



Produced by:
AASA
THE SCHOOL SUPERINTENDENTS ASSOCIATION

Leading for STUDENT-CENTERED, EQUITY-FOCUSED Education

FEBRUARY 17-19, 2022
NASHVILLE, TN

AASA National Conference on Education 2022 Lead Retrieval Order Form

This form is for **check payments only**. To order online, visit <https://lr.cmrus.com/AASA2022>.

Complete and mail this order form and your check to: Convention Management Resources:
CMR, 639 Isbell Road, Suite 330, Reno, NV 89509

Have questions?

Find answers or contact us at
<https://aasa.cmrushelp.com/s/>.

☎ 866.226.4939 (U.S. and Canada)
415.268.2097 (International)

✉ aasasupport@cmrus.com

CMR Lead Retrieval Packages	Advance	Regular	On-site	Quantity	Sales Tax	Total
See page 2 for additional item information and descriptions.	Before or on January 6, 2022	January 7, 2022 to February 3, 2022	On or after February 4, 2022		Additional 9.25%	
CMR Lead Plus Quick and easy badge scanning.	\$375	\$395	\$415			\$
Add-On Bluetooth Printer Each printer connects to one (1) scanner.	\$65	\$75	\$85			\$
CMR Mobile App Use your own smartphone! iOS and Android compatible. <i>Price is per license, one (1) license per device.</i>	First license \$265 Additional license \$210	First license \$295 Additional license \$230	First license \$305 Additional license \$250			\$ \$
Customized Follow-Up Action Codes (Optional) <i>Specify codes on page 3.</i>	\$95	\$115	\$135			\$
Developers Kit: Post-Show Data Merge Use your own badge scanner and receive a full data file post-event.	\$400	\$425	\$450			\$
Developers Kit: Real-Time API Use your own badge scanner and get full attendee data in real time.	\$700	\$725	\$750			\$
Total Amount						\$

Company Information

Exhibiting Company		Booth #	
Address			
City	State	Zip	
Phone	Fax	Email	
Office Contact			
On-site Contact			

Payment Information

Check # _____

Make check payable to
Convention Management Resources.

When you pick up the equipment on-site, you must also provide your credit card information to be used as a security deposit in the event your equipment is not returned.

Packages and Device Descriptions

CMR Lead Plus

The most advanced wireless, handheld scanning device, built for ease and convenience.



- Includes installation of the CMR Mobile App
- Receive leads in real time at www.retrievemyleads.com
- 21 Standard Action Codes pre-programmed
- Customized Follow-Up Action Codes available
- The CMR Mobile App requires an Internet connection, and the device has its own connection via the device's mobile technology. Leads are stored locally on the device in the event connectivity is interrupted

Receive your leads online as a .csv spreadsheet (during and after the meeting), and on paper, with the addition of the Bluetooth printer shown below.

Bluetooth Printer ADD-ON

This printer can receive and print leads via Bluetooth from the CMR Lead Plus.



- Sold separately from the CMR Lead Plus
- Each printer connects wirelessly to one CMR Lead Plus
- Does not require an electricity source
- Not compatible with the CMR Mobile App when installed on your own mobile device

Receive your leads on paper.

Developers Kit Post-Show Data Merge

Use your own badge scanner and receive a full data file post event.



Use your own device(s) to track attendees that visit your exhibit booth. Post show, provide CMR with your data file and we will return a file with full demographic information including the fields in your scanned data (refer to page (4) for the list of fields). Once your order is placed, you will receive sample badges within 48 hours for testing purposes. Post event, your full data file will be returned to you within 48 hours of receipt.

Receive your leads online as a .csv spreadsheet (after the meeting).

CMR Mobile App

Use your own iOS or Android device with the CMR Mobile App. *Mobile device is not included.*



- Each device requires a separate license. Take advantage of discounted prices for additional licenses
- The CMR Mobile App requires either a cellular/mobile network or a Wi-Fi connection
- Only one login to the mobile app is allowed per license purchased
- Provides leads in real time at www.retrievemyleads.com
- 21 Standard Action Codes pre-programmed
- Customized Follow-Up Action Codes available

This option is not compatible with a printer. Also, licenses are not transferable from one device to another.

Receive your leads online as a .csv spreadsheet (during and after the meeting).

Developers Kit Real-Time API

Use your own badge scanner and get full attendee data in real time.



Use your own device(s) to track attendees that visit your exhibit booth and get attendee data in real time. Refer to page (4) for the list of fields which you will receive via the API. Within 48 hours of your order being placed, you will receive sample badges, API documentation and an API key.

Leads are received and sent in real time into the database specified by the exhibitor.

* Scanning devices and products require mobile connectivity. All packages provide leads via the website at www.retrievemyleads.com.

Follow-Up Action Codes

Create up to 20 of your own Customized Follow-Up Action Codes that you can use instead of the 21 Standard Action Codes provided with your equipment rental. Capture your potential customer's interest in a specific product or service, or indicate the next action step for a specific member of your team by creating Custom Action Codes.

