



This year at ESTRO 29 we will be offering the latest lead tracking system from COVR. More information about the different options and their functionality, cost and usage are explained in this document.

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The COVR cmLead system

The COVR cmLead system is a fast and easy way to record visitors' contact information. By simply scanning a visitor's name badge with the supplied scanner, that contact is entered into your own visitor database, including all relevant product information or comments which have been added to these visitors' profiles beforehand. Following the event, approved visitors' address data can be provided in printed form or as a MS Excel file, or made available with proper access rights through an online platform.

- **Order**
To guarantee the availability as well as the lower rate prior to the deadline, please order the required number of scanners before 25 June 2010.
- **Order confirmation**
After receipt of your order we will confirm the receipt, invoice and charge the amount due.
- **Configuration**
One week prior to the event you will receive a link and a password for accessing our online database. There you can check and edit the names of products to be displayed on the handhelds and download the data after the event.
- **Lead capture**
Onsite, you can pick up your scanner at the Exhibitor Desk. Staff will be available to answer your questions during opening hours. When you return the scanner at the service desk, the collected data is synchronized (through WIFI) from your scanner with the cmLead server. This can be done every evening or at the end of the event.
- **Data provision**
As soon as the data stored on the scanner is synchronized with the database you can access, check, print or download your collected address data in the online database. You can either download an MS Excel file for further adaption or vCards for your contact database.



Online platform

Scan Options

- **Quick scan (Booth system)**
The visitor is effortlessly added to your individual database with the option to include comments.
- **Scan plus details (Booth system)**
The visitor is effortlessly added to your individual database. Additionally, comments and products can be linked to each visitor
- **Symposia scan (Symposium system)**
Like Quick Scan but limited rental period. Used for special occasions like satellite symposia or raffles.

Scanning

The lead scanning device is a handheld PDA that guarantees maximum flexibility and freedom of movement.

The PDA package includes the scanner with an extra strong battery pack and a charging unit.

- After log in the interface is displayed
- To scan a visitor just hit the scan button and the handheld will confirm the scan
- After scanning a person you can choose from
 - scanning a new visitor (just press the scan button again) or
 - add products of interest to this visitor or
 - add a comment to the visitor or
 - see history of your scans and edit previous visitors



Log in screen



Add products/actions



Add comments



Edit previous scans

Pricing

The following standard prices are available:

- € 450 net per PDA handheld including scanner before the deadline of 25 June 2010.
- € 550 net per PDA handheld including scanner between 26 June and 30 July 2010.
- € 250 net per PDA handheld for Symposia scans (maximum rental is an uninterrupted period of 3 hours)

These costs are per rented device, including scanner, the required software systems and an unlimited number of scans. All billing is carried out in advance.

Special offer – available only before the deadline of 25 June 2010:

→ Package of 1 PDA scanner for your booth and 2 PDA scanners for your symposium for €799 net

Terms and Conditions

- **Data provided**

The collected address data of visitors are provided in two ways:

- Download of the data via the website (or print out of the list)
- Mailing of the MS- Excel file by our staff after the event

Each lead will contain the contact information as provided by the participant or the group registration contact person on the registration form (name, full address, telephone, fax, email and lead codes). Hence the quality of the delegates' contact details – collected by the organiser - will ultimately define the value of the lead retrieval system. The company renting the scanners is obliged to respect the data privacy policy imposed by ESTRO.

- **Services included**

Quotes are per PDA handheld device incl. scanner, cmLead software and an unlimited number of scans

- **Invoicing**

Invoices for the total purchase amount are sent out after receipt of order. Payment has to be done via bank transfer prior to the event. Credit card payments are not possible.

- **VAT**

Quotations excl. 21% Belgian VAT.

- **Payment**

Invoices must be settled within two weeks after receipt, net without any obligations to COVR

- **Order deadline**

After the ordering deadline of **30 July 2010**, COVR does not accept orders automatically but will confirm acceptance upon availability. For orders after 30 July 2010, a surcharge of € 100 per device will be added

- **Cancellation**

Orders can be cancelled until 25 June 2010 without any fees. After 30 July 2010 a cancellation fee of 50% is due.

- **Loss or damage**

Companies renting a lead retrieval system will pay a replacement fee of 1,200 EUR for each rented scanner that is not returned at the Exhibitor Desk on 16 September 2010 by the time this desk closes. Companies renting a lead retrieval system are responsible for the proper use and safe keeping and will pay for any damage occurred during the rental

Order form for ESTRO 29

Company / Booth: _____
 Contact person: _____
 Email: _____
 Address: _____
 VAT Number _____

	Orders before 25/06/2010	Orders between 26/06 & 30/07/2010	Units	€ Total
PDA Handheld	€ 450,00 net	€ 550,00 net		
Symposia Scan	€ 250,00 net	€ 300,00 net		
Special Offer	€ 799,00 net	----		
Cancellation fees	0%	50%	Total €	_____

Quotations excl. 21% Belgian VAT.

Scan option Booth system Symposium system

If required, please specify the list of products to be displayed on the handhelds:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Terms of payment

Bank transfer:

Acc.: 733-0355428-50 (KBC Bank)
 IBAN: BE86 7330 3554 2850 / SWIFT code: KREDBEBB
 Bank: KBC Meerhout, Markt 24, 2450 Meerhout (Belgium)

Herewith, I confirm the order of the mentioned number of scanners and accept the general terms and conditions incl. cancellation regulations:

 Signature

 Place / Date

Please fax the signed form to: +32 14 21 87 98 or mail to sales@covr.be