



CLICK HERE TO ORDER ONLINE: exhibitor.swap.mge360.com

SWAP Lead Retrieval

See page 3 for full product descriptions

To Submit your Order or for Assistance, Contact: exhibitorservices@maritz.com

Lead Retrieval Solutions	Pricing Through 4/28/26	Pricing After 4/28/26	Unit Count	Total
SWAP App Package THREE activations on YOUR devices* + custom sales qualifiers	\$ 579	\$ 599		
SWAP Handheld Scanner Rental ONE activation pre-loaded on OUR handheld rental device	\$ 579	\$ 599		
SWAP Tablet Rental ONE activation pre-loaded on OUR handheld rental device	\$ 499	\$ 549		
Event API YOUR developers integrate with OUR API with YOUR lead system Click here for more information	\$ 949	\$ 1,149		
Add-On Enhancements			Unit Count	Total
Additional SWAP Activation(s)** Additional activation(s) on YOUR device* (applicable when paired with one of the above Lead Retrieval Solutions)	\$ 149 per additional user activation			
Bluetooth Printer Pairs with ONE device only	\$ 129	\$ 149		
Custom Sales Qualifiers / Custom Survey Service For targeted prospect questions and responses, send us your custom content, and we'll preload it for you.	\$ 109	\$ 139		
Delivery Service Booth delivery and training	\$ 199	\$ 229		
				Total

Your order confirmation and payment link will be emailed to you.

Note: All equipment must be picked up at the exhibitor services desk unless delivery arrangements are made and paid for in advance of the show. Leads captured through badge images and handwritten badge ID's are available for upload within 14 days post-event, and are subject to a data services fee.

TERMS AND CONDITIONS: Click [here](#) for additional Terms and Conditions.

App activation applies to singular event. Purchase Orders are not accepted. All orders cancelled prior to 30 days of the show will incur a \$100 cancellation fee. Orders cancelled within 30 days of the show will not be refunded.

Please call for exact quote.

Sub-Total	=	
Processing Fee***	+	\$ 9.99
Total	=	
		without Sales Tax****

* System Requirements: Android 7.1 or higher and iOS 12.0 or higher. Search for "SWAP by Maritz" in Google Play Store or App Store.

** Additional SWAP activation(s) pricing applies to singular booths only. If you are part of a pavilion, please contact Exhibitor Services.

*** Processing fee waived when order is placed using company's online lead portal.

**** Taxable items and rates vary among states and are subject to change. If you are tax exempt, please reach out to Exhibitor Services at exhibitorservices@maritz.com.

IDDBA 2026

Orlando, FL | June 7 - June 9



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Exhibiting Company: _____

Check if information is for: Exhibiting Company Third Party

Third-Party Company (if applicable): _____

Address: _____

State/Country: _____ Zip Code: _____

Contact Name: _____ Booth #: _____

City: _____ Email: _____

Phone: _____ Company Website: _____

Your order confirmation and payment link will be emailed to you.

Do not email credit card information.

Upon registration for this event, all guests (foreign and domestic) agree to Terms of Use which include voluntarily sharing their personal information with exhibiting companies via lead retrieval. Maritz recommends all customers seek their own expert advice for privacy compliance concerns.

For Assistance, Contact:
ExhibitorServices@Maritz.com
877-623-3487

It is against Maritz security policy to accept credit card information via email.





The Right Tools Can Be a Game Changer

All our badge scanners run on the easy-to-use SWAP platform. Choose the option that's right for your booth or mix and match to create a custom solution.



