## ELECTRICAL SERVICES REQUEST FORM

<table>
<thead>
<tr>
<th>Description</th>
<th>QTY</th>
<th>Advanced 31+ Days</th>
<th>Standard 30-14 Days</th>
<th>Floor Rate 13-0 Days</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard 20-amp 120 V</td>
<td></td>
<td>$135</td>
<td>$202</td>
<td>$256</td>
<td>$</td>
</tr>
<tr>
<td>Power Strip 6 plug -outlet</td>
<td></td>
<td>$32</td>
<td>$42</td>
<td>$56</td>
<td>$</td>
</tr>
<tr>
<td>Extension Cord 25ft</td>
<td></td>
<td>$32</td>
<td>$42</td>
<td>$56</td>
<td>$</td>
</tr>
</tbody>
</table>

When ordering a power strip or extension cord standard 20-amp has to be included.

<table>
<thead>
<tr>
<th>Description</th>
<th>QTY</th>
<th>Advanced 31+ Days</th>
<th>Standard 30-14 Days</th>
<th>Floor Rate 13-0 Days</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-30-amp 208v 1 phase</td>
<td></td>
<td>$260</td>
<td>$338</td>
<td>$439</td>
<td>$</td>
</tr>
<tr>
<td>40-60-amp 208v 1 phase</td>
<td></td>
<td>$300</td>
<td>$390</td>
<td>$507</td>
<td>$</td>
</tr>
<tr>
<td>70-100-amp 208v 1 phase</td>
<td></td>
<td>$350</td>
<td>$455</td>
<td>$592</td>
<td>$</td>
</tr>
<tr>
<td>10-30-amp 208v 3 phase</td>
<td></td>
<td>$350</td>
<td>$455</td>
<td>$592</td>
<td>$</td>
</tr>
<tr>
<td>40-60-amp 208v 3 phase</td>
<td></td>
<td>$390</td>
<td>$507</td>
<td>$676</td>
<td>$</td>
</tr>
<tr>
<td>70-100-amp 208v 3 phase</td>
<td></td>
<td>$560</td>
<td>$728</td>
<td>$946</td>
<td>$</td>
</tr>
</tbody>
</table>

Electrical service is typically provided from the floor. There is an additional fee for ceiling drops.

No Additional cost when you bring in a male standard male NEMA L21-30P on your equipment pigtail.

<table>
<thead>
<tr>
<th>Description</th>
<th>QTY</th>
<th>Advanced 31+ Days</th>
<th>Standard 30-14 Days</th>
<th>Floor Rate 13-0 Days</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-30-amp 480v 1 phase</td>
<td></td>
<td>$360</td>
<td>$468</td>
<td>$608</td>
<td>$</td>
</tr>
<tr>
<td>40-60-amp 480v 1 phase</td>
<td></td>
<td>$400</td>
<td>$520</td>
<td>$676</td>
<td>$</td>
</tr>
<tr>
<td>70-100-amp 480v 1 phase</td>
<td></td>
<td>$450</td>
<td>$585</td>
<td>$761</td>
<td>$</td>
</tr>
<tr>
<td>10-30-amp 480v 3 phase</td>
<td></td>
<td>$450</td>
<td>$585</td>
<td>$761</td>
<td>$</td>
</tr>
<tr>
<td>40-60-amp 480v 3 phase</td>
<td></td>
<td>$460</td>
<td>$598</td>
<td>$777</td>
<td>$</td>
</tr>
<tr>
<td>70-100-amp 480v 3 phase</td>
<td></td>
<td>$660</td>
<td>$858</td>
<td>$1,115</td>
<td>$</td>
</tr>
<tr>
<td>200-amp 480v 3 phase</td>
<td></td>
<td>$1,300</td>
<td>$1,690</td>
<td>$2,197</td>
<td>$</td>
</tr>
</tbody>
</table>

(4) Hours electrical labor at $97.00 per hour must be included when ordering a 480V.

