The Ultimate in Lead Management from the World Leader in Mobile lead capture Solutions

Exhibitors say ITN International's solutions are the best lead-management tools in the event industry. No other technology has proven to be as fast, friendly, reliable, or powerful.

BCARD READER

BCARD Reader is an application that allows exhibitors to capture, qualify and fulfill leads using NFC. The app lets users capture leads by touching the device to attendees' NFC badges. All leads are uploaded to a secure cloud portal via the WiFi or cellular network.

The app also lets users qualify leads with a survey; edit leads' contact information; take notes; select product information from an online library and send those selections to the attendee by email.

▶ WATCH

Features

- ■ NFC Badge reading via touch
- ■ Full contact info populates screen
- ■ Browse and Edit functions

Qualify Leads

- ■ Customizable lead forms with branching and open text responses
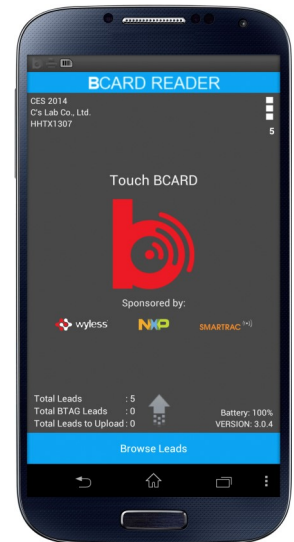- ■ Note field with onscreen keyboard

▶ WATCH

Collateral & Content Distribution

- ■ Store your product collateral in the cloud
- ■ View content in app
- ■ Choose content best targeting each lead
- ■ Email your choices with a tap
- ■ Lead gets custom email with links to content you have chosen

Store Leads in Real Time in the Cloud

- ■ All leads are stored locally and upload to our secure BCARD Portal

---

BCARD READER
CES 2014
C's Lab Co., Ltd.
HHTX1307

Touch BCARD

Sponsored by:
wyless   NXP   SMARTRAC

Total Leads   : 5
Total BTAG Leads   : 0
Total Leads to Upload : 0

Battery: 100%
VERSION: 3.0.4

Browse Leads

Supported platforms:
(Smartphone, tablet and PC)

- ■ Android
- ■ WP8
- ■ Windows 7 and 8.1

---

98 percent of exhibitors collect sales leads at trade shows, but less than 70 percent have any formalized plan or process in place for how those leads are followed up after the show.

Jump start your follow up process by delivering collateral at the time the lead is captured

---

FOR DETAILED PRODUCT INFORMATION VISIT OUR WEBSITE: WWW.BCARD.NET

	Early (By June 15)	Pre-Show (By July 13)	On-Site (After July 13)	Qty.	Cost
BCARD™ Reader on Rented Devices					
On Tablet	$315	$345	$380	____	$_____
Includes all hardware and software needed					
On Smartphone	$210	$240	$275	____	$_____
Includes all hardware and software needed					
BCARD™ Reader on your PC	$210	$240	$275	____	$_____
Includes badge reader. User supplies PC					
BCARD™ Reader App for your Android/Windows NFC Smartphone/Tablet					
BYOD (Bring Your Own Device)—See Disclaimer below					
Single Device License	$185	$210	$235	____	$_____
Accessories & Services					
Bluetooth Wireless Printer for Smartphone	$105	$105	$160	____	$_____
Order only with BCARD Reader on Smartphone					
Automated Email Follow-up	$200	$200	$200	____	$_____
Loss/Damage Waiver for Smartphones	$150	$150	$150	____	$_____
Loss/Damage Waiver for Tablets	$250	$250	$250	____	$_____
Total Amount Due					$_____

Important Notes: Cancellations and changes subject to a $50 processing fee. $500 will be charged for any lost, stolen, or damaged smartphone; $750 will be charged for any lost, stolen, or damaged tablet. All items subject to availability. No refunds for items not picked up.
Disclaimer:
BCARD Reader has been developed in compliance with NFC standards and is offered as is. ITN does not guarantee the app will work with all NFC devices.

Provide the exhibiting company's information.

Company Name _____   Booth # _____

Onsite Contact _____   Mobile (include country code) _____

Email (for leads) _____   Company URL _____

Provide payment information. By placing this order, you accept ITN International's Terms & Conditions.

Company Name ☐ Same _____

Contact   ☐ Same _____

Billing Address _____

City _____   State/Province_____   Zip/Postal Code _____ Country _____

Telephone (include country code) _____   Email (for receipt) _____

☐ Check (payable to *ITN International, Inc.* in US $)
Check must accompany Order Form. Mail to ITN International, 9696 South 500 West, Sandy UT 84070 USA
☐ Visa   ☐ MasterCard   ☐ American Express   ☐ Bank Transfer (Add $40 Transfer Fee. See Terms and Conditions for details.)

Card Number _____   Exp._____   Credit Card Security Code / CCID _____

Signature:

1) Orders and Deadlines
a) All orders placed before the Pre-Show deadline must be paid-in-full at least 7 business days prior to show date.
b) Orders after the Pre-Show deadline must be paid-in-full upon order
c) All orders submitted after the Pre-Show deadline (including on-site orders) are subject to availability.

