

IBIE[®] EDUCATION: SEPT. 13-17, 2025
EXPO HALL: SEPT. 14-17, 2025
INTERNATIONAL BAKING LAS VEGAS CONVENTION CENTER
INDUSTRY EXPOSITION WWW.BAKINGEXPO.COM

Booth Package Overview

Material Handling, Lead Retrieval & More

(Exhibitor Training Webinar)



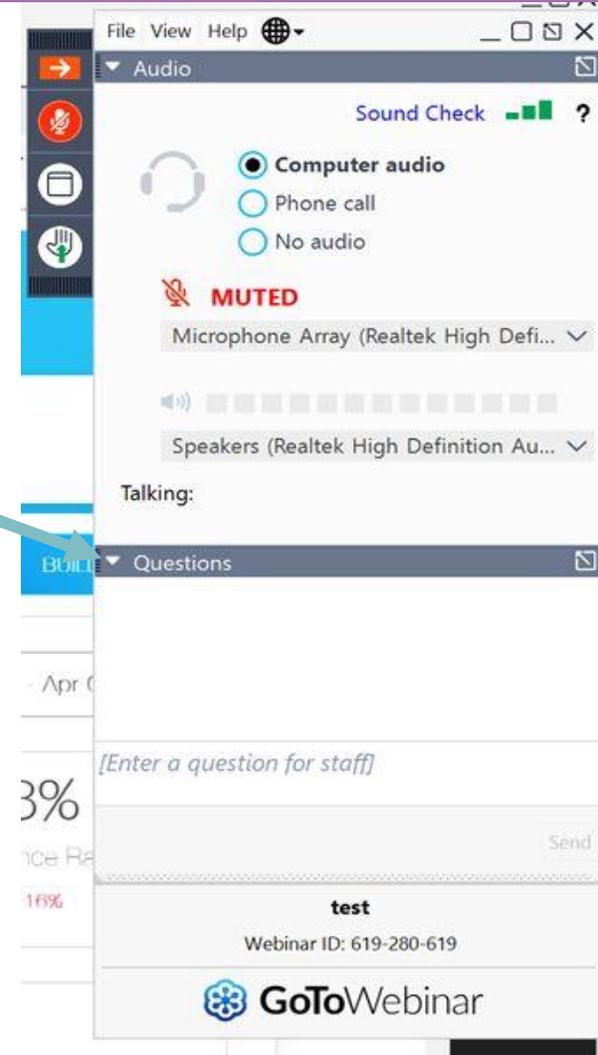
Ingrid Qualls
Sr. Trade Show
Manager

- **AGENDA**
- **Exhibitor Resource Center (ERC)**
- **20% Discount to Your Customers**
- **Booth Cleaning**
- **Critical Dates**
- **Material Handling (Freeman)**
 - **iba (Storage)**
 - **Pack Expo**
- **Complimentary Lead Retrieval (Maritz)**
- **Q&A**

HOUSEKEEPING



- Submit your questions or comments via the questions box on your webinar dashboard.
- This webinar is being recorded
- If you are having any technical difficulties, please use the question box to notify the IBIE Team and we will assist you.

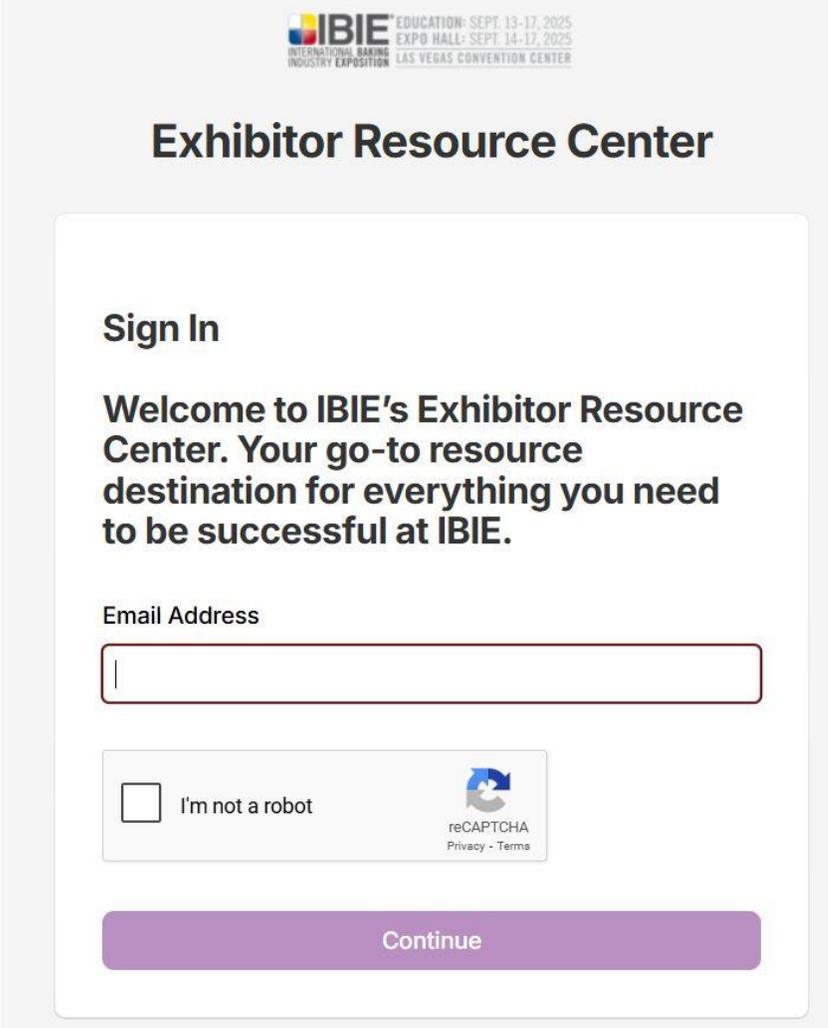


PRESENTERS & MODERATOR

- Dan Steenstrup (Freeman)
- Jessica Quinteiro (Maritz)
- Emma Barrington
 - (Q&A Moderator)

Exhibitor Resource Center (ERC)

- How to Log In
 - 1. Visit www.bakingexpo.com
 - 2. Select “FOR Exhibitors”
 - 3. **Scroll down and select “Exhibitor Resource Center (ERC)”**



The screenshot shows the IBIE Exhibitor Resource Center sign-in page. At the top, the IBIE logo is displayed with the text "INTERNATIONAL BAKING INDUSTRY EXPOSITION" and "LAS VEGAS CONVENTION CENTER". Below the logo, the text "EDUCATION: SEPT. 13-17, 2025" and "EXPO HALL: SEPT. 14-17, 2025" is visible. The main heading is "Exhibitor Resource Center". Below this, the "Sign In" section is titled "Sign In" and includes a welcome message: "Welcome to IBIE's Exhibitor Resource Center. Your go-to resource destination for everything you need to be successful at IBIE." There is an "Email Address" label above a text input field. Below the input field is a reCAPTCHA widget with the text "I'm not a robot" and a "reCAPTCHA Privacy - Terms" link. At the bottom of the form is a purple "Continue" button.

