

Please note reverse side

Customer no. (from your stand confirmation)

Name of trade fair
/2008
Hall / Aisle / Stand no.

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

You can take advantage of our professional AcquisitionSuccess service for all of your customer follow-up/communication and visitor scanning activities **before, during and after the trade fair.**

The AcquisitionSuccess service consists of three packages that follow on from one another. Together, they'll guarantee you tremendous benefits and synergy effects.

Package 1: Trade fair preparation

A successful trade fair presentation starts with your invitations to the existing and potential customers you'd like to welcome to your stand. Why not put together the invitation package of your choice? It's quick and easy to design and personalise your invitations online.

The package includes a mailing with your own layout, logo, picture and text, as well as advice, production, an address service and dispatch.

Package 2: LeadSuccess at the trade fair

LeadSuccess Online. Each registered trade visitor receives a badge or an admission ticket with a barcode printed on it. By ordering LeadSuccess Online, you automatically receive a barcode scanner that allows you to call up your visitors' addresses from the Koelnmesse database.

LeadSuccess Offline. After a trade fair, do you spend lots of time entering data from business cards and printed questionnaires — assuming you can read the handwritten information — into your computer database? With LeadSuccess Offline, you won't have to anymore!

- Scanning your visitor's business card calls up his or her name and address.
- For each trade fair, you can select the relevant questions for your lead questionnaire. Simply click to reply to the selected options.

Package 3: Trade fair follow-up

Impress your visitors by the quick, professional way they receive information from you. By ordering the trade fair follow-up package, you'll ensure that the people who came to your stand, as well as customers who didn't come to the fair, are sent exactly the information they want.

How to order AcquisitionSuccess:

1. Tick the packages you require.
2. Sign the order form and fax it to +49 221 821-3999.
3. You will then be granted access to your own **Marketing Lounge** on the Internet, where you can personalise the services you need.

Further information on AcquisitionSuccess is available at www.koelnmesse-services.de/acquisitionsuccess or by calling +49 221 821-3998.

Package 1 Trade fair preparation: Invitation mailing
Invitation mailing Package A

Letter, campaign card, envelope, production, address service, dispatch.

The fee includes personalisation and production (letter and envelope, campaign card), Lettershop. Postage costs are not included!

Maximum number	Price in euros
<input type="checkbox"/> 500	1,514.00
<input type="checkbox"/> 1000	1,565.00
<input type="checkbox"/> 1500	1,854.00
<input type="checkbox"/> 2000	2,016.00

Invitation mailing Package B

Letter, four-page information folder, campaign card, envelope, production, address service, dispatch.

The fee includes personalisation and production (letter and envelope, campaign card, information flyer), Lettershop. Postage costs are not included!

Maximum number	Price in euros
<input type="checkbox"/> 500	1,814.00
<input type="checkbox"/> 1000	1,885.00
<input type="checkbox"/> 1500	2,204.00
<input type="checkbox"/> 2000	2,386.00

Invitation mailing: e-mail reminder

	Price in euros
<input type="checkbox"/> Text and picture can be personalised	280.00

More advertising packages on the reverse ►

Date, legally binding signature and company stamp

Package 2 LeadSuccess Online/Offline at the trade fair

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 GH or faster is sufficient. **Internet access**.

LeadSuccess Online

Consisting of an installation CD, a business card scanner, 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 or mobile hand 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**

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



Business card scanner



USB stick



Microphone

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.

Additional hardware:

You'd like to make use of LeadSuccess but don't have the hardware required at your stand, or you need additional scanners? You can rent the optional accessories for our LeadSuccess service here (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: _____
- Additional business card scanner**
60.00 euros Quantity: _____
- Additional laser scanner**
60.00 euros Quantity: _____

Package 3 Trade fair follow-up: Information dispatch

Information dispatch 1

Letter, your company brochure (DL format), envelope. The fee includes personalisation and production, letter paper and envelope, Lettershop. The client is responsible for submitting information folders or brochures. Postage costs are not included!

Maximum number	Price in euros
<input type="checkbox"/> 500	1,290.00
<input type="checkbox"/> 1000	1,390.00
<input type="checkbox"/> 1500	1,690.00
<input type="checkbox"/> 2000	1,890.00

Information dispatch 2

Letter, your company brochure (A4), envelope. The fee includes personalisation and production, letter paper and envelope, Lettershop. The client is responsible for submitting information folders or brochures. Postage costs are not included!

Maximum number	Price in euros
<input type="checkbox"/> 500	1,390.00
<input type="checkbox"/> 1000	1,490.00
<input type="checkbox"/> 1500	1,790.00
<input type="checkbox"/> 2000	1,990.00

Information sent on request

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

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. These terms and conditions can be requested from Koelnmesse Service GmbH by calling +49 221 821-3998. The General Terms and Conditions of Koelnmesse Service GmbH can also be downloaded from www.koelnmesse-service.de.

Place of performance and jurisdiction is Cologne.