All 480v connections will be hard wired by WC electrical department.

---

**Wisconsin Center District owns & operates the Wisconsin Center, UWM Panther Arena & Miller High Life Theatre**
MECHANICAL SERVICES REQUEST FORM

Name of Event:  
Event Date:  
Booth:  
Company Name:  
Order By:  
Address:  
City, State, Zip:  
Email:  
Phone:  

PLEASE SEE PRICING BELOW FOR MECHANICAL SERVICE

CONTACT US VIA EMAIL AT ExhibitorSvc@wcd.org OR BY PHONE AT 414-908-6053

IF YOU HAVE ANY QUESTIONS OR NEED ADDITIONAL INFORMATION

<table>
<thead>
<tr>
<th>Description</th>
<th>QTY</th>
<th>Advanced Rate</th>
<th>Standard Rate</th>
<th>Floor Rate</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>31+ Days</td>
<td>30-14 Days</td>
<td>13-0 Days</td>
<td></td>
</tr>
<tr>
<td>Compressed Air 1/4&quot;</td>
<td></td>
<td>$175</td>
<td>$230</td>
<td>$280</td>
<td>$</td>
</tr>
<tr>
<td>Compressed Air 3/8&quot;</td>
<td></td>
<td>$175</td>
<td>$230</td>
<td>$280</td>
<td>$</td>
</tr>
<tr>
<td>Compressed Air ½&quot;</td>
<td></td>
<td>$240</td>
<td>$315</td>
<td>$375</td>
<td>$</td>
</tr>
<tr>
<td>Gas Line</td>
<td></td>
<td>$225</td>
<td>$295</td>
<td>$355</td>
<td>$</td>
</tr>
</tbody>
</table>

Exhibitors must furnish necessary fitting to connect to ¼", ½" or 3/8" female (NPT) thread for water and air connections.

Pressure may vary Exhibitors must supply your own drier or regulator.

Portable Air Compressors and portable air tanks are not permitted.

<table>
<thead>
<tr>
<th>Description</th>
<th>QTY</th>
<th>Advanced Rate</th>
<th>Standard Rate</th>
<th>Floor Rate</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water / Drain (Running Water)</td>
<td>$300</td>
<td>$390</td>
<td>$470</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Water (Additional Running)</td>
<td>$90</td>
<td>$112</td>
<td>$145</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Water Only (No Drain)</td>
<td>$195</td>
<td>$255</td>
<td>$305</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>*Water / Drain (1 Fill-500 Gallons)</td>
<td>$305</td>
<td>$400</td>
<td>$480</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Add 1 fill-Each 50 Gallons</td>
<td>$55</td>
<td>$72</td>
<td>$86</td>
<td></td>
<td>$</td>
</tr>
</tbody>
</table>

*Water/Drain (Fill): Each order includes one-time water fill & drain up to 500 gallons.

Pressure may vary Exhibitors must supply your own drier or regulator.

Only WC Engineers can make service connections, alter lines, install fittings add branch connections, disconnect airlines to the original termination in booth.
**INFORMATION TECHNOLOGY SERVICES REQUEST FORM**

<table>
<thead>
<tr>
<th>Name of Event:</th>
<th>Event Date:</th>
<th>Booth:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name:</td>
<td>Ordered By:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td>City, State, Zip:</td>
<td>Phone:</td>
</tr>
<tr>
<td>E-mail:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PLEASE SEE PRICING BELOW FOR ELECTRICAL SERVICE
CONTACT US VIA EMAIL AT ExhibitorSvc@wcd.org OR BY PHONE AT 414-908-6053

IF YOU HAVE ANY QUESTIONS OR NEED ADDITIONAL INFORMATION

Shared wired internet service (Single device, Routers prohibited)