20% DISCOUNT FOR YOUR CUSTOMERS

- Incentivize customers and prospects to visit your booth by sharing a 20% discount on their registration. (March 6-Sept. 17)

- **STEPS:**

1. Log into your Exhibitor Resource Center
2. Scroll to: **Exhibitor Registration Dashboard**
Click on “Register Now”

Exhibitor Badge Registration Add/Edit Personnel →

Registration Type(s)	Allotment Total	Total Registered	Allotment Available
Exhibitor,Exhibitor Spouse	30	1	29

Main Company Contact Profile Edit →
Ingrid Qualls

Order FREE Lead Retrieval Go! >

Extend a 20% discount to your Customers

Order Email Marketing Powered by SWAP Reach Go! >
Launches in a new browser window

BOOTH CLEANING & VACUUMING



- Daily vacuuming of booth carpet and once nightly trash pickup in the evening for all exhibitors is included in the booth fee.
- This does not include carpet shampooing, porter service or general janitorial and cleaning.

CRITICAL DATES



- **May 21**
 - **WEBINAR – Give Your Booth a Boost**
- **June 16**
 - Booth construction diagram/layout due
 - Submit through the Exhibitor Resource Center (ERC)
- **July 15**
 - Freeman Warehouse Receiving BEGINS
- **August 8**
 - Sodexo Catering Orders
- **August 15**
 - Freeman Discount Deadline
- **September 3**
 - Freeman Warehouse Receiving ENDS
- **September 9 (CANNOT deliver BEFORE)**
 - Direct to Show Site Shipments Accepted



IBIE 2025

Freeman Services Overview



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IBIE Material Handling Package

What's included in the material handling package?

Freight shipped from your location to Freeman advanced warehouse or direct to showsite on your assigned, target move-in date.

- Includes unloading of all materials and delivery to your booth
- Includes storage of all empty containers and their return at conclusion of show
- Includes one time spotting of machinery supervised by exhibitor
- All machinery should be shipped directly to LVCC on your target date
- Advanced warehouse receiving date: July 15th – Sept. 3rd between 7am-2:30pm (after Sept. 3 exhibitors are subject to after deadline charge)
- Direct to showsite dates: refer to your target move in date and time published in service manual



Material Handling Process

Move-In Freight:

- Carrier checks in to marshalling yard on your assigned target date/time (if delivered off target, charges may apply).
- At the time of check in paperwork is generated and carriers are assigned window cards.
- Carriers are called up by the window card when dock space is available for unloading.
- Freeman teamsters unload your materials and deliver to designated locations per the labels and paperwork.
- When scheduling labor, please allow enough time for your freight to be delivered (approximately 3-4 hours after your target time).
- Freeman stores your tagged empty containers until after the show.
- Advanced warehouse shipments delivered to exhibitors' booths by assigned target date/time.



IBIE[®]
INTERNATIONAL BAKING
INDUSTRY EXPOSITION



Material Handling Process

Move-Out Freight:

- At the close of show Freeman delivers your empty containers once carpet has been pulled up and it is safe to start delivery.
- Exhibitors are required to fill out the Material Handling Agreement (MHA) form once they are all packed up and ready to be loaded out.
- Carriers are to check into the marshalling yard on the assigned target date/time for move out. This is a check in time not a freight loading time. (if off target, charges may apply).
- At time of check in – paperwork is generated and MHA is matched to the carrier. Carriers are dispatched once dock space is available for loading AND only if the MHA is turned in.
- Freeman teamsters then load the materials to designated carrier.

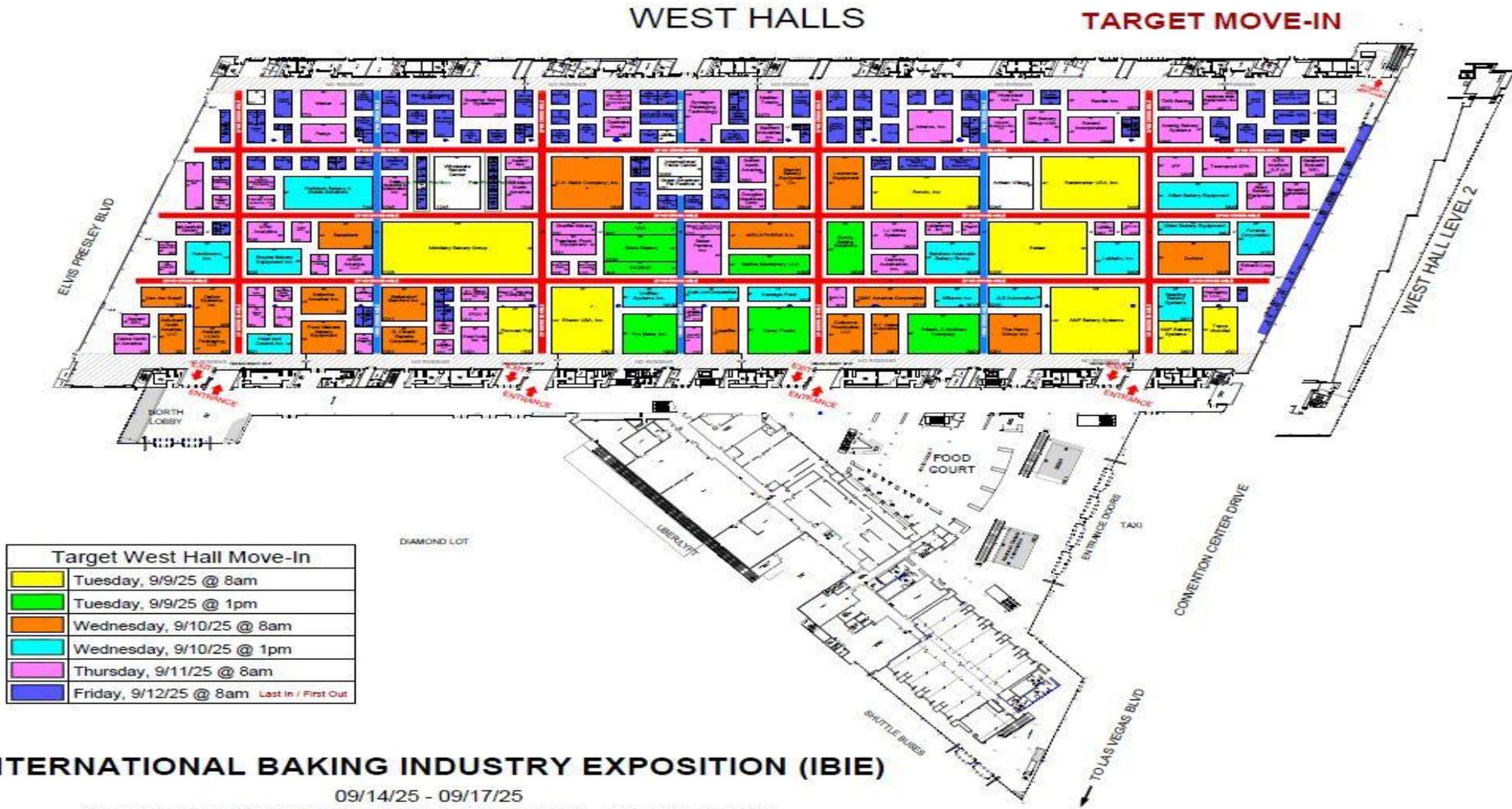


Targeted Move-In & Move-Out Process

- Every exhibitor is assigned a target date and time for both move-in AND move-out.
- This date and time is for driver check-in and not necessarily the time you will be unloaded.
- You can make a request to change that date and we will confirm if available.
- Targeting assists in planning and we will have your electrical and carpet installed in advance of target date, if ordered through Freeman.



