

THE LEADER IN LEAD MANAGEMENT



Exhibitors say that ITN International's solutions are the best lead management tools in the event industry. No other technology has been proven to be as fast, user-friendly, reliable, or powerful.

BCARD Reader is an application that allows exhibitors to capture, qualify and fulfill leads using NFC. Users capture leads by touching the device to an attendee's NFC badge. All leads are uploaded to a secure cloud portal via WiFi or cellular network.

The app also lets users qualify leads with a survey; edit lead contact information; take notes; select product information from an online library and send those selections to the attendee by email.

FEATURES

- NFC Badge reading via touch
- Full contact info populates screen
- Browse and Edit functions
- **WATCH**

QUALIFY LEADS

- Customizable lead forms with branching and open text responses
- Note field with on-screen keyboard

COLLATERAL & CONTENT DISTRIBUTION

- Store your product collateral in the cloud
- View content in app
- Choose content that best targets each lead
- Email your choices with a tap
- Lead gets custom email with links to chosen content
- **WATCH**

STORE LEADS IN REAL TIME IN THE CLOUD

- All leads are stored locally and uploaded to our secure BCARD Portal

98%

of exhibitors collect sales leads at trade shows

BUT LESS THAN

70%

have a plan or process for lead follow-up after the show

Jump start your follow-up process by **delivering collateral at the time the lead is captured.**

Supported Platforms

Smartphone, Tablet or PC

- Android
- WP8
- iOS (on iPhone 7 and newer)
- Windows 7 and 8.1

	EARLY BY APRIL 25	PRE-SHOW BY MAY 23	ONSITE AFTER MAY 23	QTY.	COST
BCARD™ Reader Including Device					
TABLET INCLUDES: all hardware and software needed	\$400	\$430	\$485	___	\$ _____
SMARTPHONE INCLUDES: all hardware and software needed	\$300	\$330	\$385	___	\$ _____
BCARD™ Reader on your PC	\$300	\$330	\$385	___	\$ _____
INCLUDES: badge reader. User supplies PC.					

BCARD™ Reader App on your NFC Smartphone/Tablet (ANDROID, WINDOWS, IOS)

* BYOD (Bring Your Own Device)—See Disclaimer below. iOS requirements: iPhone 7 or newer, iOS 11 or higher. Not available on iPad.

PACKAGE INCLUDES: 3 Licenses	\$450	\$450	\$450	___	\$ _____
ADDITIONAL LICENSE 3 pack must be purchased first	\$99	\$99	\$99	___	\$ _____
SINGLE LICENSE INCLUDES: 1 License	\$175	\$175	\$175	___	\$ _____

Accessories & Services

SALESFORCE CRM CONNECTOR	\$500	\$500	\$500	___	\$ _____
HUBSPOT CRM CONNECTOR	\$500	\$500	\$500	___	\$ _____
BLUETOOTH WIRELESS PRINTER FOR SMARTPHONE Order only with BCARD Reader on smartphone	\$100	\$150	\$200	___	\$ _____
AUTOMATED EMAIL FOLLOW-UP	\$200	\$200	\$250	___	\$ _____
LOSS/DAMAGE WAIVER FOR SMARTPHONES	\$150	\$150	\$150	___	\$ _____
LOSS/DAMAGE WAIVER FOR TABLETS	\$250	\$250	\$250	___	\$ _____

TOTAL AMOUNT DUE

\$ _____

IMPORTANT NOTES: Cancellations and changes subject to a \$50 processing fee. \$500 will be charged for any lost, stolen, or damaged smartphone; \$750 will be charged for any lost, stolen, or damaged tablet. All items subject to availability. No refunds for items not picked up.

DISCLAIMER: BCARD Reader has been developed in compliance with NFC standards and is offered as is. ITN does not guarantee the app will work with all NFC devices. iOS requirements: iPhone 7 or newer, iOS 11 or higher. Not available on iPad.

EXHIBITING COMPANY INFORMATION

COMPANY NAME _____	EMAIL _____ <small>for leads</small>	COMPANY URL _____
ONSITE CONTACT _____	BOOTH # _____	MOBILE _____ <small>+country code</small>

PAYMENT INFORMATION By placing this order you accept ITN's Terms & Conditions.

COMPANY NAME <input type="checkbox"/> Same _____	CONTACT <input type="checkbox"/> Same _____
BILLING ADDRESS _____	CITY _____
STATE/PROVINCE _____	ZIP/POSTAL CODE _____
PHONE _____ <small>+country code</small>	EMAIL _____ <small>for receipt</small>
CARD NUMBER _____	SECURITY CODE _____
EXP. _____	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS
<input type="checkbox"/> CHECK (payable to ITN International, Inc. in US \$. Check must accompany order form.	
Mail to ITN International: 9696 South 500 West, Sandy UT 84070 USA	
SIGNATURE: _____	

All hardware, services and applications provided by ITN International are subject to the following **Terms & Conditions**

1) ORDERS AND DEADLINES

- a) Payment for orders must be received in full by the discount deadline in order to be eligible for that pricing.
- b) All orders submitted after the Pre-Show deadline (including onsite orders) are subject to availability.