Lead Retrieval Top Features & Benefits	Mobile App 	Handheld Rental 	Tablet Rental
Native app for Android or iOS	✓		
Economical way to get scanning solution into the hands of each salesperson	✓		
App is pre-loaded for seamless experience		✓	✓
Tracks leads by individual device	✓	✓	✓
Supports sending marketing collateral through email	✓		
Create customized qualifiers and surveys	✓	✓	✓
Business card scanning	✓		✓
Pairs with rented Bluetooth printer	✓	✓	✓
Good for booths that require a shared scanning device		✓	✓
Larger screen is perfect for long surveys or detailed notes			✓
Ability to add notes and rank leads	✓	✓	✓

Our Lead Retrieval Solutions Offer:

- **Versatility:** Unified tools to help make quality connections
- **Efficiency:** Automating data collection, reducing errors
- **Accuracy:** Ensures precise data
- **Accessibility:** Provides organized, easy-to-access lead data
- **Dedicated Support:** Exhibitor support before, during and after event

Ready to hear more?




Scan QR Code to [learn more.](https://exhibitor.swap.mge360.com)

ORDER ONLINE NOW
<https://exhibitor.swap.mge360.com>

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

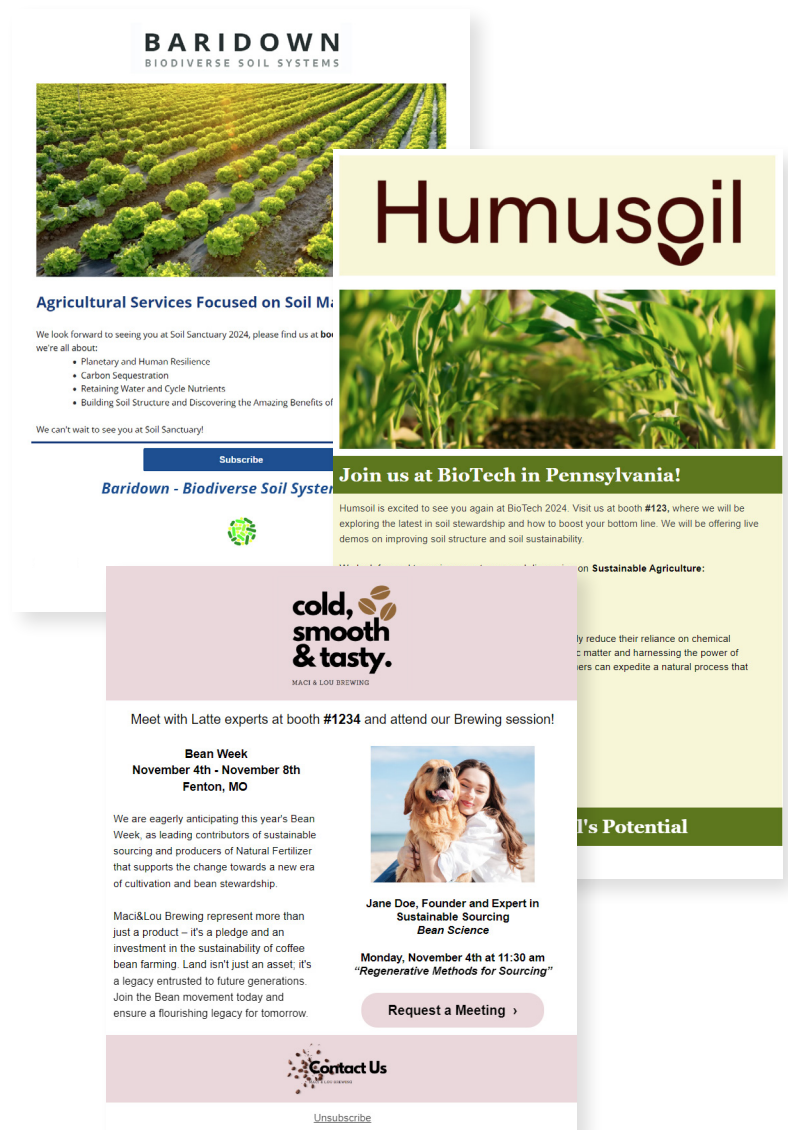
- Link function testing
- Spam filter check

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: _____

Show Dates: _____

Show Location: _____ Booth Number: _____

EMAIL MARKETING OPTIONS

2025 Retailer
Attendee Eblast:

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

2026 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

IDDBA  **2026**
Orlando, FL | June 7 - June 9



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