Inbound Target Plan - West



INTERNATIONAL BAKING INDUSTRY EXPOSITION (IBIE)

09/14/25 - 09/17/25

LAS VEGAS CONVENTION CENTER - WEST HALL - LAS VEGAS, NV

Inbound Target Plan - North

INTERNATIONAL BAKING INDUSTRY EXPOSITION (IBIE)

09/14/25 - 09/17/25

LAS VEGAS CONVENTION CENTER - NORTH HALL - LAS VEGAS, NV

TARGET MOVE-IN



Target North Hall Move-In	
■	Tuesday, 9/9/25 @ 1pm
■	Wednesday, 9/10/25 @ 8am
■	Wednesday, 9/10/25 @ 10am
■	Thursday, 9/11/25 @ 8am
■	Thursday, 9/11/25 @ 10am
■	Friday, 9/12/25 @ 8am Last in / First Out

Outbound Target Plan - West



Target West Hall Move-Out	
	Thursday, 9/18/25 @ 10am
	Thursday, 9/18/25 @ 2pm
	Friday, 9/19/25 @ 10am
	Friday, 9/19/25 @ 2pm
	Saturday, 9/20/25 @ 10am
	Saturday, 9/20/25 @ 2pm

INTERNATIONAL BAKING INDUSTRY EXPOSITION (IBIE)
 09/14/25 - 09/17/25
 LAS VEGAS CONVENTION CENTER - WEST HALL - LAS VEGAS, NV

Outbound Target Plan - North

INTERNATIONAL BAKING INDUSTRY EXPOSITION (IBIE)

09/14/25 - 09/17/25

LAS VEGAS CONVENTION CENTER - NORTH HALL - LAS VEGAS, NV

TARGET MOVE-OUT



Target North Hall Move-Out	
	Thursday, 9/18/25 @ 10am
	Thursday, 9/18/25 @ 2pm
	Friday, 9/19/25 @ 10am
	Friday, 9/19/25 @ 2pm
	Saturday, 9/20/25 @ 10am

Target Change Request Form

- Form is located on Freeman Online and can be accessed 2 ways.
- **Complete and return by August 15th**
- Freeman will make every effort to accommodate all requests.

FreemanOnline®

What can we help you find?

CONTACT ACCOUNT MY CART

IBIE
INTERNATIONAL BAKING
INDUSTRY EXPOSITION

EDUCATION: SEPT. 13-17, 2025
EXPO HALL: SEPT. 14-17, 2025
LAS VEGAS CONVENTION CENTER

Home > Show Schedule > Target Change Request

Target Move-in Date Change Request

Please submit your request by **August 15, 2025**. Freeman will make every attempt to schedule you on the day that you have requested; however, due to the number of requests received, we reserve the right to refuse your request. You will be notified if the requested change is approved or denied.

FIRST NAME*
KC

LAST NAME*
Lopez

COMPANY*
FREEMAN EXPO

EMAIL ADDRESS*
kc.lopez@freemanco.com

SHOW NAME*
IBIE 2025

BOOTH NUMBER*

CONTACT PHONE*
773-379-5040

REQUESTED MOVE-IN DATE*
MM/DD/YY

REQUESTED MOVE-IN TIME*
Select One

ESTIMATED MATERIAL WEIGHT*
 LBS

ESTIMATED DISPLAY SETUP TIME*
 HOURS

SHIPPING TO*
 Advance Warehouse
 Show Site
 Other

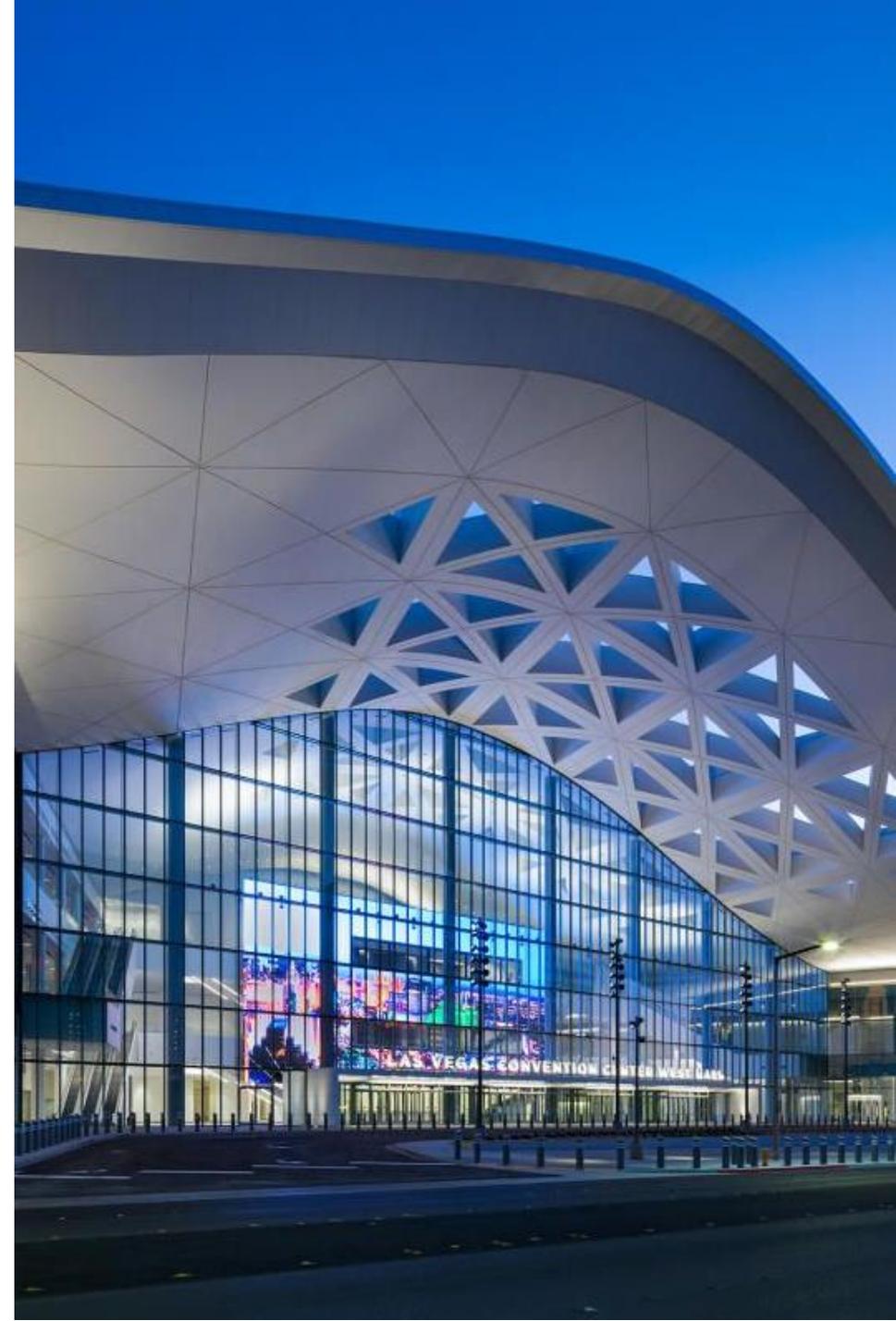
ADDITIONAL DETAILS

Submit

Freight Planning

Advance Planning is Critical:

- Freeman freight survey launching in April with follow-up calls
- Advance freight receiving included in package (Warehouse Receiving 7/15/25- 9/3/25) and in booth by target date/time.
- Encouraged to ship crated materials to warehouse in advance – however, we do not accept uncrated machinery at the warehouse
- Uncrated machinery and loose material must come direct to hall on target date
- Discount deadline for all other services: **Wednesday, August 15, 2025** (rental & carpet orders)



Survey Questionnaire

- Required for all exhibits with machinery
- Survey launch – in April
- Questions in advance of survey can be sent to:
Adrian.Garcia@freeman.com
- Freeman Freight team to review all survey responses and follow-up via call and email with questions
- Contact Adrian Garcia directly any with questions by email

Freeman⁷

2025 INTERNATIONAL BAKING INDUSTRY EXPO
SEPTEMBER 14-17, 2025
MACHINERY AND EQUIPMENT QUESTIONNAIRE

Company Name: _____ Booth # _____
Contact Name: _____ Phone # _____
Email Address: _____

Dear Exhibitor,

To ensure a smooth move-in for the 2025 International Baking Industry Exposition, we ask that you please answer the following questions and simply click the SUBMIT button below or send an email to (adrian.garcia@freeman.com).

