

# EPIC INFORMATION AND ORDER FORMS TAB 3

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## EXHIBITOR BADGE INSTRUCTIONS

Exhibitor badges have a barcode that contains the address, phone, and fax information which is provided to us on the exhibitor badge order form. **Please ensure** that if there are multiple locations within a company (i.e., corporate headquarters; Charlotte, NC branch; Minneapolis branch, etc) that their **correct contact information** is provided.

To register exhibitor booth staff, you may:

- Register online (<https://www.tradeshowregistrar.com/ep3/?event=ASIS2009>) OR
- Fill out the exhibitor badge order form for each different branch or location.

If you order exhibitor badges online, there is no need to fill out the form and send it in. If you use the exhibitor badge order form, please make sure to print neatly or type in the fields.

You are limited to 8 free exhibitor badges per 100 sq feet (10 x 10). The online registration system displays the badge allotment and the ability to purchase additional badges.

The online exhibitor registration site also contains:

- link to order lead retrieval
- sign up for FREE EXPOBrander®!
- link to official ASIS housing bureau
- order tickets for:
  - networking luncheons
  - Get Acquainted Mixer
  - President's Reception tickets



# EXHIBITOR BADGE ORDER FORM

RETURN BY  
August 21, 2009

### Exhibitor Customer Service:

Phone: 1.800.941.2128; 1.980.233.3813  
Email: [asis@epicreg.com](mailto:asis@epicreg.com)  
FAX: 1.980.233.3800

### Mail or fax to:

ASIS 2009 Exhibitor Registration  
c/o EPIC (Event Planning International Corporation)  
10900 Granite St, Charlotte, NC 28273

**Badge Requirements:** All personnel working in your exhibit must have a badge. Exhibiting companies are allowed 8 representatives per 10x10 booth at no charge. Additional badges are available for **\$40 / badge**. Badge orders will be accepted from one person only; that person will be considered to be in charge of booth arrangements and all further correspondence will be sent to that person. An on-site contact person, including an on-site cell phone number, must be provided. **Badge orders received prior to August 21, 2009 will be mailed in advance** to the main booth contact. Any badge orders received after August 21, 2009 may need to be picked up on-site. Additional badges over the booth limit will also be available on-site at a charge of **\$40** per badge. Badges will be needed to enter the exhibit hall on show days and for set-up and tear-down. Special badges for temporary set-up and tear-down personnel will be available on-site. **If you want your certification designation to appear on your badge, you must write it in.** In lieu of using the printed badge order form, you may register the booth personnel via the exhibitor web registration website. Only the contact in charge of booth arrangements will be able to access the exhibitor web registration site: <https://www.tradeshowregistrar.com/ep3/?event=ASIS2009>.

PLEASE PRINT OR TYPE

DUPLICATE THIS FORM IF MORE SPACE IS NEEDED

Representative's First Name	Representative's Last Name	Member of ASIS International?	CPP, PSP, PCI (please write in which certification)	Complete Street Address (address, city, state, zip, phone, fax) (if different than main contact below)
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		
		<input type="checkbox"/>		

PLEASE MAIL ALL BADGES TO:

First	Last	Booth Number #		
Company				
Street Address				
City	State/Province	Postal Code	Country	
Telephone		Fax		
E-mail				
On-Site Contact Name (first and last) REQUIRED!			On-Site Cell Phone # (REQUIRED)	



## ASIS 2009 - Exhibitor Web Registration

We are pleased to offer for ASIS 2009 an exhibitor web registration site. The main contact representative for the booth will be responsible for entering the booth representative individuals on the ASIS 2009 exhibitor web registration site.

Upon your (the booth contact) first visit to the website, **you are required to set-up your own username and password**. To set up your username and password, you must do the following:

- Click on the green button "First Time Visitor..."
- Enter the following information to validate:
  - First Name
  - Last Name
  - Telephone Number
  - Zip Code
- Enter a username and password

**\*\*\*Please note: you must be listed as the booth contact person to access this site.** If you would like us to update the contact information, please email us at [asis@epicreg.com](mailto:asis@epicreg.com), call us at 1.800.941.2128 or 1.980.233.3813, or fax us at 1.980.233.3800.