<table>
<thead>
<tr>
<th>Description</th>
<th>QTY</th>
<th>Advanced 31+ Days</th>
<th>Standard 30-14 Days</th>
<th>Floor Rate 13-0 Days</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td></td>
<td>$250</td>
<td>$375</td>
<td>$450</td>
<td></td>
</tr>
<tr>
<td>Premium</td>
<td></td>
<td>$800</td>
<td>$1,200</td>
<td>$1,440</td>
<td></td>
</tr>
<tr>
<td>Additional Devices</td>
<td></td>
<td>$100</td>
<td>$150</td>
<td>$180</td>
<td></td>
</tr>
</tbody>
</table>

Dedicated wired internet service (Multiple Devices, Router Permitted)

<table>
<thead>
<tr>
<th>Description</th>
<th>QTY</th>
<th>Advanced 31+ Days</th>
<th>Standard 30-14 Days</th>
<th>Floor Rate 13-0 Days</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Mbps</td>
<td></td>
<td>$2,500</td>
<td>$3,700</td>
<td>$4,500</td>
<td></td>
</tr>
<tr>
<td>6 Mbps</td>
<td></td>
<td>$4,500</td>
<td>$6,750</td>
<td>$8,100</td>
<td></td>
</tr>
<tr>
<td>10 Mbps</td>
<td></td>
<td>$6,500</td>
<td>$9,750</td>
<td>$11,700</td>
<td></td>
</tr>
<tr>
<td>15 Mbps</td>
<td></td>
<td>$8,000</td>
<td>$12,000</td>
<td>$14,400</td>
<td></td>
</tr>
<tr>
<td>20 Mbps</td>
<td></td>
<td>$12,000</td>
<td>$18,000</td>
<td>$21,000</td>
<td></td>
</tr>
</tbody>
</table>

Wireless Internet Services

<table>
<thead>
<tr>
<th>Description</th>
<th>QTY</th>
<th>Advanced 31+ Days</th>
<th>Standard 30-14 Days</th>
<th>Floor Rate 13-0 Days</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium</td>
<td></td>
<td>$150</td>
<td>$225</td>
<td>$270</td>
<td></td>
</tr>
</tbody>
</table>

Additional Services

<table>
<thead>
<tr>
<th>Description</th>
<th>QTY</th>
<th>Advanced 31+ Days</th>
<th>Standard 30-14 Days</th>
<th>Floor Rate 13-0 Days</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switch Rental (up to 24 Ports)</td>
<td></td>
<td>$180</td>
<td>$270</td>
<td>$324</td>
<td></td>
</tr>
<tr>
<td>USB-to-Ethernet Adapter Rental</td>
<td></td>
<td>$50</td>
<td>$75</td>
<td>$90</td>
<td></td>
</tr>
<tr>
<td>Patch Cable (Up to 100')</td>
<td></td>
<td>$50</td>
<td>$75</td>
<td>$90</td>
<td></td>
</tr>
<tr>
<td>Cellular Device Chargers</td>
<td></td>
<td>$100</td>
<td>$150</td>
<td>$180</td>
<td></td>
</tr>
<tr>
<td>Internal Networking (per Device)</td>
<td></td>
<td>$150</td>
<td>$225</td>
<td>$270</td>
<td></td>
</tr>
</tbody>
</table>
Voice Services

<table>
<thead>
<tr>
<th>Description</th>
<th>QTY</th>
<th>Advanced 31+ Days</th>
<th>Standard 30-14 Days</th>
<th>Floor Rate 13-0 Days</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Line Phone</td>
<td></td>
<td>$200</td>
<td>$300</td>
<td>$360</td>
<td></td>
</tr>
<tr>
<td>Speaker Phone</td>
<td></td>
<td>$300</td>
<td>$450</td>
<td>$540</td>
<td></td>
</tr>
<tr>
<td>Credit Card/ Fax Line</td>
<td></td>
<td>$150</td>
<td>$225</td>
<td>$270</td>
<td></td>
</tr>
</tbody>
</table>

Additional services are available upon requested. Please Contact Sean Colburn at 414-908-6080 or SColburn@wcd.org if you have questions about special applications or equipment that you will be using to ensure proper programming.

