



The most valuable assets at any Trade Show are Leads!

Include a Tradeevent Data Tracking System on your stand at the Australian International Furniture Fair 2004

- Capture Business Cards Electronically
- Create a Data Base of Visitor's instantly
- Customised to your Products and Services
- Press a button and indicate your Visitor's Product Interests & Follow-up Actions

Make the most of your participation at the Australian International Furniture Fair 2004; with the swipe of the name badge, detailed contact information will be captured on the spot. We have up to 99 product interest or follow-up action keys, specifically customised to your company and to define your visitor. Data is emailed directly to you within 24 hours of each event.

There are THREE steps to using our visitor tracking system

- | | |
|---------------|---|
| Step 1 | Swipe the visitor card |
| Step 2 | Enter up to 99 buttons per visitor |
| Step 3 | Hit Enter to end, or if you want "to attach your name" to the visitor just swipe your Exhibitor Badge |

**TRACKER HIRE - CUSTOMISATION
 BOOKING FORM - "Australian International Furniture Fair"
 Return By FAX: Wednesday 28th January 2004**

Return to: TRADEVENT REGISTRATIONS on Fax (02) 9211 1137

Stand Number:

Company Name:

Business Address:

Suburb: Postcode:

Phone: (.....) Fax: (.....)

Contact Name:

Email Address:

FOLLOW-UP ACTION, PRODUCT OR QUALIFYING BUTTONS.....

There are 99 buttons which can be used as qualifying, follow-up action and/or product buttons (step 2). On all trackers buttons 1 to 5 are pre-programmed (& can be changed), additional products and services are available, on buttons 6 to 99, or you can utilise as many buttons to suit your needs. The buttons provided are:

If you wish to CHANGE buttons 1 to 5 or ADD to them using buttons 6 - 99

"EXISTING" Buttons ↓	"CHANGE" Existing Buttons 1 - 5 ↓	"ADD NEW" Buttons 6 - 99 ↓
"Send Information"	1_.....	6_.....
"Send Quotation"	2_.....	7_.....
"Please Call"	3_.....	8_.....
"Want to Purchase"	4_.....	9_.....
"General Inquiry"	5_.....	10_.....

Extra buttons	11_.....	14_.....
Extra buttons	12_.....	15_.....
Extra buttons	13_.....	16_.....

Please photocopy this page for buttons 17 to 99.....

