

Koelnmesse Service GmbH  
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 Germany  
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Please note reverse side!

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Customer no. (from your stand confirmation)

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Name of trade fair \_\_\_\_\_ /2008

Hall / Aisle / Stand no. \_\_\_\_\_

Company	Department / contact
Full address, postal code, town, country	
Tel., fax	e-mail

To ensure that your presentation and your crucial post-fair business run smoothly, it's vital that you document all of the necessary information about every visitor to your stand. However, it's difficult to find time during the fair itself to note down everything you need. And that means lead management chaos begins afterwards, when you have to hunt for slips of paper and try to fill in the gaps from memory.

Why not try our LeadSuccess system? This elegant service enables you to professionally record visitors' data at your stand, add extra information into a configurable questionnaire, manage your lead contacts after the fair, and plan your follow-up activities at leisure.

I would like to take advantage of the LeadSuccess service from Koelnmesse Service. I therefore hereby order the following service(s) for the trade fair named above:

**Requirements:**

**PC with Windows XP** (older versions on request), Microsoft Office 2003 and at least **two free USB ports**. **RAM** should be 128 MB or more. At least 250 MB should be free on the **hard drive**. **Processor** of 1 GHz or faster is sufficient. **Internet access**.

**LeadSuccess Online**

Consisting of an installation CD, a business card scanner and a mobile hand scanner, a USB stick and a microphone. Installation and operating instructions are included. The software can be used until up to four weeks after the trade fair, after which time it deactivates automatically. The business card scanner and the laser scanner are supplied on a rental basis. The exhibitor receives the USB stick and the microphone free of charge.

**Price: 499.00 euros**

**Internet access:**

Internet access from your trade fair stand is required to use LeadSuccess **Online**. If your stand does not have Internet access, you can order it directly here:

**Internet access – Flat-rate price: 112.00 euros**

**Please note:**

LeadSuccess Online can only be offered for trade fairs with full visitor registration. If this is not the case for your trade fair, we will notify you in good time once we have received your registration.

**Hardware and additional packages**

You want to use LeadSuccess but don't have the necessary hardware at your stand? Or do you need extra systems? Here you can order optional equipment or additional LeadSuccess systems for your stand (all prices are per item and for the entire duration of the trade fair):

- PC with 14" monitor**      **420.00 euros**    Quantity: \_\_\_\_\_
- Printer**                      **230.00 euros**    Quantity: \_\_\_\_\_
- LeadSuccess extra system**    **280.00 euros**    Quantity: \_\_\_\_\_
- Additional laser scanner**      **60.00 euros**     Quantity: \_\_\_\_\_

**LeadSuccess Offline**

Consists of an installation CD, a business card scanner, a USB stick, a microphone and installation and operating instructions. The software can be used until up to four weeks after the trade fair, after which time it deactivates automatically. The business card scanner is provided on a rental basis; the exhibitor receives the USB stick and the microphone free of charge.

**Price: 349.00 euros**



Installation CD



Laser scanner



Business card scanner



USB stick



Microphone

**Training**

To make sure everything runs smoothly during the short trade fair, we can offer you optional training for your staff. The 45-minute session is the perfect preparation for gathering visitor information at your stand and using LeadSuccess.

**LeadSuccess training for stand personnel**      **160.00 euros**

All listed prices are net prices. The sales tax applicable in each case will be added to the price.

Date, legally binding signature and company stamp

- Please detach here -

Koelnmesse Service GmbH is entitled to contract a partner company to carry out the service ordered. This company will operate in the name and on behalf of Koelnmesse Service GmbH.

By signing this form, we hereby declare that we accept as binding the General Terms and Conditions of Koelnmesse Service GmbH and — subordinate and supplemental to them — those of the respective service partner.

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#### **General Terms and Conditions for the purchase and use of LeadSuccess**

The following conditions apply to all transactions involving LeadSuccess. We herewith object to any confirmation statements by the customer that make reference to the customer's own terms and conditions of business and purchase. Deviations from these general terms and conditions are valid only if they have been expressly confirmed in writing.

A visitor cannot be forced to register for an event. For this reason, Koelnmesse Service GmbH reserves the right to withdraw from the contract regulating the purchase of LeadSuccess and the rental of hardware if too few visitors have registered and given their permission to have their personal details forwarded. This is also in the interest of the exhibitors. Any services already provided will be reimbursed in this case. Claims for compensation that extend beyond this are therefore excluded.

The contract governing Internet access is concluded directly between the exhibitor and NetCologne, the contracting company of Koelnmesse Service GmbH. As a result, the exhibitor and NetCologne are the only parties that can stipulate the specific terms of the contract.

The personal data of registered visitors can be forwarded by Koelnmesse to third parties only if the visitors agree that their data may be used for such a purpose. The exhibitor, in turn, is prohibited from forwarding the data derived from LeadSuccess to third parties. Exhibitors are obliged to use the data solely for their own purposes, taking into account legal regulations, in particular those related to data protection, such as the German Federal Data Protection Act (BDSG) and the law regulating data protection in telecommunications (TDDSG). The exhibitor thereby exempts Koelnmesse from all claims made by third parties.

Visitors cannot be required to have their personal data transmitted to the exhibitor by having their badges scanned. In fact, they can refuse to have their data registered. In order to protect the personal data of registered visitors, exhibitors are required to delete the data provided to them if Koelnmesse requests this for the case in question.

Koelnmesse Service is not liable for ensuring that the data collected during visitor registration is correct and complete. In addition, Koelnmesse is only liable for intentional damage or gross negligence within the limits imposed by law.

Should individual provisions of these general terms and conditions be, or become, invalid, the validity of the contract, or of the remaining provisions, shall not be affected. Invalid provisions will be replaced by valid provisions that come closest to fulfilling the purpose being pursued by the parties in question.

The place of performance is Cologne. The legal system of the Federal Republic of Germany is authoritative, even for transactions with foreign customers. The place of jurisdiction is Cologne.