1. **How many truckloads of exhibit material will be sent to your booth?**
Quantity of trucks: _____
A schedule is required for the sequence of the trucks to be unloaded as soon as possible. This information is necessary to insure a smooth move in because of limited space in aisles. Please note, if a schedule is submitted, off target charges will be waived.
2. **Will you require any machinery assembly?** None _____ Some _____ Extensive _____
If you answer some or extensive, see order form-Fork Lift, Rigging, Equipment & Labor.
3. **What is the weight and length of your largest piece?** _____
4. **Where are you shipping to?** Warehouse _____ Show Site _____
5. **Are you ordering carpet through Freeman?** Yes _____ No _____
* If ordering thru Freeman, order online at FreemanLasVegasES@freeman.com
Does carpet have to be laid before machinery delivery? Yes _____ No _____
6. **Have you placed your order for electrical?** Yes _____ No _____
* If no, order online at FreemanLasVegasES@freeman.com
* If yes, please submit floor plan to Freeman Electrical.
7. **Do you have any overhead suspension needs?** Yes _____ No _____
*Overhead Rigging (motors, truss, lighting, hanging signs) order online at FreemanLasVegasES@freeman.com
8. **Will you require Accessible Storage?** Yes _____ No _____
*If yes, Frozen _____ Refrigerated _____ Dry _____ Approx. Sq. ft. needed _____
9. **If you need shipping arrangements, please contact**
Freeman Exhibit Transportation at (800)995-3579, or online at exhibit.transportation@freeman.com

Thank you,
Adrian Garcia, Sr Supervisor - Freight Operations
Freeman Las Vegas

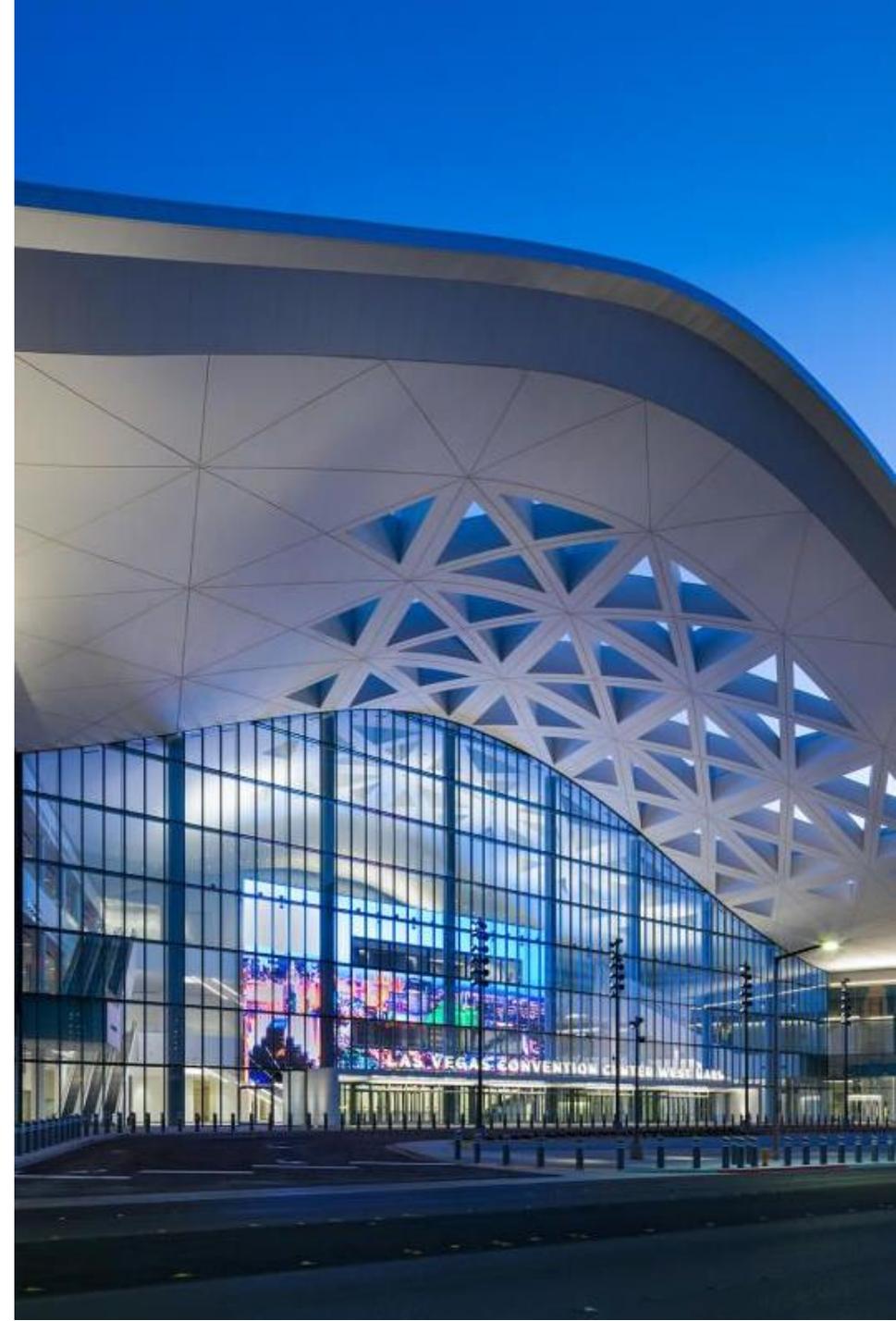
Rev 04/01/2025

SUBMIT

PACK Expo Exhibitors

Transfer Freight from IBIE to PACK Expo:

- Freeman will coordinate with PACK Expo on getting your freight transferred from IBIE Booth
- At the conclusion of IBIE you will need to crate or skid all materials for shipping or transfer to PACK Expo booth
- You will then label all boxes, crates and skids with your PACK Expo booth number and fill out a bill of lading with this information
- Turn that bill of lading into the IBIE Freeman Service desk and Freeman will have your materials loaded and transferred to PACK Expo Services
- There is a flat per pound fee for this service. More info to follow.
- PACK EXPO Services will unload and deliver to your PACK Expo Booth number.



Labor Jurisdictions in Las Vegas

Las Vegas Labor Jurisdictions and what you can do as exhibitors?

