



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

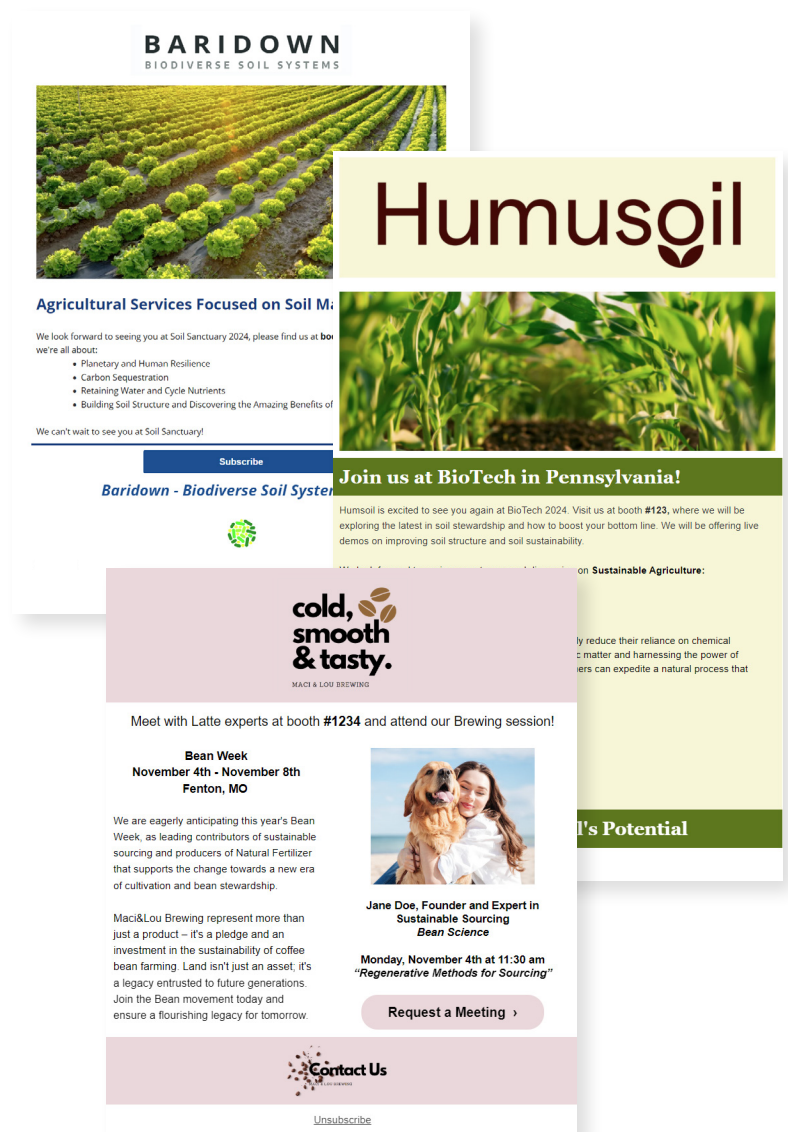
- Link function testing
- Spam filter check

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.

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: IBIE 2025 - The Baking Expo

Show Dates: September 14 - 17, 2025

Show Location: Las Vegas Convention Center, Las Vegas, NV

Booth Number: _____

EMAIL MARKETING OPTIONS

Full Attendee Eblast:
\$5,000

Targeted Attendee
Eblast:
**\$330 per
1,000 recipients**

Please note the following important details:

- Email Marketing is sent on exhibitor'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



WHOLESALE BAKER Select from the following subsets:

Number of Bakery Employees

- ☐ Under 20
- ☐ 20-99
- ☐ 100-499
- ☐ 500+
- ☐ None / Retired

Bakery Classification

- ☐ Contract Manufacturer (Private Label)
- ☐ Food Service Operation
- ☐ Intermediate / Specialty Wholesale Bakery
- ☐ Large Wholesale Bakery
- ☐ Retail Bakery
- ☐ Retail Market / Supermarket / Convenience Store / Warehouse Club
- ☐ Tortilla Bakery
- ☐ Wholesale Bakery or Commissary owned by a Supermarket / Convenience Store / Warehouse Club