2) PAYMENT TERMS AND CANCELLATIONS

- a) Orders with open balances 7 business days before show open will be cancelled. Orders can be re-processed for a US\$50 fee if payment is received within 7 days prior to show open. In such cases, device configuration may be delayed.
- b) Such cancelled orders are subject to onsite pricing if re-order is handled onsite. In such cases, device configuration may be delayed.
- c) If payment received is different from published prices, ITN International will adjust payment amount to the price on Order Form or BCARD Store.
- d) All order revisions placed after the Pre-Show deadline are subject to a \$50 processing fee.
- e) No refunds after Pre-Show deadline.
- f) Devices/solutions that are unused or not picked up are not refundable.
- g) If your device/solution is not functioning properly, immediately escalate your issue to the Lead Retrieval Service Desk. A refund or replacement device will not be supplied if the issue is not escalated to an onsite ITN Representative in a timely manner.

3) ONSITE SERVICES AND TERMS

- a) To ensure a smooth onsite experience, please visit the Lead Retrieval Service Desk to pick-up your solution/device one day prior to show open.
- b) Orders placed onsite may require up to an hour of processing time and it is highly recommended that orders be placed well in advance of the show.
- c) Onsite modification(s) or new customization(s) of ITN International devices are subject to a processing fee and technician availability.
- d) Companies renting or utilizing ITN International products/services agree to comply with any and all Terms of Usage set by Show Management and/or ITN International, Inc. Should terms of Usage be violated by any party, ITN will be held harmless and reserves the right to terminate services without issuing a refund or compensating parties involved. Further, such violation may result in the non-delivery of leads/scans/data files.

4) EXHIBITOR TERMS OF USAGE

a. For a misplaced, stolen, or damaged BCARD Reader on Tablet, the exhibitor shall be responsible for a \$750 replacement fee. For a misplaced, stolen, or damaged BCARD Reader on Smartphone, the exhibitor shall be responsible for a \$500 replacement fee. For a misplaced, stolen, or damaged BCARD Reader on Mobile Phone or BCARD Reader for PC, the exhibitor shall be responsible for a \$250 replacement fee. For a misplaced, stolen, or damaged wireless printer or keyboard, the exhibitor shall be responsible for a \$400 replacement fee; and for a misplaced, stolen, or damaged iPad or iPhone reader, the exhibitor shall be responsible for a \$150 replacement fee; and for a misplaced, stolen, or damaged power supply, the exhibitor shall be responsible for a \$25 replacement fee. If the Loss/Damage Waiver fee is paid for a device, ITN will waive the exhibitor's responsibility to return that device or return it undamaged.

b. Loss/Damage Waiver Rules:

- i) The fee waives the exhibitor's responsibility to return a device, or return a device undamaged, to ITN. Exhibitor must report loss, theft or damage to ITN Lead Retrieval Service Desk promptly. For any device believed to be lost or stolen, exhibitor must file a police/security report and forward a copy to the assigned ITN representative.

c. Data Retention Policy: ITN will store personal data collected via its Applications on its secured servers for only as long as a legitimate business reason for retention exists, as defined by show management, as the Data Controller. If the Data Controller has not specified a timeframe for data retention, ITN will keep the data on its servers for a maximum of 18 months from close of the event, after which date will either the data will be destroyed, returned to show management or rendered anonymous, with no ability to identify the personal data of any individual whatsoever.

5) LIMITATION OF LIABILITY

a) ITN International does not guarantee any level of Return on Investment related to the use of ITN products/services. ITN provides a convenient service that uploads data to a secure Website via ITN's mobile cellular data network for password protected access by exhibitors. ITN does not guarantee connectivity will be active at all times. Upon receiving notification of your login information, we recommend that you login to the BCARD Portal site to verify that your data is available.

We also recommend that you contact our Service Desk for any reason (i.e., lost or stolen device), or if your data is not available at our online site.

b) ITN International shall not be held liable for any unforeseen happenings (i.e., Acts of God, union labour strikes, building or grounds damage, loss of power, travel or work stoppages) that may cause the show to be cancelled or postponed.

In any such event, the obligations of ITN International, Inc. for services not rendered shall be terminated and ITN International, Inc. shall be entitled to all payments received.

