cmLead – general Terms and Conditions

1 Lead retrieval order form

Exhibiting companies can rent a lead retrieval system for real time follow up of prospects. Orders need to be placed online.

2 How does it work?

You have the possibility to order the cmLead Application with or without an iPod Touch/iPad. Feel free to use your own device!

- o cmLead can be used on iPad (second & third generation)
- o cmLead can be used on iPhone (third, fourth & fifth generation)
- o cmLead can be used on iPod Touch (fourth & fifth generation)

Your order includes the rental of a scanner that can be plugged into your device and guarantees the highest possible performance in barcode scanning.
You will receive a username & password to login to the cmLead portal as well as an activation code to activate the cmLead app. Once you are logged in to the cmLead portal, you can start setting up your qualifiers (products, services …).
If you ordered a device from COVR, your qualifiers and delegate database will automatically be synchronized onsite. If you bring your own device, the qualifiers and delegate database will automatically be downloaded after installation and activation of the app. (provided the device has Wi-Fi / data access)
The qualifiers can be updated at any time (even during the congress).

After having entered the activation code, the device is ready for use!
No Wi-Fi / data is needed for the actual scanning onsite. After scanning a badge you will see all available delegate data on your device. If needed, you can add more data or even make changes to the presented delegate data. For each scan you can select your qualifiers and additional comments. You remain in full control of all your scanned leads. At any moment you can display any scan you made with your device and make changes. Lead data will be synchronized continuously with cmLead Server if Wi-Fi / data are available. At the end of the conference you return the scanner and ordered device (iPad or iPod Touch) in case you did not use your own.

Once you synchronized all your leads with the cmLead server you can export them from the portal and start using the information gathered to optimize your sales efforts. Your lead data will remain available on cmLead portal after the conference for 6 weeks.

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3 General terms and conditions

- **Order deadline** - After the ordering deadline, COVR does not accept orders automatically but will confirm acceptance upon availability. For confirmed orders after deadline, a surcharge of €100,00 per device will be added.

- **Rental rates** are per scanner and include scanner (to be plugged in into an iPod Touch or iPad), cmLead software and an unlimited number of scans.

- **Terms of payment** - Upon receipt of order, an invoice representing the total amount due (quoted prices are net excluding Belgian VAT of 21%) will be sent by COVR. Payment has to be done by credit card via secure Ogone after you've placed the order online (part of the online ordering process).

- **Cancellation** - Orders can be cancelled until 2 months prior to the first official congress day without any fees. After that day there is a cancellation fee of 50%.

- **Pick up/Return** - Exhibitors are responsible for the proper use and safe keeping and will pay for any damage occurred during the rental. Items failed to be returned onsite must be sent by courier to COVR bvba (Oude Tramstraat 5, 2490 Balen, Belgium) within 5 working days after the last day of conference. The cost of lost, damaged or not completely returned hardware will be 500 EUR per scanner, 300 EUR per iPod Touch and 1000 EUR for an iPad.

- **Data retrieval and protection** - 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 organizer - will ultimately define the value of the lead retrieval system. The company renting the scanners hereby agrees to respect the data privacy policy imposed by the congress organizer. The lead system will however, display the available info immediately after scanning and give you the opportunity to complete the data on the spot.

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