You may re-visit the site to add, change, or remove staff names as many times as you wish. You may access the exhibitor web registration system through the ASIS International website at:

<http://www.asisonline.org/education/programs/anaheim/exhibitors.htm>

or directly through:

<https://www.tradeshowregistrar.com/ep3/?event=ASIS2009>

### **QUESTIONS?: Contact - ASIS 2009 Exhibitor Registration**

c/o EPIC (Event Planning International Corporation)

10900 Granite St

Charlotte, NC 28273

Phone: 1.800.941.2128; 1.980.233.3813

**FAX: 1.980.233.3800**

**Email: [asis@epicreg.com](mailto:asis@epicreg.com)**

ASIS  
2009

**ASIS INTERNATIONAL**  
55th Annual Seminar and Exhibits  
September 21-24, 2009 | Anaheim, CA  
[www.asisonline.org/asis2009](http://www.asisonline.org/asis2009)

# Do you want to get more qualified leads before your next show begins?




is for YOU!


EXPOBrander® allows you to co-host an online registration site for your upcoming show. You will be given a link to place on your website that allows people already visiting your website to sign up to attend the show. Exhibitors who are hosting events during the show can even include their event as part of the registration process.\*

Sign up for EXPOBrander® and start getting leads today!

## Sample EXPOBrander® Site (events and prices for sample purposes only)



**ASIS INTERNATIONAL**  
55th Annual Seminar and Exhibits  
September 21-24, 2009 | Anaheim, CA  
[www.asisonline.org/asis2009](http://www.asisonline.org/asis2009)



Your registration boutique.

STEP 1  
Registrar / Lookup
STEP 2  
Name / Address & Demographics
STEP 3  
Registration Options
STEP 4  
Payment Info
STEP 5  
Final Verification

**Seminar Registration Selections**  
Please make a selection from the list of registration options below:

Item Description	Select One	Early Bird Pricing Before 10/9/2007	Advance Pricing Before 12/1/2007	On-Site Pricing
<b>Full Conference Registration</b> Includes: seminars and exhibits Monday - Thursday, luncheons, Opening Reception Ceremony, and Sunday night mixer.	<input type="radio"/>	\$500.00	\$600.00	\$800.00
<b>Single Day - Monday</b> Includes: seminars and exhibits on Monday, Opening Reception Ceremony, and luncheon.	<input type="radio"/>	\$300.00	\$400.00	\$500.00
<b>Single Day - Tuesday</b> Includes: seminars and exhibit on Tuesday, luncheon.	<input type="radio"/>	\$300.00	\$400.00	\$500.00
<b>Single Day - Wednesday</b> Includes: seminars and exhibit on Wednesday, luncheon.	<input type="radio"/>	\$300.00	\$400.00	\$500.00
<b>Single Day - Thursday</b> Includes: seminars and exhibit on Thursday, luncheon.	<input type="radio"/>	\$300.00	\$400.00	\$500.00
<b>Exhibits Only</b> Includes exhibits Monday - Thursday.	<input type="radio"/>	\$0.00	\$0.00	\$50.00

**Seminar Selection**  
Please choose which complimentary seminar(s) you plan to attend:

Item Description	Select
Testimonials on the Web Registration Process	<input type="checkbox"/>
Registration Basics	<input type="checkbox"/>

**ABC Company Hospitality Reception**  
Please check below if you would like to attend a special reception hosted by ABC Company:

Item Description	Select
<b>An special evening with Gladys Knight and the Pips!</b> Fabulous evening of food, drinks and entertainment at the Omni CNN Center Ballroom. Meet Gladys Knight and hear her perform Tuesday September 16th, 7-11PM. Shuttle buses run from all Hotels in room block from 6:30-11:30PM.	<input type="checkbox"/>

**Cancellation Policy**  

- Written notification of cancellation received at EPIC, 10900 Granite Street, Charlotte, NC 28273 on or before December 1, 2007 will receive a full refund less a \$35 processing fee.
- NO refunds after December 1, 2007.

**Your Event Here\***

\*only available with Premium Package.

Your registration boutique.

call 866.692.2067 email [eb@epicreg.com](mailto:eb@epicreg.com)

## Ordering EXPOBrander<sup>®</sup>

All EXPOBrander<sup>®</sup> orders must be placed online via the Exhibitor Registration Portal, found at <https://www.tradeshowregistrar.com/ep3/?event=ASIS2009>. Once you have logged in, click on the Orange EXPOBrander<sup>®</sup> button to be taken through the ordering process. You will need a web-ready logo to upload and complete your order. You will receive a confirmation email when you order EXPOBrander<sup>®</sup> and another email after ASIS has approved your website.

The approval email will contain everything you need to get started, including custom images that should be placed on your website to encourage your visitors/customers to register through your EXPOBrander<sup>®</sup> web page and an email message that can be forwarded over to your clients (see images).