6) DATA PRIVACY

a) The lead gathering software applications ("Applications") you have licensed for this event allow you to collect business card information stored in contactless badge media, called BCARD, issued to each registrant. The ITN lead gathering application you are provided with is loaded on a device that has a short range contactless smart card reader and the software uses a secured encrypted key that unlocks the content on the registrant's BCARD. The Applications are the only ones that can enable the reading of content of a BCARD, and you can only read a BCARD if you bring the reader or the card within 2 cm of each other. During the registration process, the registrant will be asked for his/her consent to exhibitors' collection and use of the registrant's personal data stored on the BCARD (the "Consent"). You are also required to affirmatively inform the registrant that you are scanning their BCARD and collecting their personal data so that you can contact them as a follow-up to their visit at your location. If the registrant objects to you scanning their BCARD you must not scan the BCARD for access to the registrant's personal data.

b) Subject to subsection h) below, you agree that when collecting information and personal data ("Personal Data") through these Applications, you will become a data processor or a sub-processor, as defined in the General Data Protection Regulation ("GDPR") and as the same or analogous terms are defined in the UK Data Protection Act 1998 and the Spanish Protection of Personal Data Act 1999 and applicable US Data Privacy laws (collectively, the "Privacy Laws"). As a data processor, you have independent obligations under the GDPR and the other Privacy Laws and hereby agree to fully comply with the following data protection and information security requirements (the "Requirements") –

c) **Definitions.** For the purposes of these Requirements: (i) "Data Processor", "Data Controller", "Sub-processor", "Data Subject", "Personal Data", "Special Categories of Personal Data", "Supervisory Authority," "Process" and "Processing" shall have the same meaning as set out in Article 4 of the GDPR; (ii) "Services" shall mean the services provided and procured under the Agreement; (iii) "Data Protection Laws" means any data protection laws applicable to Processing of Personal Data contemplated by the Agreement of which these Requirements are a part; (iv) "Exhibitor" means you; (v) "Information Security" is the practice of preventing unauthorized access, use, disclosure, disruption, denial of access, modification, inspection, recording or destruction of information, regardless of the form; (vi) "Standard Contractual Clauses" means the standard contractual clauses for the transfer of Personal Data from the European Union, European Economic Area, Switzerland and the United Kingdom, to Data Processors established in third countries (Data Controller-to-Data Processor transfers), as set out in the Annex to Commission Decision 2010/87/EU; (vii) "Top 10 Risks" mean those risks to Information Security set out in the Open Web Application Security Project - (https://www.owasp.org/index.php/Category:OWASP_Top_Ten_Project); (viii) "IT System" means any IT system involved in the provision of services and deliverables contemplated by the Agreement; (ix) "Relevant Data" means Personal Data and any other non-public data collected, held, or Processed by you or on behalf of ITN, regardless of the form, whether

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electronic or physical; and (x) "ITN" means Information Trading Network (ITN) International, Inc. In case of any conflict between the terms and conditions of these Requirements and any other term or provision of the Agreement, these Requirements shall govern. For the purpose of processing Personal Data under the Agreement, ITN is a Data Processor and Exhibitor is a Sub-Processor.

d) The Exhibitor will implement appropriate technical, and organizational measures to ensure against unauthorized or unlawful access, use, disclosure, Processing or modification and accidental loss, destruction or damage (e.g. Relevant Data 'in flight' or at rest will be encrypted and interfaces between IT Systems will use strong credentials and authentication.) Security information will not be sent in the clear; administrative privileges will only be shared on a "need-to-know" basis; logical and physical security of servers and other computer resources will be assured; Personal Data not needed at present will not be retained and will be retained for the shortest possible time; any IT System shall protect against the Top 10 Risks.

e) The Exhibitor will implement best practice protections for Information Security against any virus and internet attacks; not compromise security by functionality changes; patch IT Systems to industry good practice and keep code libraries up-to-date; achieve satisfactory test status for all releases to the production environments; use a deployment process that ensures authority and efficacy of any release (including rollback and failed release planning); and maintain skilled staff or contractors to ensure IT Systems are appropriately supported at all times.

f) The Exhibitor's Obligations.

(i) The Exhibitor must at all times Process any Personal Data held in connection with the Agreement in accordance with all applicable Data Protection Laws and only for the purposes of fulfilling its obligations under the Agreement and shall not Process Personal Data for any other purpose.

(ii) If the Exhibitor becomes aware of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, Personal Data Processed, the Exhibitor must take appropriate actions to contain, investigate, mitigate, recover, restore, and notify ITN immediately of that act or omission. The data breach notification shall contain at least a description of the nature of the data breach including the categories and approximate number of Data Subjects affected, categories of Personal Data affected, date and time, technical and organizational security measures taken to cure the breach, and if applicable other(s) supplier(s) involved and describe the likely consequences of this data breach and description of the correction made. The Exhibitor, at its own cost, will assist ITN in meeting any notification and other requirement(s) under applicable Data Protection Laws.

