

# 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

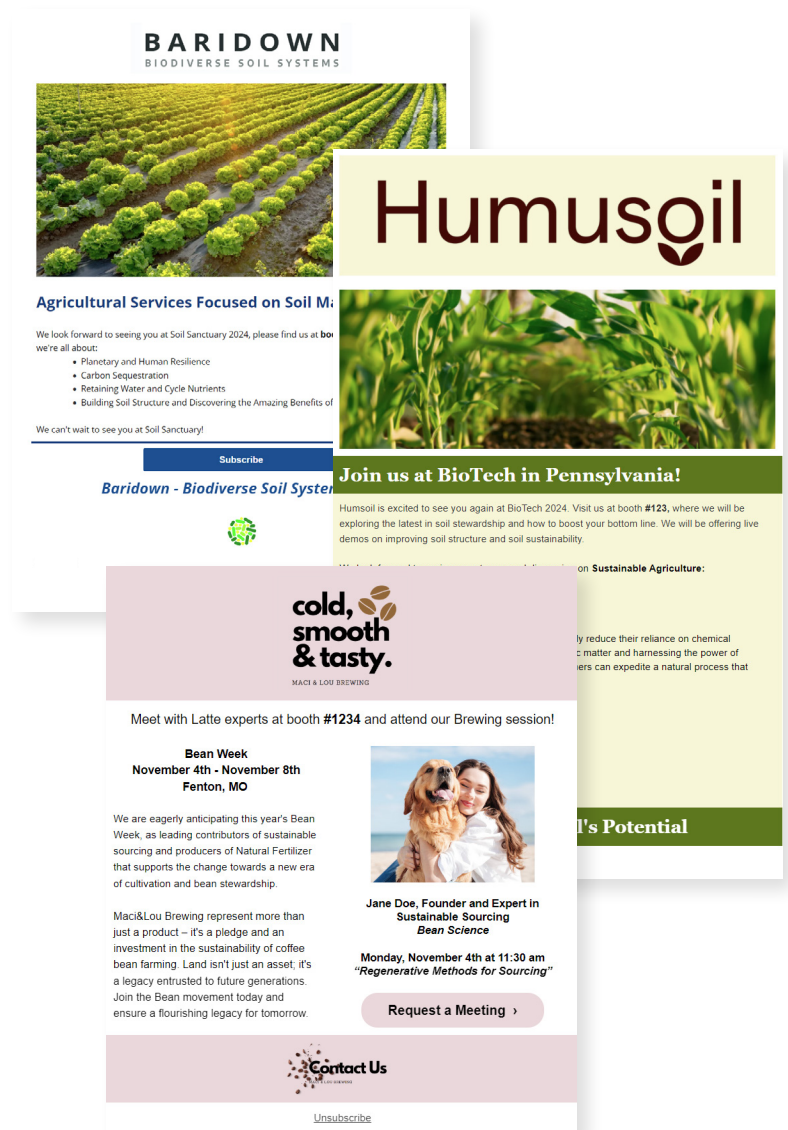
- Link function testing
- Spam filter check

### 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



# 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](mailto: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

Full Attendee Eblast:  
**\$5,000**

Targeted Attendee  
Eblast:  
**\$250 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](mailto: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](mailto:DigitalServices@maritz.com)

**PHONE:** 877-623-3487



# Attendee List Selections



## Select from the following subsets:

### Field of Work

- A  Accounting
- B  Administration
- C  C-Level
- D  Compliance
- FF  Consulting
- E  Creative/Media/Social
- F  Customer Service
- GG  e-Commerce
- HH  Education/Training
- G  Engineering
- H  Events
- I  Financial
- J  Human Resources
- K  Information Technology
- L  Inside Sales
- II  Law Enforcement
- M  Legal
- JJ  Legislative/Government
- KK  Licensing Import/Export
- N  Lobbying
- O  Logistics
- LL  Loss Prevention
- P  Manufacturing
- Q  Marketing
- MM  Merchandising
- NN  New Business Development
- R  Operations
- S  Outside Sales
- OO  Packaging
- T  Public Relations/Advertising
- U  Purchasing
- V  Quality Control
- W  Regional Rep
- X  Repair
- Y  Research & Development
- Z  Retail Manager
- QQ  Retail Sales
- AA  Sales
- BB  Supply Chain/Sourcing
- CC  Territory Rep
- DD  Warehouse/Shipping-Receiving
- EE  Warehouse Manager

### First Time Attending?

- Y  Yes
- N  No

### Product Interest

- A  Airgun/Airsoft Products
- B  Ammunition
- C  Apparel, Men's
- D  Apparel, Women's
- XX  Archery
- E  Association/Agencies/  
Wildlife Mgmt.
- F  Bag/Packs & Equipment
- G  Binocular/Telescopes
- H  Black Powder Accessories
- I  Black Powder/Smokeless Powder
- J  Blinds
- K  Camera/Equipment
- YY  Camping
- L  Clay Targets
- M  Communications/Electronics/GPS
- N  Crossbows & Accessories
- O  Custom Manufacturing
- P  Cutlery/Sharpeners/Knives/  
Accessories
- Q  Decoys
- R  Eyewear
- S  Feeder Equipment
- T  Firearm Barrels/Parts/  
Gunsmithing
- U  Firearm Cabinets/Racks/Safes
- V  Firearm Cases
- W  Firearm Grips/Stocks
- X  Firearm Locks
- Y  Firearms
- Z  Firearms Maintenance/Cleaning  
Equipment
- ZZ  Fishing Equipment/Tackle
- AA  Footwear
- BB  Game Calls
- CCC  Gunsmith Tools
- CC  Hearing Protection
- DD  Holsters
- EE  Hunting Gear/Accessories
- FF  International Exhibitors
- GG  Law Enforcement Products/  
Services
- HH  Leathergoods
- II  Lighting Products
- JJ  Magazines/Cartridges
- KK  Media/Publication
- AAA  Outfitters

- BBB  Pet Supplies/Training Equipment
- LL  Recoil Protection Devices/  
Services
- MM  Reloading
- NN  Retailer Services
- OO  Scents/Lures
- PP  Scopes/Sights/Telescopes/  
Accessories
- QQ  Shooting Range Equipment
- RR  Survival Kits/First Aid
- SS  Targets
- TT  Training and Safety Equipment
- UU  Treestands
- VV  Vehicles, Utility & Recreation
- WW  Wholesaler/Distributor

### Number of Stores Buying for

- A  1
- B  2 - 10
- C  11 - 49
- D  50 - 149
- E  150 or more
- F  Not Applicable

### Type of Agency

- A  Municipal
- B  County
- C  State
- D  Federal
- E  Academy, School, Training
- F  Other

### Purchasing Authority

- A  Purchase
- B  Approve
- C  Specify
- D  Recommend
- E  Not applicable

### How many employees currently work at your company?

- A  0-5
- B  6-10
- C  11-25
- D  26-50
- E  51-75
- F  76-100
- G  101+
- H  N/A