- We are obligated to abide by all labor jurisdictions Las Vegas
- What can exhibitors do in their booth? Highlights include:
 - Hand carry items in through main entrance doors, but not docks
 - Plug into any 120V/20A service & hang small clip-on lights in their booth
 - Use full-time company personal to install & dismantle their display
 - Install and remove any non-electrical signs attached to their display



Electrical Bundle New in 2025

To simplify and provide more cost predictability all materials, cords, quad boxes cables, are included in your utility outlet order

- Simplify the process and make costs more predictable
- All of these items have been bundled into one outlet price
- If you have machinery or specific locations that need drops, please include a layout with your order
- Specify any materials, cords, quad boxes, cables etc. needed on order form
- Recommend that you pre-wire all machinery which will expedite hook-ups



Advance Planning Tips & Cost Saving Ideas

Planning = Savings

- Know and adhere to your target date
- Ship crated and boxed material to advance warehouse & machinery to LVCC
- Provide electrical layouts with your orders so we can install in advance of your target date
- Order furniture and carpet services by advance price deadline of **August 15th and save up to 30 percent**
- All exhibitors with machinery must fill out survey so that we can plan with proper lift equipment to unload your heavy machinery
- Safety and security is always the priority



Rental Exhibit Solutions

- Freeman capabilities and commitment
- Custom rental and turnkey options
- New systems and graphic options



Rental Solutions – Get the ease of an all-inclusive solution with the option to upgrade or customize and enhance your attendee experience. (200 to 900 square feet)

Custom Designed Rentals – Activate a higher level of strategy, creative, and design resources to create an immersive brand experience. (400 square feet and up)



thank
you



Freeman¹

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Freeman Q&A

Exhibits@BakingExpo.com

+1.312.321.6837



COMPLIMENTARY BADGES

Booth size in sq. ft.	Number of complimentary badges*
100-299	3
300-449	6
450-599	9
600-749	12
750+3 additional badges per 150 sq. ft.	15+

**For all booth sizes that are not a multiple of 150, the number of comp badges is determined by rounding down to the closest multiple of 150.*

- Exhibitor Badge Allotments
- Exhibitors are provided three (3) complimentary exhibitor badges per 150 sq. ft. of exhibit space purchased, with a minimum of three (3) badges per company.
- **Badges will NOT be mailed**



2025 INTERNATIONAL
BAKING INDUSTRY
EXPOSITION

SWAP & the Exhibitor Portal



Powered by
 Maritz®

Agenda

- What is Lead Retrieval/SWAP
- How to order your Complimentary Product
- How to Activate SWAP
- Where to pick up rental devices
- Easily Edit Contact Information
- Where to Add Notes
- Survey or Custom Qualifiers
- How to Pick a Contest/Drawing Winner
- Where to View Leads and Download Your Leads
- What information do I receive when I scan a badge
- Email Marketing Powered by SWAP Reach

What is Lead Retrieval?

Lead retrieval streamlines the process of capturing attendee data at the show. Simply scan the QR code on their badge, and their complete contact information uploads directly into your company's Exhibitor Portal. From there, you can seamlessly download the data in Excel or CSV format for easy follow-ups and analysis.



Ordering your Complimentary Lead Retrieval system

To claim complimentary Lead Retrieval service, use voucher code: **BAKER25COMP**

ExhibitorPortal

\$ Shop

Resources

Events

Account

Logout

2025 International Baking Industry Exposition

Products → Cart → Booth & Billing Address → Checkout

Lead Retrieval Products

Next →

Select your lead retrieval system by entering the quantities below and adding them to your cart.

SWAP Mobile App Badge Scanner (3 Users)



Use your own device as the ultimate lead capture and management solution. Includes 3 users.
[more details]

\$549.00

1 Add To Cart

Handheld Badge Scanner



Use a ready-to-go handheld scanning device for lead capture and management in your booth.
[more details]

\$549.00

1 Add To Cart

Tablet Badge Scanner



When you need a larger screen for your lead capture and management, we have you covered.
[more details]

\$549.00

1 Add To Cart

Ordering your Complimentary Lead Retrieval system

Products → Cart → Booth & Billing Address → Checkout

Shopping Cart

Next →

Please review your order below. If your order is correct then click the "Next" button to continue.

	Quantity	Amount	Total
  SWAP Mobile App Badge Scanner (3 Users)	<input type="text" value="1"/>	\$549.00	\$549.00
Voucher: <input type="text" value="BAKER25COMP"/>	<input type="button" value="Apply"/>	Voucher:	\$0.00
<input type="button" value="Add SWAP Activations to this Order"/>		Total:	\$549.00

← Continue Shopping

BAKER25COMP

Next →

Ordering your Complimentary Lead Retrieval system

Products → Cart → Booth & Billing Address → Checkout

Shopping Cart

Next →

Please review your order below. If your order is correct then click the "Next" button to continue.

		Quantity	Amount	Total	
×		SWAP Mobile App Badge Scanner (3 Users)	1	\$549.00	\$549.00
×	Voucher	Comp Lead Retrieval for IBIE 2025		Voucher:	-\$549.00
				Total:	FREE

Add SWAP Activations to this Order

← Continue Shopping

Next →

- High speed, ergonomic scanner
- Good for booths that require shared devices.
- Create Custom Surveys or Qualifiers (Easy way for your team to quickly qualify an attendee)
 - Take Notes by typing them in.
- Rate the lead with the 1-5 Star rating.

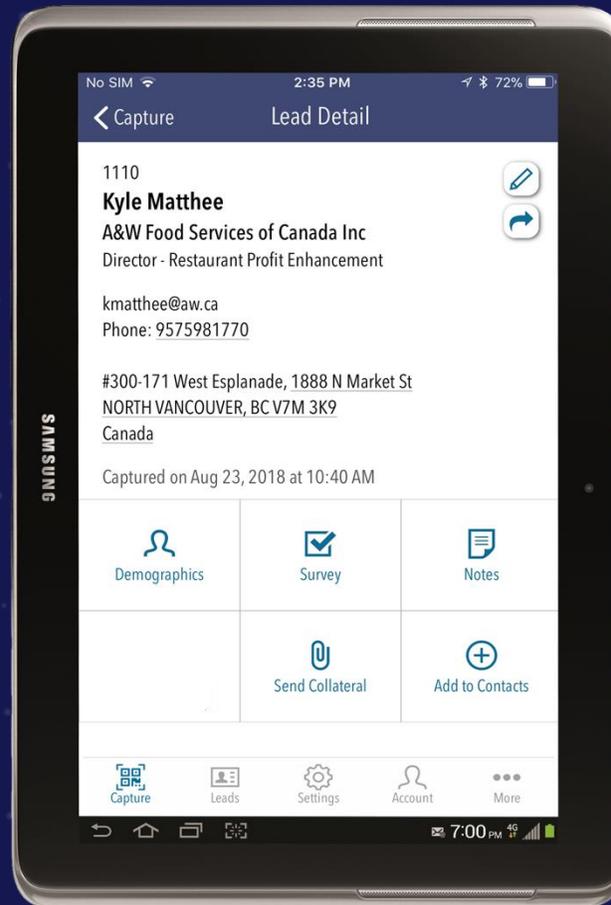
Note: Talk to text notes & collateral emailing available only for the SWAP app

(Not available on the Handheld & Tablet Rentals)