(iii) If Exhibitor becomes aware of: (a) any breach of these Requirements by the Exhibitor; (b) any act or practice of Exhibitor, its employees or its subcontractors which causes or may cause a failure by or inability of ITN to comply with its obligations under the Data Protection Laws or any privacy statements or policies issued by it; or (c) any breach of any of the Data Protection Laws that apply directly to Exhibitor, the Exhibitor shall notify ITN immediately. In addition, the Exhibitor, at its own cost, will assist ITN and/or the Data Controller in meeting any notification and other requirement(s) under applicable Data Protection Laws or such requirements deemed reasonably necessary by ITN.

(iv) In the event that the Exhibitor receives any request or notice from a Supervisory Authority or Data Subject, the Exhibitor will notify ITN immediately and assist ITN and/or the Data Controller with such requests to the extent legally permitted. (v) Without the prior written approval of ITN, the Exhibitor shall not allow any third party to access, transfer or Process Relevant Data. The third party's Processing and data use activities shall be governed by no less restrictive provisions than the provisions set out in these Requirements.

(vi) Transfer of Personal Data outside the European Economic Area, Switzerland, and the United Kingdom to countries which do not ensure an adequate level of data protection within the meaning of Article 45 of the GDPR (which includes the Privacy Shield Scheme) are only permitted where the country or organization offers appropriate safeguards such as the Standard Contractual Clauses.

(vi) ITN may terminate the Agreement with immediate effect by giving written notice to the Exhibitor if the Data Controller objects to the engagement of the Exhibitor as a Sub-processor within 5 working days after the receipt of ITN's notice in relation to the engagement. Exhibitor agrees that it will have no rights to damages or indemnification of any nature because of such termination.

(vii) Upon written request, the Exhibitor will assist ITN in verifying the Exhibitor's compliance with its obligations to carry out a data protection impact assessment related to the Services in connection with the Agreement.

(viii) Upon reasonable request by ITN, the Exhibitor shall at its own cost make available to ITN or its auditor all information and access reasonably necessary to assess the Exhibitor's compliance with the obligations of these Requirements.

(ix) Immediately upon termination or expiration of the Agreement, or upon request by ITN, the Exhibitor must, at ITN's written election return all Relevant Data to ITN or destroy all Relevant Data, in a manner agreed in writing with ITN. In the event ITN elects to instruct Exhibitor to destroy the Relevant Data, Exhibitor shall certify that such destruction has occurred, indicating the time and means of destruction. If the relevant law binding on the Exhibitor prevents it from doing as requested, the Exhibitor hereby agrees that it will continue to observe the terms of these Requirements for as long as it is required to retain Relevant Data. Once no longer required to retain Relevant Data, the Exhibitor will proceed as originally requested by ITN.

(x) The Exhibitor shall ensure that its personnel engaged in the Processing of Personal Data have agreed to confidentiality obligations no less restrictive than those set forth in these Requirements and have received appropriate training.

g) Details of Processing. The subject-matter of Processing of Personal Data by the Exhibitor is the performance of the Services pursuant to the Agreement:

(i) Nature and purpose of the Processing: The Exhibitor will Process Personal Data as necessary to perform the Services pursuant to the Agreement, as further specified in the Agreement, and as further instructed by ITN in its use of the Services;

(ii) Duration of the processing: The Exhibitor will Process the Personal Data for the duration of the Agreement, unless otherwise agreed upon in writing;

(iii) Categories of Data Subjects: The Data Subjects are as described in the Agreement;

(iv) Types of Personal Data: The types of Personal Data to be Processed are as described in the Agreement and may include, but is not limited to, name, job title, employer, contact information, ID data, personal life data, mobile data, connection data, or localisation data.

h) The Exhibitor acknowledges and agrees that no use of the Relevant Data may be made by the Exhibitor except as contemplated in and expressly agreed by a Data Subject in the Consents. In the event Exhibitor wishes to Process the Relevant Data in any manner different from or not contemplated in the Consents, Exhibitor shall be solely responsible for obtaining a GDPR-compliant consent therefor from each Data Subject whose Personal Data is included in the Relevant Data. Under such circumstances, the Exhibitor shall be deemed a Data Controller and shall be responsible for compliance with all GDPR requirements applicable to a Data Controller.

i) Indemnity. The Exhibitor agrees to indemnify and keep indemnified, and defend at its own expense, ITN against all costs, claims, damages or expenses incurred by ITN or for which ITN may become liable due to any failure by the Exhibitor, its employees, agents or sub-contractors to comply with any of its obligations under these Requirements. Any limitations of liability contained in the Agreement shall not apply to a breach of the Requirements.