2) Payment Terms and Cancellations
a) Orders with open balances 7 business days before show open will be cancelled. Orders can be re-processed for a US$50 fee if payment is received within 7 days prior to show open. In such cases, device configuration may be delayed.
b) Such cancelled orders are subject to on-site pricing if re-order is handled on-site. In such cases, device configuration may be delayed.
c) If payment received is different from published prices, ITN International will adjust payment amount to the price on Order Form or BCARD Store.
d) All order revisions placed after the Pre-Show deadline are subject to a $50 processing fee.
e) No refunds after Pre-Show deadline.
f) Devices/solutions that are unused or not picked up are not refundable.
g) If your device/solution is not functioning properly, immediately escalate your issue to the Lead Retrieval Service Desk. A refund or replacement device will not be supplied if the issue is not escalated to an on-site ITN Representative in a timely manner.

3) On-Site Services and Terms
a) To ensure a smooth on-site experience, please visit the Lead Retrieval Service Desk to pick-up your solution/device one day prior to show open.
b) Orders placed on-site may require up to an hour of processing time and it is highly recommended that orders be placed well in advance of the show.
c) On-site modification(s) or new customization(s) of ITN International devices are subject to a processing fee and technician availability.
d) Companies renting or utilizing ITN International products/services agree to comply with any and all Terms of Usage set by Show Management and/or ITN International, Inc. Should terms of Usage be violated by any party, ITN will be held harmless and reserves the right to terminate services without issuing a refund or compensating parties involved. Further, such violation may result in the non-delivery of leads/scans/data files.

4) Exhibitor Terms of Usage
a) For a misplaced, stolen, or damaged **B**CARD Reader on Tablet, the exhibitor shall be responsible for a $750 replacement fee. For a misplaced, stolen, or damaged **B**CARD Reader on Smartphone, the exhibitor shall be responsible for a $500 replacement fee. For a misplaced, stolen, or damaged **B**CARD Reader on Mobile Phone or **B**CARD Reader for PC, the exhibitor shall be responsible for a $250 replacement fee. For a misplaced, stolen, or damaged wireless printer or keyboard, the exhibitor shall be responsible for a $400 replacement fee; and for a misplaced, stolen, or damaged iPad or iPhone reader, the exhibitor shall be responsible for a $150 replacement fee; and for a misplaced, stolen, or damaged power supply, the exhibitor shall be responsible for a $25 replacement fee. If the Loss/Damage Waiver fee is paid for a device, ITN will waive the exhibitor's responsibility to return that device or return it undamaged.

Loss/Damage Waiver Rules:
The fee waives the exhibitor's responsibility to return a device, or return a device undamaged, to ITN. Exhibitor must report loss, theft or damage to ITN Lead Retrieval Service Desk promptly. For any device believed to be lost or stolen, exhibitor must file a police/security report and forward a copy to the assigned ITN representative.

5) Limitation of Liability
a) ITN International does not guarantee any level of Return on Investment related to the use of ITN products/services. ITN provides a convenient service that uploads data to a secure Website via ITN's mobile cellular network for password protected access by exhibitors. ITN does not guarantee connectivity will be active at all times. ITN shall not be held liable for any loss of leads due to device(s) that are not connected or that drop connectivity at any time. Upon receiving notification of your login information, we recommend that you login to the **B**CARD Portal site to verify that your data is available. We also recommend that you bring your devic(s) to our Service Desk for any reason or, if you do not, that you notify ITN that your data is not available at our online site.
b) ITN International shall not be held liable for any unforeseen happenings (i.e., Acts of God, union labour strikes, building or grounds damage, loss of power, travel or work stoppages) that may cause the show to be cancelled or postponed. In any such event, the obligations of ITN International, Inc. for services not rendered shall be terminated and ITN International, Inc. shall be entitles to all payments received.

6) Data Privacy
The lead gathering devices ("Devices") you have rented for this event allow you to collect business card information stored in a contactless smart card, called **B**CARD, issued to each registrant. The ITN lead gathering device you are provided with has a short range contactless smart card reader and software with a secured encrypted key that unlocks the content on the attendee's **B**CARD. ITN's devices are the only ones that can read the content of a **B**CARD, and you can only read a **B**CARD if you bring the reader or the card within 2 cm of each other. In essence, there is a voluntary exchange of information between a registrant and an exhibitor using ITN devices amounting to a traditional exchange of business cards. You are hereby informed that when collecting information and personal data ("Personal Data") through these Devices, you will become data processors, as defined by the UK Data Protection Act 1998 and the Spanish Protection of Personal Data Act 1999 and applicable US Data Privacy laws, including US-EU Safe Harbor, as amended. Accordingly you shall:

a) Inform all visitors whose Personal Data is collected that such collection is taking place.
b) Ensure that appropriate technical and organizational measures shall be taken against unauthorized or unlawful processing of such Personal Data and against accidental loss of, or damage to, the Personal Data.
c) Make proper use of the Personal Data and not distribute any part of the Personal Data to anyone without the prior written consent of the visitors whose Personal Data has been collected.
d) More generally, you shall abide by all the rules and regulations in force in collecting, storing and processing Personal Data.
e) For the avoidance of any doubt, neither ITN nor the event Organizer or its affiliates, nor any other party, shall be liable for any breach of the UK Data Protection Act 1998 and/or the Spanish Protection of Personal Data Act 1999 and/or applicable US data privacy laws in the collection and handling of Personal Data. You agree to defend, indemnify and hold harmless ITN, the Event Organizer and its affiliates, and their directors, officers, employees, agents and contractors, against any claim for such a breach.

Your order and use of ITN International products, services and equipment implies that you have read, understood and agreed to the Terms and Conditions stated herein.