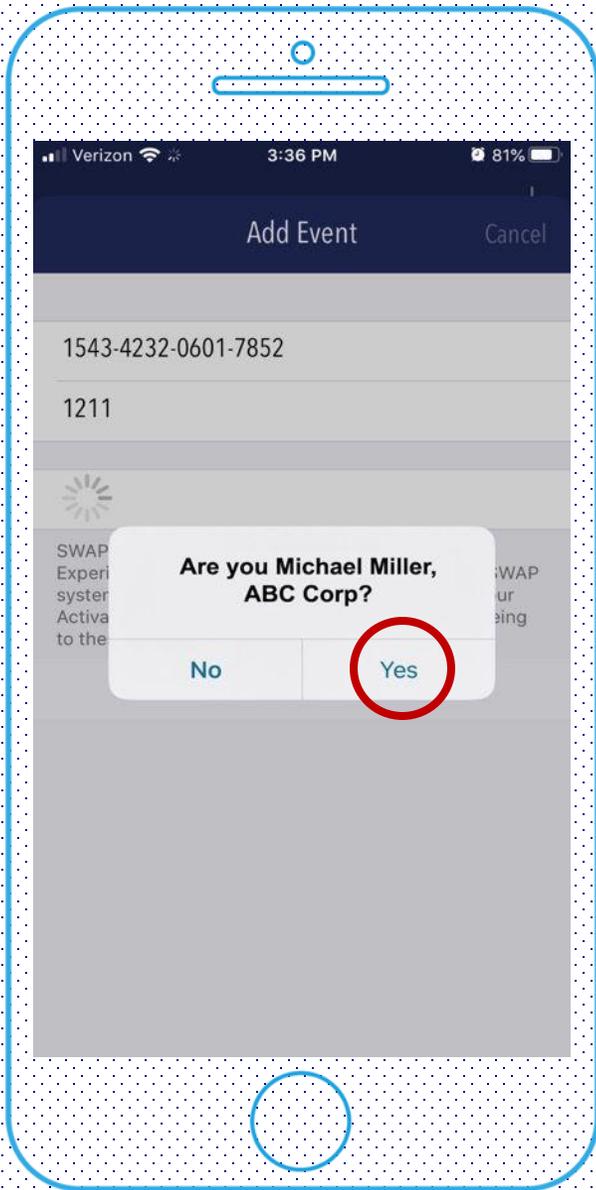
Handheld Badge Scanner

Tablet Badge Scanner



- Good for booths that require shared devices.
 - Larger screen for easy typing
- Create Custom Surveys or Qualifiers (Easy way for your team to quickly qualify an attendee)
 - Take Notes by typing them in.
- Rate the lead with the 1-5 Star rating.

*Note: Talk to text notes & collateral emailing available only on the SWAP app.
(Not available on the Handheld & Tablet Rentals)*



How to Activate SWAP

- **DO THIS BEFORE YOU GO ONSITE!!**
- Go to the App Store (iOS) or Google Play (Android) on your device and search for **SWAP by Maritz**.
- You have 3 activations, and all 3 users will use the same 16-digit activation code
- Type in your unique 16-digit activation code that was emailed to you in your activation document
- Type in the user's unique registration badge ID number (different for each user and located in your badge registration document).
- Tap activate.

Lead Retrieval Desk

If you choose to rent one of the physical devices or if you need help with your SWAP app, we will have onsite lead retrieval representatives that can assist you!

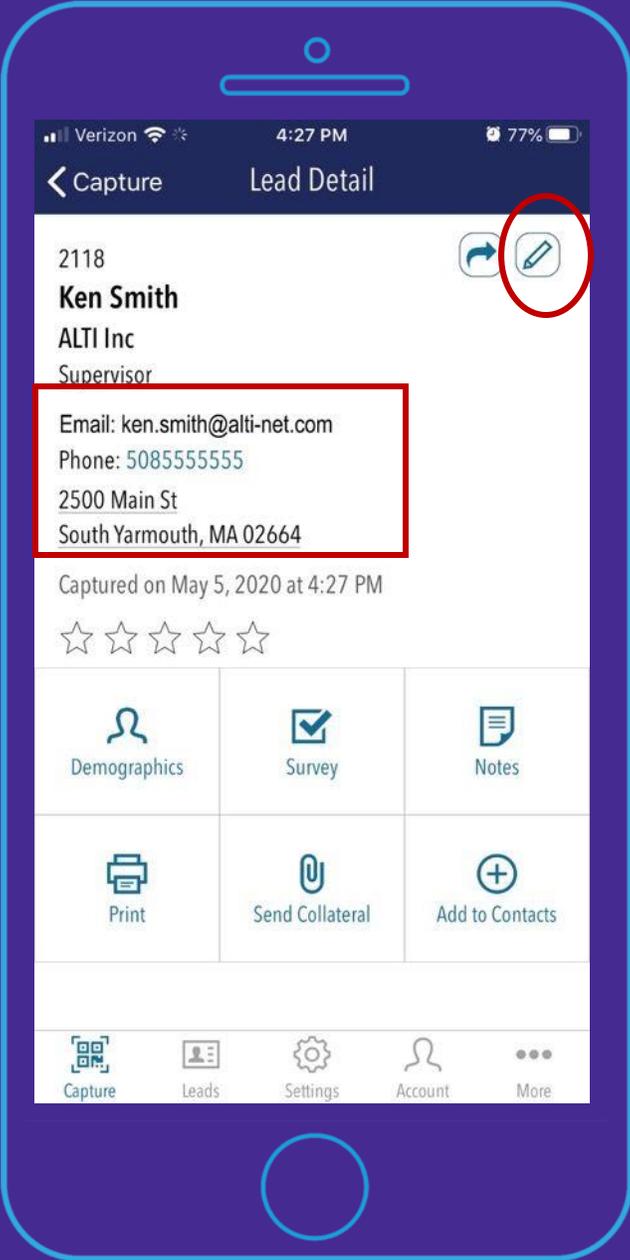
Our desks will be located in the Exhibitor Service Center of the hall that you are exhibiting in.

Where you pick up your device is where you will return the rented equipment. Devices will be due back to the desk no later than 1 hour after the show closes on 9/17/25.