Website Links

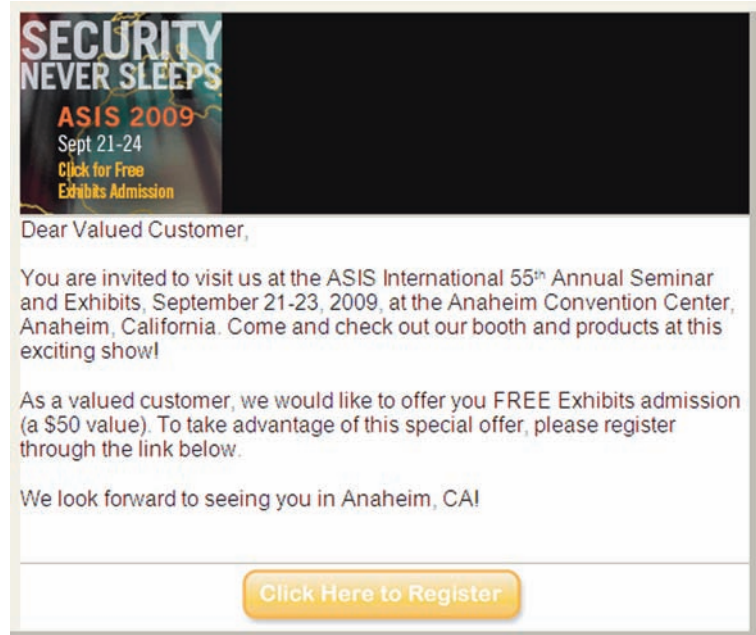


ASIS 2009 Logo 120x90 px



ASIS 2009 Logo 150x150 px

EXPOBrander<sup>®</sup> email



You can also send your customized email message over to your Marketing and Sales Departments so they can email it directly to their clients and prospects and help save them money.

After people have registered through your EXPOBrander<sup>®</sup> website, log back in to the Exhibitor Portal to check who has registered.

To learn more about EXPOBrander<sup>®</sup>, visit <http://www.epicreg.com/eb/?event=ASIS2009> or call 1.866.692.2067 to speak directly to one of our representatives.

## What is the EXPOBrander®?

The new EXPOBrander® is a product that allows you to co-brand the ASIS International 55th Annual Seminar and Exhibits with your company logo. An easy to use wizard located in your ASIS 2009 exhibitor registration portal gives you the tools to upload your company logo and create a customized ASIS 2009 web registration page that you can email to prospects and customers and/or post with the ASIS 2009 logo on your company website. As customers and prospects click on this link to register for ASIS 2009 they will see your logo in the upper right hand corner of every web page throughout the registration process. This link provides FREE ADMISSION to the Exhibit Hall – a \$50 value! In addition to demonstrating your industry leadership, you will also receive highly qualified leads. You will get a list of all individuals registering through your link in your registration portal that can easily be downloaded to Excel for easy follow-up.

In addition, if you are planning a major hospitality party or in booth promotion, you can even add a specialized event to the ASIS Registration Selection Page so that customers feel like your event or promotion is part of the entire show experience!

There are two packages available to exhibitors.

**The EXPOBrander® Standard Package:** This package is complimentary to all ASIS 2009 Exhibitors and allows you to create a specialized link that displays your company logo on the top right of each registration page throughout the registration process. This link provides FREE ADMISSION to the Exhibit Hall – a \$50 value! To sign up, you logon to your Exhibitor Registration Portal and select the EXPOBrander® button. Following the steps in this process, you can create a link to a customized web registration page for ASIS 2009 in less than 5 minutes! Approvals normally take less than a day. Once you receive approval, you can forward this link to the customized web registration site to your best customers and prospects, and/or display it on the home page of your website. You will be perceived as an industry leader and best of all you will find out who has registered through your link. You get 24/7 access of the contact information to all people who register through your site, giving you qualified leads before you even arrive at the show.

Forward this information to your marketing department and get points for giving them a great marketing opportunity that is absolutely free!

**The EXPOBrander® Premium Package:** This package costs \$1500.00 and gives you all the benefits of the EXPOBrander® Standard Package, while offering the added benefit of placing a customized ticketed event or in-booth promotion on the registration selection page that will only be offered to people registering for ASIS 2009 from your customized registration link. At the bottom of the registration selection page, your customers will be able to sign up for your party or register to win a prize. We even let you design the ticket that prints out and will be mailed with the attendee's badge. It's almost like you're running the event! We give you a supply of extra tickets, and if that is not enough, you can even buy extras to distribute to customers. This is a great way to differentiate your organization and generate a buzz with your customers and prospects!