Tax Charged on I.T. Services
WISCONSIN CENTER

Sign and Banner Hanging Order Form

Please complete this form and email to exhibitorsvc@wcd.org
For assistance please contact- 414-908-6053

Event ___________________________________ Date _________________ Booth ________________
Company _______________________________ Contact ________________________________
Address ________________________________ City, State, Zip ________________________________
Email _________________________________ Phone ________________________________

Sign Regulations

• All signage requests must be approved by the WCD, which reserves the right to refuse hanging if deemed unsafe.
• All signs are to be properly constructed (frames and grommets for hanging, Banners with top and bottom pocket for pipe).
• All materials must comply with state and local building codes.
• All signs will be hung at a uniform distance from floor to bottom of sign, usually 12’ - 14’.
• Signs requiring AC power must meet electrical codes, and have a grounded power supply.
• Delivery of signage is to be coordinated with the Show/Decorator, and will be based on the show move in/out schedule.
• WC reserves the right to determine exact location of signage based on structural limits of the building.
• WC is not liable for any accidents or damage caused by the signage.
• Signage will be positioned only once. All re-positioning of signage will result in additional fees.
• Upon show closing. Exhibitors must remain in their in the booth until signage can be removed by WC Staff and picked up by the exhibitor.

Signage Specification

It is the exhibitor’s responsibility to assemble sign. Consult with your decorator for sign assembly labor. A diagram showing banner dimensions and placement will need to accompany all order

<table>
<thead>
<tr>
<th>Height</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Material</td>
<td>Weight</td>
<td>Shape</td>
</tr>
</tbody>
</table>

Does your sign require power?  Yes_________ No_________

If yes, make sure to order power from Exhibitor Services at https://www.orders.wcd.org/

Installation and Removal Sign Hanging Cost

<table>
<thead>
<tr>
<th>Advanced 31+ Days</th>
<th>Standard 30-14 Days</th>
<th>Floor Rate 13-0 Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>$550.00</td>
<td>$700.00</td>
<td>$980.00</td>
</tr>
</tbody>
</table>

Please complete and submit this form and the WCD credit card authorization.
I, _______________________________ authorize Wisconsin Center District to bill my
Authorized By (Print Name)

Credit Card for charges listed on my order form and any additional charges incurred for
__________________________________.
Event Name

CREDIT CARD (Circle One) AMERICAN EXPRESS, VISA, MASTER CARD, DISCOVER

CARD NUMBER: _____________________________________________________________

EXPIRATION DATE: ____________ SECURITY CODE__________________________

Company Name:
Card Holder: _______________________________________________________________________
Please Print

Signature: _____________________________________________ Date: _________________

Phone: _____________________________________ Email: _____________________________
IMPORTANT CONDITIONS AND REGULATIONS

1. Non-Sufficient Funds Checks (NSF) service charge of $30.00 on NSF checks will be assessed. No checks will be accepted from an Exhibitor that has previously submitted an NSF check to us.

2. All equipment must conform to all federal, state and local state fire and safety codes.

3. WC reserves the right to inspect and reject any and all connections, equipment and facilities which any customer uses while in the WC.

4. Utility Requirements Crossing Aisles will not be installed unless approved by show management.

5. Cancellations must be received prior to set-up of the event in order to receive refund. 100% -60days out / 50%-30days out / 0% -15days out

6. No Refunds after installation of service.

7. Credit card receipts for orders can be emailed after processing, upon request.

8. Advance orders will receive priority service.

9. All Booth number changes must be communicated by exhibitors to WC prior to move-in additional charges may result if services must be moved after initial set-up.
Exhibitor Audiovisual Order Form

