

Pharmacy Show

10th & 11th October 2010 / The NEC Birmingham
www.thepharmacyshow.co.uk

Datapen+ Touch-free Laser Scanner



TAKE THE LEAD WITH DATAPEN+ AND GET BETTER RETURNS ON YOUR EXHIBITION INVESTMENT

DataPens are small hand-held scanning devices designed to take the labour out of sales-lead data collection. Light and simple to use, they capture the information you require in an instant.

DataPens help you to:

- Capture the identity of everyone who shows interest in your products
- Gain valuable insight into your visitors' individual requirements
- Contact your visitors without delay - the data supplied imports easily and quickly into your database
- Save staff time and reduce admin.
- Increase sales effectiveness

How do they work?

All visitors are issued with a unique bar-coded badge before they enter the event.

You simply scan the barcode on the visitors' badge to secure the details you require thereby allowing you more time to attend to the visitors' enquiry.

DataPens enable you to access, analyse and store sales contact details. Special product interest codes are also supplied to help you record additional information about individual requirements.

Daily Feedback.

Each day, once the scanner has been downloaded, your data is uploaded to our website. You will receive an e-mail containing a unique reference and access code, allowing you to download your data in three user-friendly formats.

Take the lead from the experts

DataPens are available from Expo Systems, the exhibition registration specialists. To order a DataPen for use during the exhibition, please complete the form overleaf or you can download it from our website at:

www.expo-systems.co.uk



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Datapen Order Form

Please complete in type or block capitals and fax back to the address below.
Payment can be made by cheque or credit card.

Supplying a business card will ensure all your details are legible and accurate.

Company Name: _____

Invoice Address: _____

Postcode: _____

Country: _____

Phone: _____

Fax: _____

Email: _____
Please print clearly as this is the address the data will be sent to:

@

Contact Name: _____

Job Title: _____

Please fill in your requirements	Quantity	Price Per Unit	Total
DataPen+ (Touchfree laser)		£157	
Hardcopy of sales leads onsite (For the duration of the exhibition)		£10	
Set of self adhesive address labels produced post show		£15	
Insurance against DataPen loss/damage		£10	
	Subtotal		
	VAT @ 17.5%		
	Total Payable		

Hall Name/Number: _____

Stand Name/ Number: _____

I accept the terms and conditions printed on this page.

Signature: _____ Date: _____

Select your method of payment

- Cheque
 Credit card

Cheques should be made payable to: Expo-Systems
Credit cards accepted
- VISA, M/C, Maestro

Card number: _____

Expiry date: _____

CVC No. (Last three digits on reverse of card) _____

Issue number (Switch only) _____

Account Holders Name _____

Account Address _____

Postcode _____

Customers Signature: _____

Terms and Conditions

Full payment (in UK £) must be accompany this order. Purchase orders will not be accepted.

No refunds will be made for cancelled orders.

The DataPen(s) will be available for collection on the opening morning of the show and must be returned to an Expo-Systems member of staff within 1 hour of closing of the show or they will be considered not returned. If this is not completed, Expo-Systems cannot be held responsible for the loss of the DataPen or subsequent data.

A charge of £500 will be made for any DataPen not returned or damaged through negligence or misuse.

This charge will be waived if insurance has been paid.

The DataPen rental service is provided by Expo-Systems, we can only supply as much information as is supplied by visitors.

Liability in respect of data loss or delay is limited to the amount paid for the use of the pen.

Pen(s) hired in accordance with the instructions provided.

The exhibition organiser is in no way responsible or liable for any part of this agreement.

If you have any problems/ comments, please write to datapen@expo-systems.co.uk

VAT No. 938 1935 90

Return to: Expo-Systems, 10 Millfield House, Woodshots Meadow, Watford, WD18 8YX
Tel: 01923 690650, Faxback: 01923 690691, datapen@expo-systems.co.uk