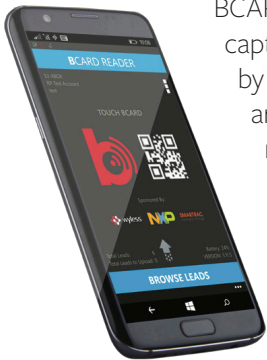


# THE ULTIMATE IN LEAD MANAGEMENT

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



BCARD Reader is an application that allows exhibitors to capture, qualify and fulfill leads using NFC. Users capture leads by touching the device to an attendee's NFC badge. All leads are uploaded to a secure cloud portal via WiFi or cellular network.

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

## FEATURES

- NFC Badge reading via touch
- Full contact info populates screen
- Browse and Edit functions
- [WATCH](#)

## QUALIFY LEADS

- Customizable lead forms with branching and open text responses
- Note field with on-screen keyboard

## COLLATERAL & CONTENT DISTRIBUTION

- Store your product collateral in the cloud
- View content in app
- Choose content that best targets each lead
- Email your choices with a tap
- Lead gets custom email with links to chosen content
- [WATCH](#)

## STORE LEADS IN REAL TIME IN THE CLOUD

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

98%

of exhibitors collect sales leads at trade shows

**BUT LESS THAN**

70%

have a plan or process for lead follow-up after the show.

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

## Supported Platforms: (Smartphone, Tablet and PC)

- Android
- WP8
- iOS (On iPhone 7 and newer. Running iOS 11 and newer.)
- Windows 7 and 8.1



Order Online: [www.bcard.net](http://www.bcard.net) (Show Code: DAC18) | Fax Form to: **1.801.406.0040** | Questions? 1.801.676.7933 or [exhibitors@itnint.com](mailto:exhibitors@itnint.com)

	<b>EARLY</b> <small>BY MAY 17</small>	<b>PRE-SHOW</b> <small>BY JUNE 14</small>	<b>ON-SITE</b> <small>AFTER JUNE 14</small>	<b>QTY.</b>	<b>COST</b>
<b>BCARD™ Reader on Rented Devices</b>					
<b>TABLET</b> <small>INCLUDES: all hardware and software needed</small>	\$400	\$430	\$485	_____	\$ _____
<b>SMARTPHONE</b> <small>INCLUDES: all hardware and software needed</small>	\$300	\$330	\$385	_____	\$ _____
<b>BCARD™ Reader on your PC</b>	\$300	\$330	\$385	_____	\$ _____
<small>INCLUDES: badge reader. User supplies PC.</small>					
<b>BCARD™ Reader App on your NFC Smartphone/Tablet</b> <small>(ANDROID, WINDOWS, IOS)</small>					
<small>* BYOD (Bring Your Own Device)—See Disclaimer below. iOS requirements: iPhone 7 or newer, iOS 11 or higher. Not available on iPad.</small>					
<b>SINGLE DEVICE LICENSE</b> <small>INCLUDES: 1 License</small>	\$300	\$330	\$385	_____	\$ _____
<b>Accessories &amp; Services</b>					
<b>SALESFORCE CRM CONNECTOR</b>	\$500	\$500	\$500	_____	\$ _____
<b>BLUETOOTH WIRELESS PRINTER FOR SMARTPHONE</b> <small>Order only with BCARD Reader on smartphone</small>	\$100	\$150	\$200	_____	\$ _____
<b>AUTOMATED EMAIL FOLLOW-UP</b>	\$200	\$200	\$250	_____	\$ _____
<b>LOSS/DAMAGE WAIVER FOR SMARTPHONES</b>	\$150	\$150	\$150	_____	\$ _____
<b>LOSS/DAMAGE WAIVER FOR TABLETS</b>	\$250	\$250	\$250	_____	\$ _____
<b>TOTAL AMOUNT DUE</b>					\$ _____

**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. iOS requirements: iPhone 7 or newer, iOS 11 or higher. Not available on iPad.

**EXHIBITING COMPANY INFORMATION**

COMPANY NAME _____	EMAIL _____ <small>for leads</small>	COMPANY URL _____
ON-SITE CONTACT _____	BOOTH # _____	MOBILE _____ <small>+country code</small>

**PAYMENT INFORMATION** By placing this order you accept ITN's Terms & Conditions.

COMPANY NAME <input type="checkbox"/> Same _____	CONTACT <input type="checkbox"/> Same _____
BILLING ADDRESS _____	CITY _____
STATE/PROVINCE _____	ZIP/POSTAL CODE _____
PHONE _____ <small>+country code</small>	COUNTRY _____
EMAIL _____ <small>for receipt</small>	<input type="checkbox"/> <b>CHECK</b> (payable to ITN International, Inc. in US \$. Check must accompany order form.)
CARD NUMBER _____	SECURITY CODE _____
EXP. _____	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS
<b>SIGNATURE:</b> _____	Mail to ITN International: <b>9696 South 500 West, Sandy UT 84070 USA</b>

## All equipment provided by ITN International is subject to the following **Terms and Conditions**

### 1) ORDERS AND DEADLINES

- a) Payment for orders must be received in full by the discount deadline in order to be eligible for that pricing.
- 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 BCARD Reader on Tablet, the exhibitor shall be responsible for a \$750 replacement fee. For a misplaced, stolen, or damaged BCARD Reader on Smartphone, the exhibitor shall be responsible for a \$500 replacement fee. For a misplaced, stolen, or damaged BCARD 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.
- b. Loss/Damage Waiver Rules:
  - i) 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 data network for password protected access by exhibitors. ITN does not guarantee connectivity will be active at all times. Upon Receiving notification of your login information, we recommend that you login to the BCARD Portal site to verify that your data is available. We also recommend that you contact our Service Desk for any reason (i.e., lost or stolen device), or if 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 entitled 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 BCARD, 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 BCARD. ITN's devices are the only ones that can read the content of a BCARD, and you can only read a BCARD 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 Privacy Shield Framework, as amended. Accordingly, you shall:

- a) Inform all visitors whose Personal Data is collected that such collection is taking place.
- b) Take all appropriate technical and organizational measures 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 who's 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) You agree it is your sole responsibility to provide Event attendees with any and all fair processing information that may be required under all applicable data privacy laws and, if applicable, any notice that the attendee's personal data may be transferred to another country
- f) 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 any laws, rules, or regulations (including but not limited to the UK Data Protection Act 1998 and/or the Spanish Protection of Personal Data Act 1999 and/or applicable U.S. data privacy laws) applicable to the collection or handling of the 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.
- g) ITN is a Privacy Shield organization and as such provides data privacy policy principles along with recourse and enforcement protocol. ITN liability shall be defined and limited to the robust mechanisms as set out in Privacy Shield for such individual in the event of a complaint for non-compliance.