



## Email Marketing – Frequently Asked Questions

### What is SWAP Reach Email Marketing?

SWAP Reach is a professional email marketing service designed to help exhibitors connect with attendees before, during and after Commodity Classic. It enables exhibitors to build brand awareness, highlight key offerings, and drive booth traffic through strategic and visually engaging email campaigns.

### What does the service include?

Each campaign is a full-service package that covers every stage of the email process:

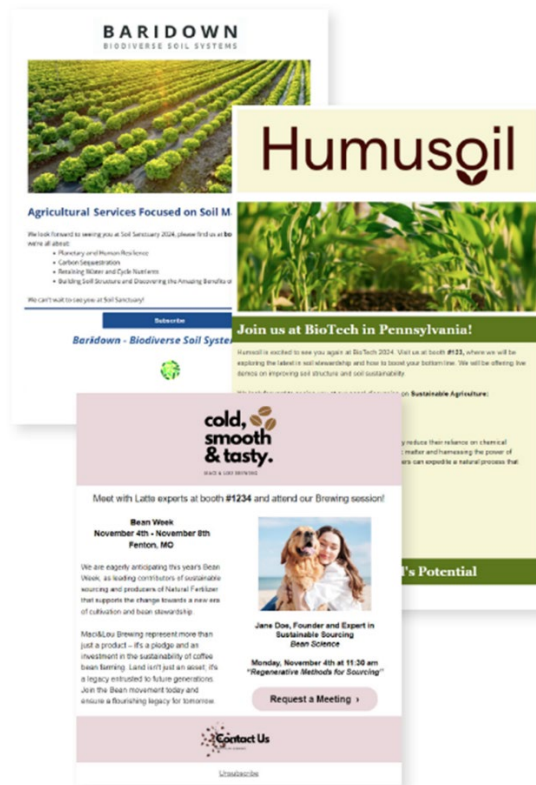
- **Email Design**
  - Professionally designed, mobile-friendly templates.
  - Custom branding with your company's logos, colors, and fonts.
  - Eye-catching visuals and call-to-action (CTA) buttons.
  - Final review and approval before distribution.
- **Content Development**
  - Compelling subject lines and concise, persuasive copy.
  - Inclusion of product/service highlights and event links.
  - Proofreading and editing for accuracy and impact.
- **Targeted Audience Selection**
  - Choose from segmented attendee lists by commodity type or state and send to all those who opted in to receive exhibitor communications at registration.
  - Personalization tags to make messages more relevant.
  - Control over send date and time for optimal engagement.
- **Testing & Optimization**
  - Link functionality checks.
  - Spam filter review to ensure delivery success.
- **Distribution & Management**
  - Emails are sent through the Maritz Exhibitor Portal on your behalf.
  - Includes delivery confirmation, bounce handling, and unsubscribe management.
- **Post-Send Analytics**
  - Detailed reporting on send volume, open rates, and engagement timing.

## What are the pricing options?

- **Full Attendee Eblast:** \$1,100
- **Targeted Attendee Eblast:** \$250 per 1,000 recipients
- *(Custom demographic or opt-in lists available upon request at additional cost.)*

## Why use this service?

- Reach qualified, event-registered attendees directly.
- Build awareness ahead of the show to increase booth traffic.
- Receive measurable analytics to evaluate campaign success.



## How do I place an order or Reach Email Marketing?

- To submit an Email Marketing order for your upcoming event, please see the Attendee Communication/Traffic Builder Opportunity form in the [Commodity Classic exhibitor kit](#) or contact Maritz Exhibitor Digital Services at 877-623-3487 or [DigitalServices@maritz.com](mailto:DigitalServices@maritz.com).