Please fill out this form and return to ebuchner@majicpro.com

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Day Rate</th>
<th>“Week of” Request</th>
<th>Quantity</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>46&quot; LED TV monitor w/ table top stand</td>
<td>$250</td>
<td>$300</td>
<td></td>
<td></td>
</tr>
<tr>
<td>55&quot; LED TV monitor w/ table top stand</td>
<td>$300</td>
<td>$360</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60&quot; LED TV monitor w/ table top stand</td>
<td>$325</td>
<td>$390</td>
<td></td>
<td></td>
</tr>
<tr>
<td>70&quot; LED TV monitor w/ table top stand</td>
<td>$375</td>
<td>$450</td>
<td></td>
<td></td>
</tr>
<tr>
<td>80&quot; LED TV monitor w/ table top stand</td>
<td>$475</td>
<td>$570</td>
<td></td>
<td></td>
</tr>
<tr>
<td>90&quot; LED TV monitor w/ table top stand</td>
<td>$975</td>
<td>$1170</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10&quot; HDMI cable</td>
<td>$5</td>
<td>$6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV pipe stand (for 46”- 70” TVs)</td>
<td>$75</td>
<td>$90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV truss stand (for 80”- 90” TVs)</td>
<td>$100</td>
<td>$120</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Windows computer</td>
<td>$85</td>
<td>$102</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MacBook computer</td>
<td>$85</td>
<td>$102</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laptop stand</td>
<td>$50</td>
<td>$60</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Pricing valid through April 2020
Equipment subject to availability so please order early. Pricing includes delivery, set-up, and service fees.

___ Check (made out to Majic Productions) is included
___ Please bill my credit card (+3.5% processing)

Name on card_____________________________ Expiration________________
Card #_____________________________ Security________________
Authorization signature______________________________

Mailing address
Majic Productions, Attn: Ed Buchner
N16W23120 Stone Ridge Dr.
Waukesha, WI 53188

Questions? Need something not on the list?
Contact: Ed Buchner
Email: ebuchner@majicpro.com
Phone: 414.839.1760 x231
OPTION Showlead Mobile™

App for iOS + Android smartphones / tablet devices
- Simply scan the QR Code using a smartphone or tablet with rear facing camera
- Complete with 10 standard sales qualifiers, ability to add notes, email, follow-up and store contacts within seconds.
- Application can be used anywhere – both on and off the show floor.
- Real time lead access; by email or at www.showlead.com.
- Devices with no internet or data service will capture; Badge ID, First and last name. Leads will sync once internet service is restored.
- Requires internet connectivity to sync data.

Note: Limited mini iPads available for rent Onsite or use your own Smartphone/Tablet Device.

OPTION Showlead Touch™

- Compact, portable barcode scanner allows simple badge scanning to capture contact details and demographic profile with the ability to add notes.
- Colour graphic touch LCD display to verify scanned data.
- Ability to add notes to your lead data.
- Connects wirelessly to available Bluetooth portable printer.
- All scans are date and time stamped.
- Scanner includes 10 standard sales qualifiers with the option to add custom sales qualifiers.
- Lead data will be available for download post show at www.showlead.com

Note: This device does not require power.

OPTION Showlead™ - Badge Reader

- Compact, portable barcode scanner allows simple badge scanning to capture contact details and demographic profile.
- Graphic LCD display to verify scanned data.
- Connects wirelessly to available Bluetooth portable printer.
- All scans are date and time stamped.
- Scanner includes 10 standard sales qualifiers with the option to add custom sales qualifiers.
- Lead data will be available for download post show at www.showlead.com

Note: This device does not require power.