### Comparison of EXPOBrander® Features

Features	EXPOBrander® Standard	EXPOBrander® Premium
Co-Branded Event Registration Page	✓	✓
Online access to a list that displays all individuals that registered through your website	✓	✓
Add a customized event or prize package to the registration options for all registrants registering for the meeting from the link on your site.		✓
Your Event Ticket printed preshow and mailed with the badge credentials of individuals that register through your website (note: badge mailing stops 4 weeks before the show).		✓



Your registration boutique.

call 980/ 233-3819 email [expobrander@epicreg.com](mailto:expobrander@epicreg.com)



### **DIAMOND**

The Diamond package is a portable scanner with full color display. Your leads are stored on the unit and are also uploaded real-time to a leads website that you or your associates can access from any internet connected PC. Leads can be reviewed and qualified with the easy to use touch screen display on the unit. This unit is battery powered and does not require electricity.

### **PLATINUM TRAKKER™ \***

The T2000 is the most advanced form of lead retrieval on the market. This package comes with a Laser Scanner, connected to a compact printer with an integrated disk writer. Since the leads write directly to a USB Drive inside your printer there is no need to download after the show. Simply return your unit and walk away with a printout in one hand and USB in the other. Each unit comes with 20 standard qualifiers listed below. You get the security of a printout along with a USB and no wait! This unit requires electricity.



### **BRONZE TRAKKER™ \***

This unit scans the badge and provides a printout of all leads and does not provide a leads disk. Unit requires electricity.

**\* These units require 110/120 volt electrical service \***

### **FOLLOW-UP QUALIFIERS**

Each TRAKKER comes complete with 20 standard follow-up qualifiers. The Standard Action Codes included are:

- |                               |                             |
|-------------------------------|-----------------------------|
| 1. Send Literature            | 11. Recommends              |
| 2. Send Samples               | 12. Final Say               |
| 3. Send Pricing               | 13. Makes Purchase Decision |
| 4. Add to Mailing List        | 14. Partial Interest        |
| 5. Technical Info Required    | 15. Purchase in 30 Days     |
| 6. Detail Specs Required      | 16. Purchase in 3 Months    |
| 7. Provide Quote              | 17. Purchase in 6 Months    |
| 8. Product Demo Required      | 18. Ready to Purchase       |
| 9. Immediate Contact Required | 19. Immediate Need          |
| 10. Have Salesperson Call     | 20. Order Placed at Show    |

Additionally, up to 30 custom codes can be used to specify certain products, model numbers, or any of your special needs at a modest up-charge. To order custom qualifiers, please fill out the custom lead follow-up codes order form.

# Exhibitor Lead Retrieval Rental Order Form

Complete and Return with Payment To:

EPIC  
10900 Granite Street,  
Charlotte, NC 28273

Phone: (800) 521.3265 | (980) 233.3777  
Fax: (980) 233.3800 | (704) 943.1004



\_\_\_\_\_  
Contact Person Phone Fax

\_\_\_\_\_  
Company Booth # Email

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Onsite Contact Cell #

## ORDER ONLINE BEFORE DATE TO SAVE MONEY

<https://www.tradeshowregistrar.com/lr/?event=ASIS09LR>

QTY	DESCRIPTION	ONLINE ONLY Until 08/21/09	EARLY BIRD Until 08/21/09	ADVANCE PRICE 08/22/09	TOTAL
	Diamond (Portable Unit that uploads leads online in real-time)	\$325.00	\$330.00	\$350.00	
	Platinum Trakker™ (provides printout & USB)	\$325.00	\$330.00	\$350.00	
	Bronze Trakker™ (provides printout only)	\$225.00	\$230.00	\$250.00	
	Custom Qualifiers (attach list of qualifiers to order form)		\$95.00		
	In Booth Training, Delivery and Pickup		\$95.00		

**TOTAL**

**Custom fulfillment services. Have a fulfillment specialist call me today for a quote on how to maximize a return on my leads**

### PLEASE NOTE:

Orders without credit card numbers will not be processed. Credit card information & signature are required for ALL ORDERS, regardless of payment method, as a security deposit on your lead retrieval unit.

Payment Method:  American Express  Visa  MasterCard  Company Check (payable to EPIC) must include CC#

\_\_\_\_\_  
Credit Card # Expiration Date Name on Card

X

\_\_\_\_\_  
Cardholder's Signature (By signing here, you agree to terms and conditions below. MUST BE SIGNED and completed for all orders.)