Listed below are the Standard Action Codes that are complimentary with your equipment rental:

- | | | |
|----------------------------|-------------------------------|--------------------------|
| 1. Add to Mailing List | 8. Product Demo Required | 15. Purchase in 30 Days |
| 2. Send Literature | 9. Immediate Contact Required | 16. Purchase in 3 Months |
| 3. Send Samples | 10. Have Salesperson Call | 17. Purchase in 6 Months |
| 4. Send Pricing | 11. Recommends | 18. Immediate Need |
| 5. Technical Info Required | 12. Final Say | 19. Order Placed at Show |
| 6. Detailed Specs Required | 13. Makes Purchase Decision | 20. Current Customer |
| 7. Provide Quote | 14. Partial Interest | 21. HOT LEAD |

Order Customized Codes

Fill in the codes below. Don't forget to send all pages when you return the form. As a reminder, credit card information should not be submitted through the online Support Center or by email.

1. _____	11. _____
2. _____	12. _____
3. _____	13. _____
4. _____	14. _____
5. _____	15. _____
6. _____	16. _____
7. _____	17. _____
8. _____	18. _____
9. _____	19. _____
10. _____	20. _____

Each order of 20 codes can be used for multiple Lead Retrieval machines.

Each code can contain up to 40 characters. On the CMR Lead Plus, the first 14 characters of each code are visible on the screen.

Company Name _____	Booth # _____
Contact _____	Phone # _____



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Terms and Conditions

The CMR Lead Retrieval products for the AASA National Conference on Education 2022 feature handheld laser scanners or smart phone apps. Optionally, Customized Follow-Up Action Codes are available.

The following fields will be included in the scan data: Attendee Name, Attendee Nickname, Job Title, Organization, Mailing Address, Phone Number, Fax Number, Email Address, Primary Job Function (this information is not required by registrant), and a unique numerical ID for each attendee.

Lead Format

Online: All packages provide leads via the website at www.retrievemyleads.com. View and collect leads as you scan, even while the expo is still open. (Online leads will be in an Microsoft Excel-friendly .csv format.)

Paper: A Bluetooth Mobile Printer can be added to a CMR Lead Plus scanner. Please note that each printer connects to one scanner.

Convention Management Resources (CMR), the Official Event Contractor for Lead Retrieval Services, agrees to provide its CMR Lead services to the Customer for the agreed upon fee listed on this Order Form. The service will include the use of the equipment for the duration of the meeting. CMR will furnish its equipment to the Customer in good working order and the Customer agrees to return the equipment in the same condition.

- 1. Payment** shall be in United States dollars and submitted with this Order Form. CMR will accept authorized company checks drawn on banks located in the United States of America. Payment to CMR will not be refunded for any reason, except as stated in item 3 below. Any returned checks will be subject to a \$30.00 returned check fee and loss of early payment discounts. Credit card payments will only be accepted online at <https://lr.cmrus.com/AASA2022>.
- 2. Replacement cost for lost or damaged equipment:** Customer acknowledges, understands and agrees that the total cost of replacement for CMR's equipment will be as follows: \$2,000.00 for the CMR Lead Plus scanner and \$800.00 for the Bluetooth Printer. Customer agrees to the immediate payment, upon request by CMR for all damages or loss of CMR's equipment, except such as may result from normal operation thereof. In the event that Customer does not immediately pay its obligation to CMR for lost or damaged equipment, Customer agrees to pay CMR a weekly rental fee equal to the service fee listed on the front of this Order Form. This is in addition to the replacement cost of CMR's equipment.
- 3. Cancellations and refunds:** Orders canceled on or before February 3, 2022, will be subject to a \$75.00 administrative fee. Orders canceled on or after February 4, 2022, are non-refundable. *No refunds will be given for equipment that is not picked-up and/or not utilized by booth personnel.*
- 4. CMR shall not be responsible for any special, incidental, or consequential damages** arising from the loss of customer information, for any reason, arising from or relating to CMR's equipment. CMR's liability for damage of any cause whatsoever will be limited to the total rental price for the equipment and services provided by CMR as listed on the front page of this Order Form.
- 5. Return of equipment:** Customer agrees to return all equipment to the Lead Retrieval Service Desk within one (1) hour of the event closing. CMR's equipment must be picked up and returned to the CMR Service Desk in the designated Contractor Service Area. Damaged or non-returned equipment will be charged in accordance with item 2 above. *Equipment not returned to the CMR Service Desk, or left in the exhibit area, is the sole responsibility of the customer.* Should CMR, at its option and with no responsibility to do so, recover abandoned equipment, Customer agrees to pay CMR a \$100.00 abandonment fee. In no way does this absolve Customer from its responsibility to timely return CMR's equipment.
- 6. Governing law:** It is agreed that the governing law pertaining to this contract will be the law of the State of California, with venue exclusively in San Francisco County.

Orders canceled on or before **February 3, 2022**, will be subject to a \$75.00 Administrative Fee.

Orders canceled on or after **February 4, 2022**, will not be refundable.

By signing below, I am stating that I am authorized to place this order and that I agree to all terms and conditions stated on all pages of this order form.

Signature

Date