



Lead Retrieval Services – Frequently Asked Questions

What is Lead Retrieval?

Lead retrieval is a powerful tool that enables exhibitors to instantly capture, organize, and qualify leads from attendee badge scans during Commodity Classic.

Using Maritz's SWAP platform, exhibitors can efficiently gather and manage **comprehensive attendee contact and demographic information, including name, company, title, email, phone number, mailing address, and key profile data** for post-show follow-up.

Please Note: The data you collect with lead retrieval from those who agree to have their badge scanned when they visit your booth is the complete data that is submitted at the time of registration.

What Are the Key Benefits?

- **Instant Data Capture:** Quickly scan attendee badges to collect verified contact details including **email, phone, and address, plus demographic information.**
- **Real-Time Lead Management:** View, rank, and edit leads immediately within the secure SWAP portal.
- **Enhanced Qualification Tools:** Add notes, custom surveys, and ranking features to qualify prospects on the spot.
- **Centralized Access:** Download all captured data anytime from your secure online portal for easy post-show follow-up.

Why Choose Maritz Lead Retrieval?



**Trusted official provider
for the 2026 Commodity Classic.**

- Flexible solutions for any booth size or engagement style.
- Secure, compliant data management backed by Maritz's privacy standards.
- Easy online ordering and dedicated exhibitor support at **ExhibitorServices@maritz.com** or **877-623-3487**.
- Order online at <https://exhibitor.swap.mge360.com/>.

What Options Are Available?

1. SWAP Mobile App Badge Scanner

- Native app for Android and iOS devices.
- Economical solution for sales teams to capture leads individually.
- Allows emailing marketing collateral directly from the app.
- Supports business card scanning and real-time data updates.
- Ideal for exhibitors who prefer mobile flexibility.

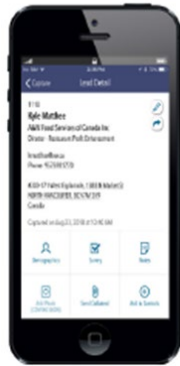
2. Handheld Badge Scanner

- Fast and reliable—perfect for high-traffic booths, theaters, or demos.
- Ergonomic for left or right-handed users.
- Allows device sharing among booth staff.
- Pairs 1:1 with Bluetooth printers for on-the-spot printouts.

3. Tablet Badge Scanner

- Integrated scanning with a larger display.
- Great for collecting detailed survey responses or taking notes.
- Supports business card scanning and printer pairing.
- Perfect for shared use in larger booths.

Lead Retrieval Order Form



SWAP Mobile App
Badge Scanner



Handheld Badge Scanner



Tablet Badge Scanner

Early bird discount is available through January 14th.