipment and services provided by TRAKKERS. This contract will be governed by the laws of the State of Montana, with venue exclusively in Gallatin County. By signing below, I state that I am authorized to place this order and that I agree to all of the terms and conditions listed above.				TOTAL	\$

Company:	Booth #:	
Onsite Contact:	Onsite Phone:	
Credit Card Billing Address:		
City, ST ZIP:		
Email:		
Credit Card#:	Exp:	Sec Code:
Signature:		

How to Order

1) Go online to:
[http://orders.trakkers.net/](http://orders.trakkers.net)
Use Showcode: **HAHC0312**

2) Mail your check along with this completed order form to:
TRAKKERS
3701 Trakker Trail; Suite 1B
Bozeman, MT 59718

3) Fax this form to 406-556-4301

If you need assistance, please contact us at: 877-780-6180 or on the web at www.trakkers.com

Official Lead Retrieval Order Form



Key Features

- Reads Barcodes
- Spontaneous Deployment
- Multiple Smartphone Platforms
- No Registration Data Transfers
- Use App at Multiple Events
- Data Security and Revenue Flow:



Badge contains limited and non-critical data

Badge can be encoded or encrypted

Data on device is not accessible by user

Browse/view on device is available only during event. Not possible after event closes

Exhibitor must visit Vendor's portal to retrieve full data

Various revenue streams available depending on structure of program.

For more info visit www.trakkers.com or send us an email at: sales@trakkers.com

Providing mobile lead tracking using your Smartphone: SmartMobile tLeads App

Lead Retrieval via Smart Phones! A win/win/win!!!!

At Trakkers, we think value is defined by our customers, partners, and by the trade show exhibitors themselves. Adding hardware to our impressive technological solutions isn't always what adds value to the Lead Retrieval experience.

Like everyone in today's mobile connected society, exhibitors want the option of using their Smart Phone to capture lead data. We embrace this idea and offer a solution that is deployed across the multiple smartphone platforms - including iPhone, Android and Windows.

We are the technology leaders, and our Smart Phone solution is the only one of it's kind in the industry. Great for our partners and the end user, Trakkers solution deploys a lead capture smartphone standard that protects the data, provides compatibility with existing systems, facilitates touchless and flexible deployment



Trakkers™, LLC. • 3701 Trakker Trail Unit 1B • Bozeman • Montana 59718

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Key Features

- ❖ **Cordless Lead Retrieval**
Portable handheld battery-powered memory barcode scanner
- ❖ **Data Capture**
Internal 32 MB DRAM, 16 MB memory for positive lead capture
- ❖ **Multiple Reader Compatible**
Uses latest technology to read barcodes, (2D and 1D formats), RFID & Magstripe.
- ❖ **Easy Lead Verification**
Color, touchscreen display, for easy verification of scanned data and user entered information
- ❖ **Ergonomic/Lightweight Design**
Lightweight Polycarbonate housing and comfortable rubber grip provide effortless and continuous use

Providing mobile lead tracking with GPRS capability. *mi*.

Trakker's™ fully mobile, battery powered, cordless *mi* offers an alternative to being tied to an outlet; when electrical power cords just aren't an option. This data capturing unit reads contact and demographic information encoded on the attendee's badge, checks for duplicate scans, and allows customizing of categories for easy follow up activity after the show. And now, leads can be sent wirelessly to the myzebi.com website for instant access!

The new *mi* has the added built-in technology of three readers supporting barcodes, RFID and magstripe formats. With the touch screen color display, user friendliness is one of the top features. The unit's internal memory can store over 8,000 leads yet this innovative device is lightweight, with a wonderful contemporary style.

With the fastest and friendliest support team in the industry, exhibitors get the most from our powerful lead retrieval system — before *and* after the show. Trakker's certified technicians provide demonstrations and technical assistance onsite, while our support team provides continuing assistance post-show.

The Trakker *mi* supplies the most flexible, reliable and advanced lead retrieval system in the industry.

Trakkers offers an **OPTIONAL bluetooth mobile printer for use with the "mi"!**

Easy connectivity for ease of use for the exhibitor. Get the benefits of printing and still stay mobile!





Key Features

Real Time Information



Trakker introduces Zebi — your companion for unmatched managing of your leads and leveraging all your information in real time — add personal comments, send leads to the office, send your literature to your contacts AT the show....and much more.

Multiple Reader Compatibility

The T3 is compatible with barcode, RFID and MagStripe Readers, using either a RS232 Serial Port or one of its USB Ports for added flexibility.

Data Capture

Lead information is saved to a USB memory stick for compact file storage and transfer in addition to an internal redundant memory for extra security.

Bluetooth Capable Technology

Integrated Bluetooth wireless technology for data transfer from compatible badge readers or external printers.

Touchscreen Interface

A color touchscreen display gives users access to multiple tasks and menus with great ease.

For more info visit www.trakkers.com or send us an email at: sales@trakkers.com

The most versatile lead retrieval system giving you leads in real time. T3.

The Trakker™ T3™ is the premiere lead tracking system using industry standard two-dimensional barcode, MagStripe and RFID readers. The Trakker system reads contact and demographic information encoded on the attendee's badge and checks for duplicate scans. With the T3, exhibitors have the flexibility of customizing various categories within the unit for easy follow-up activity after the show. Included with the unit are 20 Standard Action Codes, allowing further qualification of each lead.

The T3's large, color Sharp video display constantly displays date and time, number of sales leads, and currently scanned information for easy scan and read verification. Furthermore, with its portrait orientation, the touchscreen interface of the video display allows users to access multiple tasks and menus with great ease. An audible alarm in the T3 adds to the units ease-of-use. The T3 has a speaker capable of generating a beep alarm and click sounds to alert the user of errors or confirming scans.

Bluetooth Capable Technology integrated into the T3 system facilitates the unit to interface with outside enabled devices for data transfer. Furthermore, leads are stored on our high capacity memory sticks in a comma delimited ASCII file for easy importing into Excel, ACT, Goldmine and other popular contact and database programs. The USB memory sticks provide the invaluable ability to exhibitors access to the leads immediately. Additionally, the compact flash card in our T3 saves the same data in the event a memory stick is lost.

With the fastest and friendliest support team in the industry, exhibitors get the most from our powerful sales and lead retrieval system — before *and* after the show. Trakker's certified technicians provide demonstrations and technical assistance onsite, while our support team provides continuing assistance post-show.

The Trakker T3 supplies the most secure, reliable and advanced lead retrieval system in the industry.