

The request for a lead retrieval system to be available at our show has increased over the years. This is the fourth year ICE will be working with PCanswers, inc to provide this service to you.

**KEEP READING.** You should know the difference between this lead retrieval and the mailing lists we sell.

**MAILING LISTS:**

1. In purchasing our list, you agree that it will only be used once.
2. The data provided for an individual only includes name and mailing address (which could be home or school) and is only for those people who haven't opted out being on this list.
3. Approximately 40% of the attendee's request not to be include on the mailing list.
4. You still get information of the remaining 60% even if they don't stop by your booth.

**LEAD RETRIEVAL SYSTEM:**

1. Attendees have the right to not have their badges scanned, and we ask that you respect their wishes.
2. Attendees allowing their badge to be scanned understand that data provided via the lead retrieval system will include the normal name and mailing address **PLUS EMAIL ADDRESS and TELEPHONE NUMBER.**

PC answers, inc has no connection with ICE. I am allowing them to provide you with this service. Your dealings on lead retrieval will be directly with them. They will have a booth on site and are willing to work with you. *They cannot release any attendee information to anyone who has not rented a system.* **For more information on lead retrieval contact Art Moore at [847-593-6294](tel:847-593-6294).** Also, you can visit:

[www.tinyurl.com/1-pcaice](http://www.tinyurl.com/1-pcaice)

Additionally, this information will be posted on the ICE website on the Exhibitor page.

If you have already signed up and paid for a pre-conference and/or a post conference list and prefer the potential that lead retrieval offers, please send me an email requesting a refund which I will happily issue. If you have requested a list but have not yet paid for it, just don't pay and I will remove your name from the file.

As always if you have any questions, please email me.

Sara Taylor  
Exhibits Chair