Primary Job Function

- ☐ Baker / Master Baker
- ☐ Engineering

- ☐ General Management
- ☐ Owner / President / Chief Executive
- ☐ Pastry Chef / Cake Decorator
- ☐ Plant / Store / Food Service Operations
- ☐ Purchasing
- ☐ R&D / Quality Assurance / Food Safety
- ☐ Regulatory / Government Relations / Legal
- ☐ Sales / Marketing

Role in Purchase of Products & Services

- ☐ Approve
- ☐ Not Involved
- ☐ Recommend
- ☐ Research

Products Produced

- ☐ Artisan / Hearth Bread / Rolls
- ☐ Bagels
- ☐ Breeding / Croutons / Breadsticks
- ☐ Buns / Soft Rolls
- ☐ Cake (Iced / Decorated)
- ☐ Cake (Sheet / Layer / Sponge)
- ☐ Cannabis
- ☐ CBD
- ☐ Cereal Products

- ☐ Confectionery / Candy
- ☐ Cookie / Cracker / Biscuit / Biscotti
- ☐ Croissants / Pastries / Sweetrolls
- ☐ Cupcakes / Muffins
- ☐ Desserts / Specialty / Cheesecake
- ☐ Donuts
- ☐ Dry Pet Food
- ☐ English Muffins
- ☐ Frozen Dough
- ☐ Gluten-Free
- ☐ Hispanic Baked Goods
- ☐ Nutrition / Cereal Bars
- ☐ Organic
- ☐ Pan Bread
- ☐ Pies
- ☐ Pita / Flat Bread
- ☐ Pizza / Crusts
- ☐ Pretzels / Tortilla Chips / Salty Snacks
- ☐ Snack Cakes / Brownies
- ☐ Tortillas
- ☐ Variety Bread

RETAIL BAKER Select from the following subsets:

Number of Bakery Employees

- ☐ Under 20
- ☐ 20-99
- ☐ 100-499
- ☐ 500+

Bakery Classification

- ☐ Artisan Bread Shop
- ☐ Bakery Cafe
- ☐ Cupcake Shop
- ☐ Panderia
- ☐ Retail Bakery / Wholesale
- ☐ Retail Chain
- ☐ Retail Multi-Unit Bakery: Cookies / Cakes / Donut / Bagel Shop
- ☐ Retail Single Unit Bakery: Cookies / Cakes / Donut / Bagel Shop
- ☐ Specialty / Gourmet

Primary Job Function

- ☐ Baker / Master Baker
- ☐ Bakery Sales Manager / Marketing
- ☐ Clerk / Store Attendant
- ☐ General Management
- ☐ Owner / President / Chief Executive
- ☐ Pastry Chef / Cake Decorator
- ☐ Purchasing / Buyer
- ☐ R&D / Quality Assurance

Role in Purchase of Products & Services

- ☐ Approve
- ☐ Not Involved
- ☐ Recommend
- ☐ Research

Products Produced

- ☐ Artisan / Hearth Bread / Rolls
- ☐ Bagels
- ☐ Bakery Cafe Goods
- ☐ Buns / Soft Rolls
- ☐ Cake (Iced / Decorated)
- ☐ Cake (Sheet / Layer / Sponge)
- ☐ Coffee
- ☐ Confectionery / Candy
- ☐ Cookie / Biscuit / Biscotti / Scones
- ☐ Croissants / Pastries / Sweetrolls / Coffee Cake
- ☐ Cupcakes / Muffins
- ☐ Desserts / Specialty / Cheesecake / Brownies
- ☐ Dessert Bars
- ☐ Donuts
- ☐ Gluten-Free
- ☐ Hispanic Baked Goods
- ☐ Ice Cream / Gelato

- ☐ Organic
- ☐ Pan Bread
- ☐ Pies
- ☐ Pita / Flat Bread
- ☐ Pizza / Crusts
- ☐ Variety Bread