



# NAEYC Professional Learning Institute 2024

## Lead Retrieval Order Form

This form is for *check payments only*. To order online, visit <https://lr.cmrus.com/NAEYCPLI24>.  
Complete and mail this order form and your check to: Convention Management Resources:  
CMR, 3641 Mt. Diablo Blvd, #368, Lafayette, CA 94549

**Have questions?**  
Find answers or contact us at  
<https://naeycpli.cmrushelp.com/s/>.  
 800.393.4226 (U.S. and Canada)  
415.979.2297 (International)  
 [naeycplisupport@cmrus.com](mailto:naeycplisupport@cmrus.com)

CMR Lead Retrieval Packages See page 2 for additional item information and descriptions.	Advance Before or on April 25, 2024	Regular April 26, 2024 to May 23, 2024	On-site On or after May 24, 2024	Quantity	Sales Tax 9.45% on all products	Total
<b>CMR Mobile App</b> Use your own smartphone! iOS and Android compatible.  Price includes 3 licenses (1 per device used, non- transferable). Can purchase additional licenses.	3 License Pkg \$500  Additional license \$300	3 License Pkg \$550  Additional license \$360	3 License Pkg \$605  Additional license \$415			\$  \$
<b>Customized Follow-Up Action Codes (Optional)</b> Specify codes on page 3.	\$95	\$115	\$135			\$
<b>Developers Kit: Post-Show Data Merge</b> Use your own badge scanner and receive a full data file post-event.	\$500	\$525	\$550			\$
<b>Developers Kit: Real-Time API</b> Use your own badge scanner and get full attendee data in real time.	\$720	\$825	\$825			\$
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 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](http://www.retrievemyleads.com)
- 21 Standard Action Codes pre-programmed
- Customized Follow-Up Action Codes available

**Licenses are not transferable from one device to another.**

**Download 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.**

### 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.

**Download your leads** online as a .csv spreadsheet after the meeting.

\* Scanning devices and products require mobile connectivity. Packages provide leads via the website at [www.retrievemyleads.com](http://www.retrievemyleads.com).



# June 2-5

NEW ORLEANS, LA

#naeycINST



## 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.*



## Terms and Conditions

The CMR Lead Retrieval products for the NAEYC Professional Learning Institute 2024 feature smart phone apps and API's. Optionally, Customized Follow-Up Action Codes are available.

**The following fields will be included** in the scan data: Attendee Name, Organization, Mailing Address, Phone Number, Fax Number, Email Address, and a unique numerical ID for each attendee.

**Lead Format:** All packages provide leads via the website at [www.retrievemyleads.com](http://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.)

**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/NAEYCPLI24>.
- 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. 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 May 23, 2024, will be subject to a \$75.00 administrative fee. Orders canceled on or after May 24, 2024, 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 Lead Retrieval 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 Lead Retrieval 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.
- 7. By submitting this order,** I agree to CMR's terms of use as defined in its privacy policy at <https://lr.cmrus.com/content/lead-retrieval-privacy-policy> and the terms of service at <https://lr.cmrus.com/content/lead-retrieval-terms-service>.

Orders canceled on or before May 23, 2024, will be subject to a \$75.00 Administrative Fee.

Orders canceled on or after May 24, 2024, 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