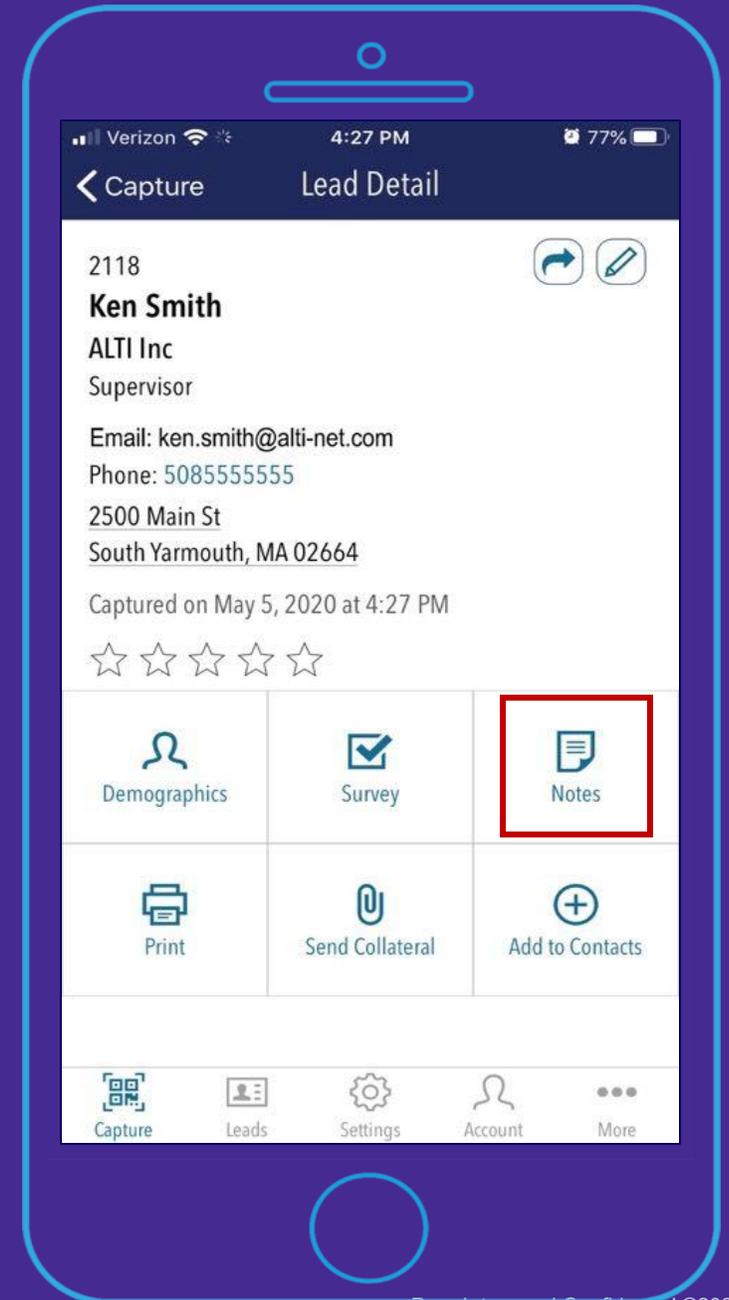
Easily Edit Contact Information

- After you scan a lead, you can tap on the pencil icon to change details
- Edit or add information to the attendee's record if they indicate something is amiss

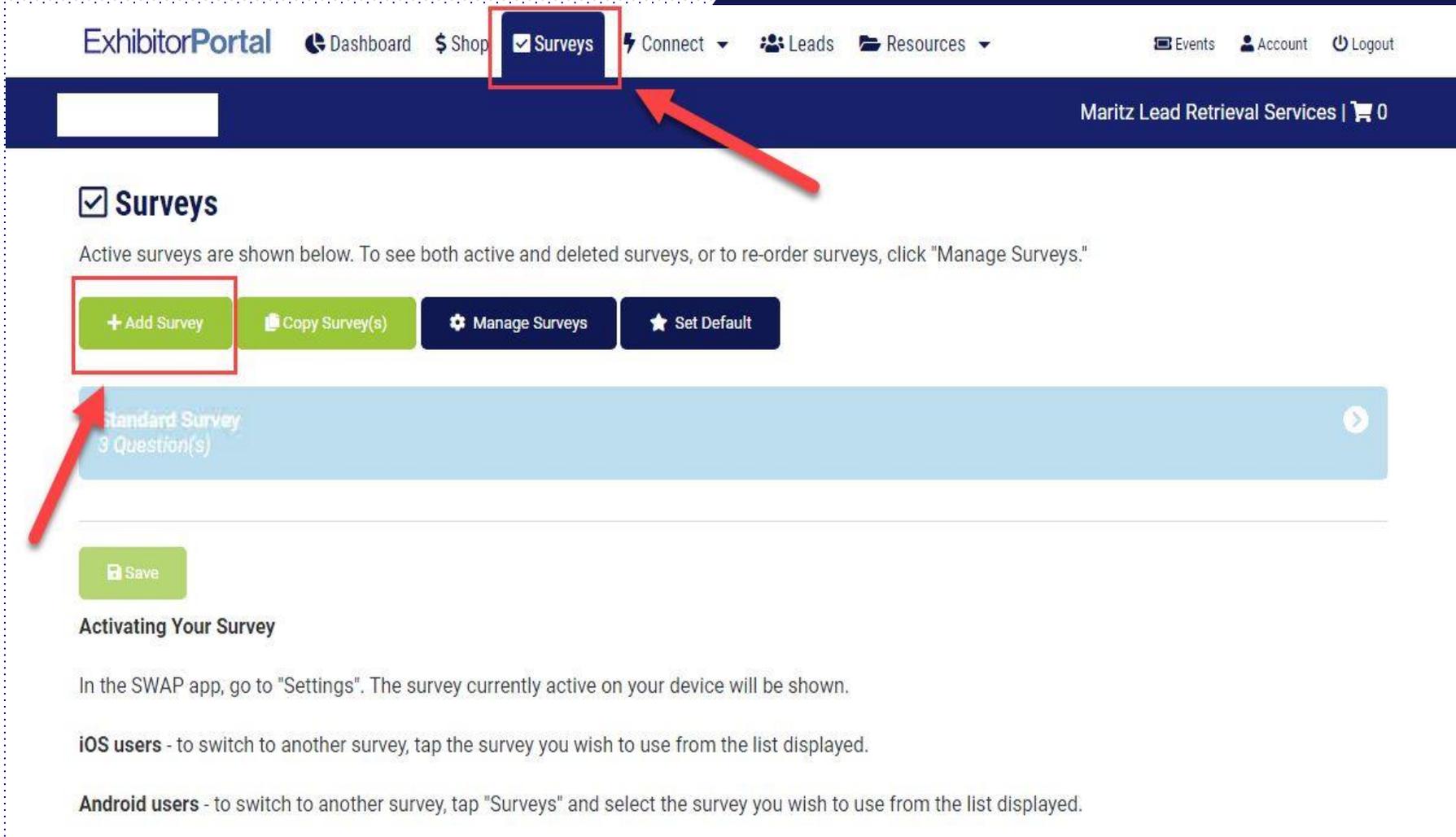


Where to add notes

- After scanning the lead, simply tap on the Notes icon.
- Notes will be typed in manually when using the Handheld or Tablet Scanner
- SWAP app users can type, or you can use talk to text if your device has this feature.



Custom Survey or Qualifiers



ExhibitorPortal Dashboard \$ Shop **Surveys** Connect Leads Resources Events Account Logout

Maritz Lead Retrieval Services | 0

Surveys

Active surveys are shown below. To see both active and deleted surveys, or to re-order surveys, click "Manage Surveys."

+ Add Survey Copy Survey(s) Manage Surveys Set Default

Standard Survey
3 Question(s)

Save

Activating Your Survey

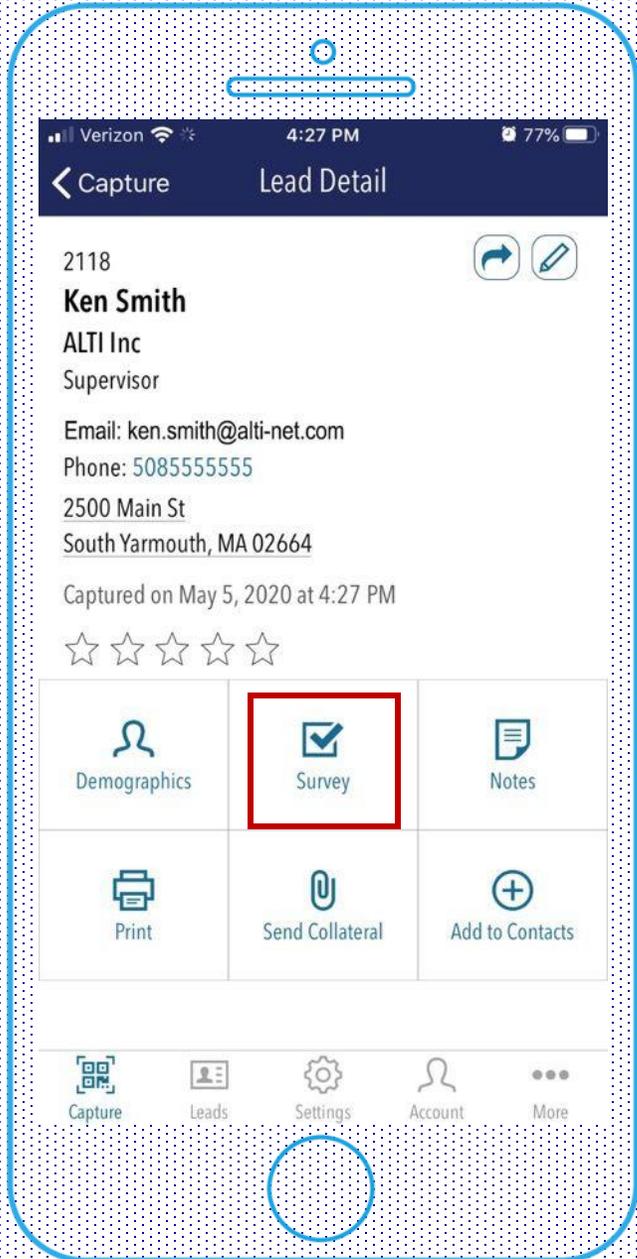
In the SWAP app, go to "Settings". The survey currently active on your device will be shown.

iOS users - to switch to another survey, tap the survey you wish to use from the list displayed.