FEATURES

<table>
<thead>
<tr>
<th>SHOWLEAD MOBILE</th>
<th>SHOWLEAD TOUCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real Time Lead Data</td>
<td>✔️</td>
</tr>
<tr>
<td>Add Notes</td>
<td>✔️</td>
</tr>
<tr>
<td>Includes Standard Sales Qualifiers</td>
<td>✔️</td>
</tr>
<tr>
<td>Add Custom Sales Qualifiers</td>
<td>✔️</td>
</tr>
<tr>
<td>Handheld/Wireless</td>
<td>✔️</td>
</tr>
<tr>
<td>Optional Bluetooth Printer</td>
<td></td>
</tr>
<tr>
<td>Add Lead data to Contacts</td>
<td></td>
</tr>
</tbody>
</table>
**OPTIONAL SERVICES + ACCESSORIES**

**Mini Ipad Rental** (for use with the purchase of a Showlead Mobile License for the length of the event)
- Do you want to experience the “Showlead Mobile App” but don’t want to use your personal device?
- Rent an Ipad Mini and experience the easy use of the Showlead Mobile App.
- Take it to breakfast and sessions, add notes about future clients.
- Complete lead data will be sent to our secure web portal real time with wi-fi connectivity or at the end of the show.

**Showlead Print™**
(for use with the Showlead & Showlead Touch Badge Reader)
- Wireless printer.
- Compact, portable thermal printer provides paper receipts.
- Extremely quiet and fast printing.
- Connects directly to the Showlead unit via Bluetooth technology.

**Custom Sales Qualifiers** (for use with Showlead & Showlead Touch Badge Reader)
- Add up to 30 custom sales action codes to better qualify prospects (max. 21 characters per line including spaces).

**USB Flash Drive**
(available for Showlead, Showlead Touch Badge Readers)
- Leads downloaded on USB flash drive at the end of the event.
- Leads will also be available post-show online at www.showlead.com.

**Real Time Direct Access**
Direct access transfers the Lead data wirelessly to your secured password protected web portal allowing you to track manage and follow-up you’re Leads anytime (available for Showlead and Showlead Touch).

**E-blast Email Service**
Don’t struggle trying to send out an email to your valuable leads. Simply select one of our standard html Designs and provide us with the verbiage and links you would like to send with an email campaign to your Lead contacts.
## Complete Package

### Best Value Options

<table>
<thead>
<tr>
<th>Specification</th>
<th>EARLY thru 02/07/20</th>
<th>STANDARD from 02/08/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Showlead Essential (no electricity req’d)</td>
<td>$450</td>
<td>$550</td>
</tr>
<tr>
<td>Showlead Optimum (no electricity req’d)</td>
<td>$525</td>
<td>$625</td>
</tr>
<tr>
<td>Showlead Mobile App</td>
<td>$265</td>
<td>$290</td>
</tr>
<tr>
<td></td>
<td>$450</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td>$750</td>
<td>$875</td>
</tr>
<tr>
<td></td>
<td>$990</td>
<td>$1190</td>
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</tbody>
</table>

### Specifications

- Showlead hand-held badge reader
- Wireless printer
- Custom sales qualifiers
- USB Flash drive & e-blast email service

- Mobile app for your iOS or Android
- Real Time lead data with data or wi-fi service

### A la carte Lead Management Solutions

<table>
<thead>
<tr>
<th>Service</th>
<th>EARLY thru 02/07/20</th>
<th>STANDARD from 02/08/20</th>
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</thead>
<tbody>
<tr>
<td>Showlead Touch</td>
<td>$475</td>
<td>$575</td>
</tr>
<tr>
<td>Showlead</td>
<td>$325</td>
<td>$475</td>
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</table>

### Optional Services & Accessories

<table>
<thead>
<tr>
<th>Service</th>
<th>EARLY thru 02/07/20</th>
<th>STANDARD from 02/08/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Showlead Print</td>
<td>$100</td>
<td>$140</td>
</tr>
<tr>
<td>Custom Sales</td>
<td>$80</td>
<td>$100</td>
</tr>
<tr>
<td>Qualifiers</td>
<td>$80</td>
<td>$100</td>
</tr>
<tr>
<td>USB Flash Drive</td>
<td>$100</td>
<td>$125</td>
</tr>
<tr>
<td>Delivery &amp; Pick-Up Service</td>
<td>$100</td>
<td>$125</td>
</tr>
<tr>
<td>Real Time Direct Access to Lead Data</td>
<td>$150</td>
<td>$175</td>
</tr>
<tr>
<td>E-blast email service</td>
<td>$150</td>
<td>$175</td>
</tr>
<tr>
<td>Mini Ipad Rental</td>
<td>$80</td>
<td>$100</td>
</tr>
<tr>
<td>Data Reconciliation</td>
<td>$400</td>
<td>$475</td>
</tr>
</tbody>
</table>