### TERMS & CONDITIONS

Customer understands that the rental and use of Lead Retrieval Units and Software grants only a license to use it for the duration of event, and that no equity or ownership is imparted by this rental lease. It is understood that each Lead Retrieval Unit (except battery operated units) requires electrical service in the customer's booth. Customer further understands that he/she is responsible for the proper use and safe guarding of any rental equipment while it is in customer's possession and exhibitor will be liable for any loss or damage to the rental equipment, normal wear and tear excepted, and that damaged rental equipment or rented equipment not returned to the Lead Retrieval Service Desk at the end of event will be billed to it in the amount of \$2,495 for each Platinum Trakker™, Diamond/Mi™, or Bronze Trakker™ and \$1495.00 for each Silver Trakker™. **Customer agrees to return the unit to EPIC's service desk no later than one hour after exhibit hall close.** Equipment left anywhere else is the sole responsibility of the customer. Event Planning International Corporation (EPIC), may at its option, recover abandoned equipment not returned within one hour of show close and, if so, customer agrees to pay a \$100.00 abandonment fee. In no way does this absolve customer from its responsibility of the timely return of equipment. Customers using Pick-up service must remain in the booth until pickup occurs which will be no later than one hour after show closes. There will be a cancellation charge of \$75.00. Orders cancelled within 30 days of event are non-refundable. In the event customer's Lead Retrieval Unit malfunctions, EPIC agrees to replace the equipment (if another unit is available or at EPIC's option may offer a refund not to exceed the rental cost of the unit) but that is the sole extent of its responsibility and liability to customer. EPIC reserves right to correct mathematical and/or published pricing errors/discrepancies entered by customer on this order form. Customer waives all claims for injuries or damage against ASIS2009 and EPIC resulting from any cause in connection with its use of the Lead Retrieval Unit or any other rented equipment during the period of event and agrees to indemnify and hold harmless ASIS2009 and EPIC for such injuries and damages.

# Custom Lead Follow-Up Codes Order Form



## How to Customize Your Lead Follow-Up Codes:

If previously listed 20 standard Lead Follow-Up codes do not meet your requirements, please indicate your Custom Codes below (fee applies). You may specify a total of 30 codes with a total of 35 characters and spaces each. Your Custom Codes will be pre-programmed onto your Trakker disk.

**Important! Please include this form with your order if you have custom codes.**

01. _____	16. _____
02. _____	17. _____
03. _____	18. _____
04. _____	19. _____
05. _____	20. _____
06. _____	21. _____
07. _____	22. _____
08. _____	23. _____
09. _____	24. _____
10. _____	25. _____
11. _____	26. _____
12. _____	27. _____
13. _____	28. _____
14. _____	29. _____
15. _____	30. _____

## Exhibitor Information:

\_\_\_\_\_  
Show Name

\_\_\_\_\_  
Booth #

\_\_\_\_\_  
Company

\_\_\_\_\_  
Contact Person

**Fax this form along with the Exhibitor Lead Retrieval Unit Order Form to:**

Fax: (980) 233.3800 | (704) 943.1004 Phone: (704) 943.1003 **EPIC** 10900 Granite Street | Charlotte, NC 28273



# Fulfillment Services



**Stand out in a crowd,  
*after the show is over.***

Most tradeshow leads are never re-contacted or activated following the show, resulting in wasted exhibitor time and money. For this very reason we have designed our fulfillment services to offer you the convenience and luxury of immediate follow-up with prospects after a tradeshow.

**Your tradeshow marketing plan is incomplete without a post-show follow-up strategy.** By planning ahead, we can help you instantly reach your prospects post-show through the precise coordination of your marketing collateral and your prospects' contact information. Differentiate your company from the masses with a thoughtful relationship building follow-up strategy.



### **Our Follow-up capabilities**

- Web based order management
- Pick and pack fulfillment
- Inventory control
- International shipping capabilities
- Secure processing center

### **Your benefits**

- Rapid response to customer inquiries
- Timely/Synchronized
- Total/Secure access 24/7
- No boundaries
- Peace of mind

One of the most important and overlooked facets of a successful tradeshow marketing plan is a rapid response to customer inquiries. Remember, a timely follow-up can turn a lead into a sale.

**For more information,  
Call (800) 521.3265 | (980) 233.3777**

Fulfillment services  
provided in Partnership  
with CMS.

