Contact Name: _____Company Name_____ Booth Number_____

Email: _____ Phone: _____

Billing Address: _____ City/State: _____ Zip: _____

As part of your participation, NCIA is including the first mobile app activation complimentary. Additional Codes, handheld rental units, or Add-ons are available with a fee. Please provide card information if requesting additional services.

Choose either:

Expo Leads Mobile: Capture, qualify, and manage tradeshow leads in real time using your own Apple or Android smart phone or tablet*. Features include qualifiers, surveys, and notes to maximize your booth time, as well as immediate follow up with text, email, or a phone call right from the app. Leads sync online with a data connection and download into a conveniently organized excel document.
Smart Device not provided; requires the use of the device's camera and is not recommended for older generation products with low resolution.

1 Activation complimentary!!! (must order prior to 9/27)

Additional codes: **$60**   Quantity: _____   Total: _____

- OR -

AT725 Handheld Badge Scanner:
Simple, no nonsense, 1 button badge scanning. Touchscreen navigation to view leads or add notes and qualifiers. Devices are monitored by onsite staff and leads sync online for real time access. Devices can be picked up during setup hours and must be returned to the desk within an hour of the show floor closing. Leads can be accessed with login information online and are emailed to the main contact after the event.

Order by 8/9 - $399
Order by 9/6 - $499
After 9/6 / Onsite rate - $599   Quantity: _____   Total: _____

AT725 Addons:

Delivery to your booth during setup hours - **$199**   ☐ Check for Delivery

Bluetooth Printer – Connects to one AT725 device **$199**   ☐ Quantity: _____   Total: _____

Custom Lead Qualifiers – **$99**   ☐ Check for Qualifiers (see page 2)

Credit Card Payments Only

Grand Total: _____

Acct Number: _____

Name on Card _____

Expire Date _____ **CVV Code** _____

Signature _____

Fax - 972-349-7715
Scan & Email - leads@mcievents.com
Online - https://leads.mcisemi.com/CCBC2019

Terms/Cancellation Policy:
Cancellation requests submitted up to 14 days prior to the first official day of the event will be refunded less a $150 admin fee. No refunds will be granted within 14 days prior to the event. All refund requests must be sent to leads@mcievents.com for processing or review. On-site orders limited to availability.

Handheld units must be returned to the desk within one (1) hour of the show floor closing on the last day of the event. A $2,000 fee will be charged to the card on file for any unrecovered units. Renting company is responsible for the proper use and safekeeping of each lead retrieval unit rented. Damage or loss will be billed to the exhibitor after the event.

Signature _____**Date** _____

AT725 Addon – Custom Lead Qualifiers*

*Fill out if selected on page 1 – Qualifiers will apply to all units rented

What are Custom Qualifiers?
Custom qualifiers are a list of descriptors unique to your company to categorize your leads quickly and without the need to write notes.

Can a single lead have more than 1 qualifier?
Yes, qualifiers are presented as a list and multiple qualifiers can be selected. Using the list below a single lead could have both "Large Customer" as well as "Needs Demo" and "Send Literature" or any combination you like.

How many Custom Qualifiers can I submit?
You can submit up to 20 custom qualifiers. Each qualifier can be no longer than 20 characters (inclusive of spaces and punctuation), so abbreviate where possible. Qualifiers will be the same across all units in the order.

Standard qualifiers included with your lead service rentals are:

Send Samples	Contact ASAP	Recommends
Send Literature	Followup 30 days	Final Say
Send Pricing	Followup 60 days	Large Customer
Provide Quote	Followup 90 days	Midsize Customer
Have Sales Call	Add to mailing list	Small Customer
Needs Technical Info	Place order at show	
Needs Demo	Decides Purchase	

Provide your Custom Qualifiers below:		
1	11	
2	12	
3	13	
4	14	
5	15	
6	16	
7	17	
8	18	
9	19	
10	20	