### Processing Fee

$10

### ORDER TOTAL (Payable in US Funds)

Company Name: 

Processing Fee $10

**Midwest Foodservice Expo 2020**
March 09 - 10, 2020
Milwaukee, WI

Exhibitors - In addition to your Lead Retrieval providing you with valuable “Lead Data” the attendees which were scanned at your booth will receive Post Show an email which contains a list of all booths they visited, along with the Company Profile, Website and Social Media Links. Attendees are now given the opportunity to follow up with exhibiting booths they visited!
**Terms & Conditions**: All orders & usage of Showlead equipment provided by Showcare are/is subject to the following terms & conditions.

**A) Orders and Order Deadlines**
1. All orders must be paid for in full prior to unit pick-up.
2. Orders received after the stated deadline will be charged at AFTER DEADLINE RATES without exception. The date payment is received shall determine the applicable rate.
3. All items ordered after the order deadlines are subject to availability.

**B) Payment Terms and Cancellations**
1. Service will be rendered after receipt of full payment by credit card or check.
2. Showcare will correct any miscalculations in the “Order Total” column if different than total amount on the order form.
3. All cancellations made more than 30 days prior to the event will be subject to a $50 processing fee per unit. No refunds will be considered for cancellations requested 30 days prior to the event start date.
4. Unclaimed units or unused orders are not refundable once paid for.

**C) On-Site Services and Terms**
1. All orders which include rental hardware must be picked up from the Showcare counter on-site. It is highly recommended that your company representative(s) pick up your ordered units to avoid delays.
2. A minimum of one hour for processing time will be required to fulfill on-site orders, subject to availability.
3. On-site modification(s) or addition of existing Custom Sales Qualifiers will be subject to a $50.00 processing fee.

**D) User Terms**
1. At all times Showcare remains sole owner of each Showlead unit including all the software and hardware.
2. All data acquired through use of units under this agreement remains the property of the show management of the event where used.
3. If the rented unit(s) are not returned to the Lead Retrieval Desk at the on-site Exhibitor Service. The Renter agrees to pay an additional late fee of $150.00 (one hundred fifty U.S dollars) per day, up to a maximum of the unit cost as well as any additional fees incurred by Showcare to retrieve said unit (i.e shipping charges). Replacement Costs:
   a. Showlead $1750.00 USD
   b. Showlead Touch $2350 USD
   c. Showlead Print $550.00 USD
   d. Mini iPad $400 USD
   e. Zebra Mobile $700 USD
4. If any Showlead unit is misplaced, stolen or damaged while in the user’s care, the user shall be responsible for said repair costs or replacement fees as indicated in item 3.

**E) Increased visibility**
1. Showcare does not guarantee and shall not be held liable should the user not achieve overall success of the exhibit with respect to the expected revenue, expected number of leads, booth traffic, return on investment (ROI), profits and attendance by using Showcare’s equipment, software or know how.

2. The user and Showcare each agree to indemnify, defend and hold harmless the other party and its respective successors and permitted assigns, and its officers, directors, members, agents, employees and/or representatives from and against any claim, action, cause of action, and liabilities including damages (including court costs and attorney fees and other fees of professionals) which may be asserted by third parties arising out of the performance of either party’s obligations pursuant to the services rendered by Showcare to the user, except for the willful misconduct or gross negligence of the other party.

