



Email Marketing Powered by SWAP Reach



Introducing Email Marketing Powered by SWAP Reach. This powerful tool allows exhibitors to engage with their audience **ahead** of the show with strategically timed eblasts that build brand awareness and position themselves top-of-mind as attendees plan their booth visits.

EMAIL MARKETING INCLUSIONS

1. Email Design

- Selection of email design templates (mobile-friendly)
- Company branding (logos, colors, fonts)
- Visuals (images, graphics, icons)
- Call-to-action (CTA) button design
- Review & approval of final design

2. Content

- Subject line development
- Email copywriting (introduction, key highlights)
- Products/services descriptions
- Links (exhibitor website, trade show website, etc.)
- Proofreading and editing

3. Target Segment

- Selection of target list
- Personalization tags
- Schedule send date & time

4. Testing

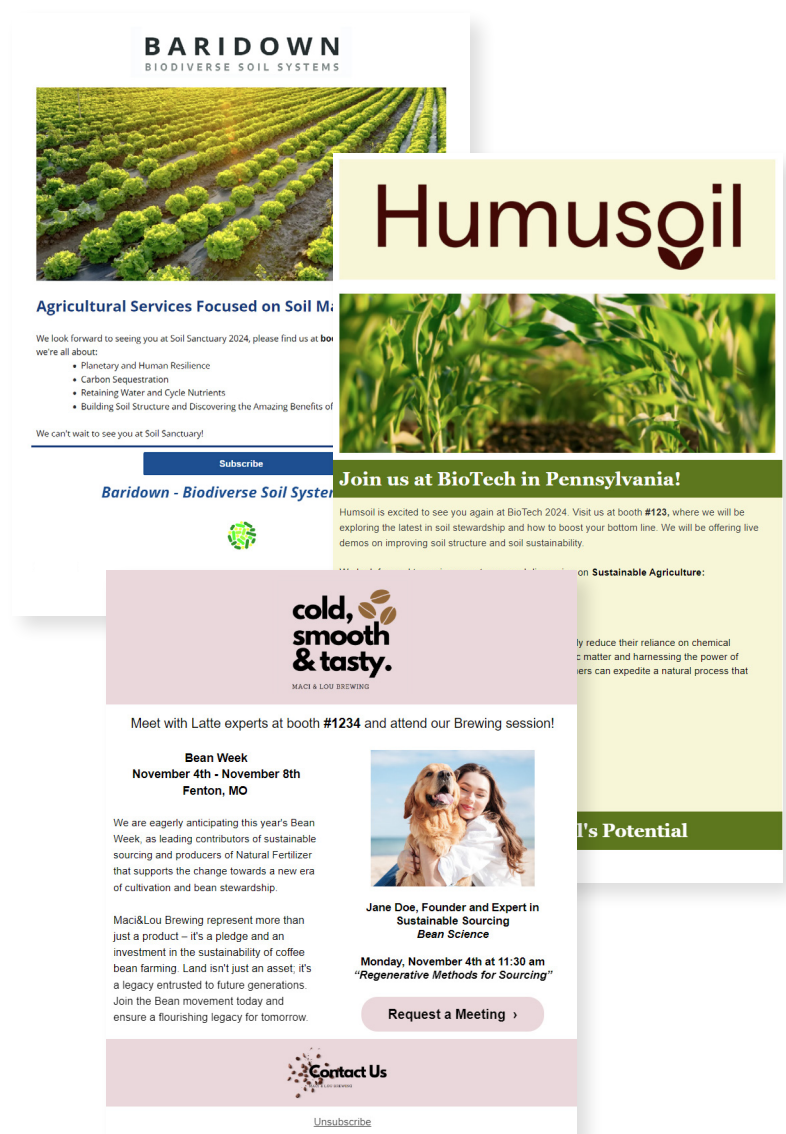
- Link function testing
- Spam filter check

5. Distribution

- Email send to targeted list(s)
- Delivery confirmation
- Address bounces and unsubscribes

6. Post-Send Analytics

- Total number of emails sent
- Total number of emails opened
- Unique number of emails opened
- Time of day emails were opened in the first 24 hours
- Total number emails opened each day in the first 5 days



IDDBA 2025

June 1-3, 2025

Ernst N. Morial Convention Center, New Orleans, LA



Email Marketing Powered by SWAP Reach Order Form

To submit an Email Marketing order for your upcoming event, please complete the information below or contact Maritz Exhibitor Digital Services at 877-623-3487 or DigitalServices@maritz.com.

Payment will be processed at the time of your order.

Exhibiting Company: _____

3rd Party Company (if applicable): _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____

Address: _____

State/Country: _____ Zip: _____

Show: _____

Show Dates: _____

Show Location: _____ Booth Number: _____

EMAIL MARKETING OPTIONS

2023-2024 Retailer
Attendees Eblast:

**\$300 per
1,000 recipients**

2025 Targeted
Attendee Eblast:

**\$300 per
1,000 recipients**

Please note the following important details:

- Email Marketing is sent on client's behalf through the Maritz Exhibitor Portal
- Exhibitors will not have direct access to attendee names, registration types, email addresses, phone numbers, fax numbers or mailing addresses.
- Full payment required prior to email delivery

Looking for a specific list demographic and/or opt-in recipients?

Contact Maritz Exhibitor Digital Services at DigitalServices@maritz.com for additional list filters and pricing options.

Disclaimer: Upon registration for this event, all guests (foreign and domestic) agree to Terms of Use, which include receiving marketing from exhibiting companies via email campaigns. Maritz recommends all customers seek their own expert advice for privacy compliance concerns.

For further questions, please contact us:

EMAIL: DigitalServices@maritz.com

PHONE: 877-623-3487



Attendee List Selections

Select from the following subsets:

Attendee Types

Retailer/Wholesaler
Exhibiting Manufacturer
All Other - Non-Exhibitor Manufacturer, Broker/
Distributor, Importer/Exporter, Consultant, etc.

Buying Authority

Authorizes or makes buying decisions
Recommends buying decisions
No buying decisions

Job Function

Owner/CEO/President
VP/GM/Director
Buyer/Purchasing Manager
Department Mgr
Merchandising Mgr
Sales/Marketing/PR
Chef
Spouse/Relative

Number of stores or locations

1 to 4
5 to 9
10 to 19
20 to 49
50 to 99
100 to 249
250 to 499
500 to 999
1,000 to 4,999
5,000 or more
Not Applicable



Purchasing categories

Bakery: Finished Goods
Bakery: Ingredients
Decorating Supplies
Refrigerated (Self Serve Products)
Egg/Egg Products
Cheese
Cheese and Meat
Dairy
Cheese Packager
Cheese/Meat Packager
Packager/Assembler
Meat
Poultry
Seafood/Fish
Sushi
Food Mfr.
Sandwiches
Appetizers
Goat/Sheep Products
Salads
Produce
Ingredients/Spices
Sauces/Condiments
Pizza
Pasta
Ethnic Foods
Entrees
Snack Foods/Candy
Beverages
Dips/Spreads
Organic/Natural Products
Oils/Spray
Grocery Aisle Items
Equipment
Food Safety Products/Sanitation Equipment (Not Services)
Uniforms/Aprons/Footwear
Merchandising/Signage
Packaging/Container Supplies
Labels/Labeling Equipment/Commercial Printers
Carts/Baskets/Fixtures