Android users - to switch to another survey, tap "Surveys" and select the survey you wish to use from the list displayed.

- Log into your exhibitor portal and click on the "Surveys" tab.
- Create your own qualifying questions or start with our "Standard Survey" and add to that.
- Question types: choose one, choose many or free form.
- Questions can be kept in a standard priority so they may be skipped, or they can be made required, and the user must answer the question before proceeding.
- Please note the text limitation for each question and answer is 150 characters, which includes spaces and punctuation.
- If you do not want to worry about setting these up, no worries! We can set and program them for you for a small fee.

Custom Survey or Qualifiers



- Once you scan a lead, tap on the “Survey” tab.
- If you have set your questions to “required”, pop up notifications will appear should you try to exit the screen without answering the survey.
- If they are not required, you can fill them out at your leisure
- Don’t have time to fill out the survey? You can go back to a scanned lead and add or edit responses at any time.

How to Pick a Random Winner

The screenshot shows the Exhibitor Portal dashboard. At the top, there is a navigation bar with 'ExhibitorPortal', 'Dashboard', 'Shop', 'Surveys', 'Connect', 'Leads', 'Resources', 'Events', 'Account', and 'Logout'. Below this, a search bar and 'Maritz Lead Retrieval Services | 0' are visible. The main dashboard area features several widgets: 'Leads Captured' (8) and 'Users Activated' (2) at the top; 'Leads By Sales Person' (a pie chart showing 2 for RT2000 83304 and 6 for KEVIN MCMAHON); 'Leads By Day' (a bar chart showing 6 leads on 3/18 and 2 on 3/23); 'Leads By Demographic Question' (a pie chart showing 56-60 and 61-65); 'Leads By Survey Question' (a pie chart showing Maritz Onsite Lead Sales Survey and Product interest?); and 'Onsite Actions' (a button for 'Pick a Booth Prize Winner!' and a 'Download Leads' button). A red arrow points to the 'Pick a Booth Prize Winner!' button, which is also highlighted with a red box. Below the 'Onsite Actions' is an 'About This Event' section with details on location and order dates.

- Log into the exhibitor portal.
- Click on the “Pick a Booth Prize Winner!” Tab.
- It will randomly choose a winner from your leads.

Viewing and Downloading your Leads

- Log into the exhibitor portal
- Click on the “Leads” tab.
- Simply view leads here or tap the download button to download the leads.
- Use the filters on left to sort the leads based on salesperson, demographics and more.
- Leads are stored in the exhibitor portal for 2 show cycles, and you may download them as many times as needed.

ExhibitorPortal Dashboard Shop Surveys Connect Leads Resources Events Account Logout

Maritz Lead Retrieval Services | 0

Leads

Filter

- ▶ Contact Info
- ▶ Demographics
- ▶ Maritz Onsite Lead Sales Survey
- ▶ Collateral

Search Enter keyword...

8 results.

Date Last First Company Notes Rating Collateral Card List

Kevin McMahon

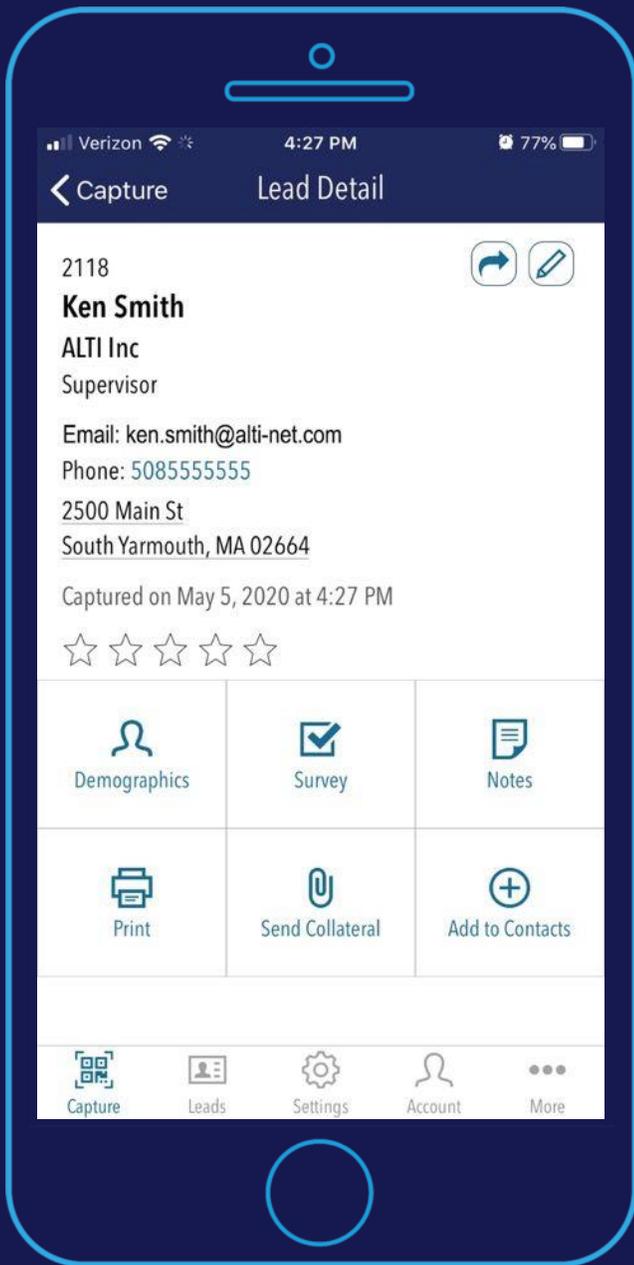
Company	Maritz	Email		Salesperson	KEVIN MCMAHON
City	Frederick	State	MD	Lead Date	3/23/25 2:13 PM

Test Record Job Title (2)

Company	Company	Email	testrecord2@email.test	Salesperson	KEVIN MCMAHON
City	Avalon	State	NJ	Lead Date	3/23/25 2:12 PM

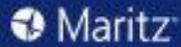
Rating ★ ☆ ☆ ☆ ☆

Notes



What information do I receive when scanning a badge?

- Capture date & time
- Salesperson or device that scanned the lead
- Name/Title/Company
- Mailing address
- Email
- Phone
- Any demographics capture in registration process
- Notes
- Survey results (if applicable)



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

- NEW! White Glove email marketing services
- Full Design/Creation or recommendations on current marketing materials
- Ability to send a marketing email to a select group of attendees or all attendees
- Post send data metrics
- Questions specific to Reach?
Contact: Macy.Loughery@Maritz.com



Question Time!

Thank you!



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THANK YOU!