3. “Force Majeure” shall refer to any cause or event(s) that is beyond the reasonable control of Showcare or the organizer of the meeting, that could not have been reasonably foreseen and prevented by means reasonably available to it, and that causes the Event(s) to be either canceled or postponed “sine die” and this term shall include but shall not be restricted to acts of God, civil unrest or of the public enemy, acts of the Government, fires, flood, epidemics, strikes, lockouts, curtailment of transportation facilities or service. In any such event of Force Majeure, the obligations of Showcare for services not yet rendered shall become automatically terminated and Showcare shall be entitled to retain all the payments already received.

**F) Privacy Policy**
1. Showcare will collect personal data such as name and contact information for the only purpose of fulfilling the lead retrieval service agreement. Personal information will not be shared with any third parties that are not data sub-processors. You can read our complete privacy policy here: http://www.showcare.com/privacy-policy/
2. The General Data Protection Regulation (GDPR) is a European law that is enforced on May 25th, 2018. As per that law, personal data of European Union (EU) subjects has to be treated with particular care. In the context of this law, personal data means any information that can identify a person, individually or in combination with other data. Hefty fines could be given to offenders. You can find more information about GDPR here: https://ec.europa.eu/mission-priorities/justice-and-fundamental-rights/data-protection/2018-reform-eu-data-protection-rules_en
3. Showcare is a data processor in the lead retrieval services, acting as a facilitator between you and the attendees. As you determine what information is gathered and how to use it, you are the data controller and will be liable in the end if the personal data of attendees is misused.
4. As you will be the main responsible for gathering and using the data, Showcare is reminding you of the following:
   - You need to obtain consent before scanning an attendee badge. Don’t forget to ask!
   - Attendees might ask you about the following subjects before they give you their consent:
     - How are the leads used?
     - Will you be contacting the attendees after the event? For what purpose?
     - Are the leads transferred to third parties? Will they be able to contact the attendees?
     - What are the controls in place to keep their information safe?
     - How long is the personal data kept in your database?
   - Your order and usage implies that you have read, understood and agreed to be subject to the terms and conditions stipulated herein.

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**Contact Information**

- **Contact Name**
- **Exhibiting Company**
- **Phone**
- **Address**
- **Email**
- **City**
- **State & Country**
- **Zip**
- **Booth #**

**Payment Information**

- **MC**
- **VISA**
- **AMEX**
- **Check**
- **Name on Card**
- **Expiration Date**
- **Signature**

*Online orders will receive instant confirmation via email. All other orders submitted will receive confirmation immediately after successful processing.*

**30 DAYS PRIOR TO SHOW OPENING: CANCELLATION REQUESTED 30 DAYS PRIOR TO SHOW ARE SUBJECT TO $50 CANCELLATION FEE.**

**Payment Information**

- **MC**
- **VISA**
- **AMEX**
- **Check**
- **Name on Card**
- **Expiration Date**
- **Signature**

*Authorization (your signature denotes acceptance of all the Terms & Conditions).*
Custom Sales Qualifiers
Currently not available for Showlead Mobile Smartphone devices.

Please fax this form to: 905-479-9743 or email to: leads@showcare.com

Standard Sales Qualifier Codes:
Showlead Badge Readers and Showlead Desktop Application comes with the following standard codes:
1. Send information
2. Needs technical data
3. Add to mailing list
4. Decision maker
5. Just investigating

Showlead customers please indicate desired custom action code option.

Please select only one checkbox below if Custom Sales Qualifiers were ordered.

☐ A) 30 Custom Sales Qualifier codes as per below

☐ B) 20 Custom Sales Qualifier codes as per below + 10 Standard Sales Qualifiers

*If no selection is requested above the Standard codes only will be applied.

Please fill in the custom sales qualifier codes that you would like programmed into your unit. (Maximum of 21 characters including spaces per code)

Important: Please use the same Custom Sales Qualifiers for all units.

Important: Please complete the following

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Show Name #</th>
<th>Booth #</th>
</tr>
</thead>
</table>

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