

LEAD RETRIEVAL INFORMATION & ORDER FORM



OHIO MUSIC EDUCATION ASSOCIATION

OMEA and **WalCom** - Registration Services want to help you pursue business after the show! We now offer a simple but very functional means of LEAD TRACKING!

“Attendee Key Contact Lists” are provided to ALL exhibitors for use during this year’s show. After making your initial presentation with a new prospect during the show, simply note the attendee’s unique registration number from their I.D. badge. The comments section can be used for any notes you wish or possibly for the assignment of a sales representative. At the end of the show, simply fax your "HOT SHEET" forms to WalCom - Registration Services (the fax number is printed on each “Key Contact List” form) to order your list of HOT prospects and their demographics information. We will return to you the Attendee Name, School Name, School Mailing Address, School Phone, and School Email Address (provided that we were able to capture). The cost for this service is only \$15 per sheet of up to 10 ids **IF** you decide to use them. Be sure to include your credit card number and return fax number! This simple procedure not only allows for easy follow-up contacts, but also provides an excellent database for targeted marketing efforts. Key contact information will be processed and return faxed to you within three business days of receipt. OMEA policy does not permit release of any personal contact information. Attendee name, school address, school phone, school email address, and teaching level/teaching area (ex; high school band, middle school general music, etc.) will be provided as/if submitted by the attendee. OMEA is not responsible for any faulty data or lack of data provided. As a professional courtesy, exhibitors should ask the attendee for permission to capture their badge number.

TRADE SHOW ATTENDEE KEY CONTACT LIST	
<i>Registration Services</i>	<i>EVENT NAME</i>
Div. of WalCom, Inc. 6780 Heverlo Rd, Sunbury, OH 43074 (740) 524-4123 Fax:(614) 448-4098	
_____ OMEA '12 _____	
<u>BADGE#</u>	<u>COMMENTS:</u>
<u>12345</u>	<u>Call in spring</u>
<u>43225</u>	<u>Sue follow up with Model 1019</u>
<u>47228</u>	<u>Send affiliate agreement</u>
<u>38557</u>	<u>Schedule Plant tour for May</u>
_____	_____
_____	_____

NO advance order is required. Hot Sheet pads will be distributed to your booth prior to the opening of the trade show to the public, and more will be available at the registration counters.

Questions: leads@walcom.com or 740.524.4123 or <http://www.walcom.com>

[OMEA 2012 Conference Website](#)