

Email Marketing Powered by SWAP Reach



Introducing Email Marketing Powered by SWAP Reach. This powerful tool allows exhibitors to engage with their audience 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

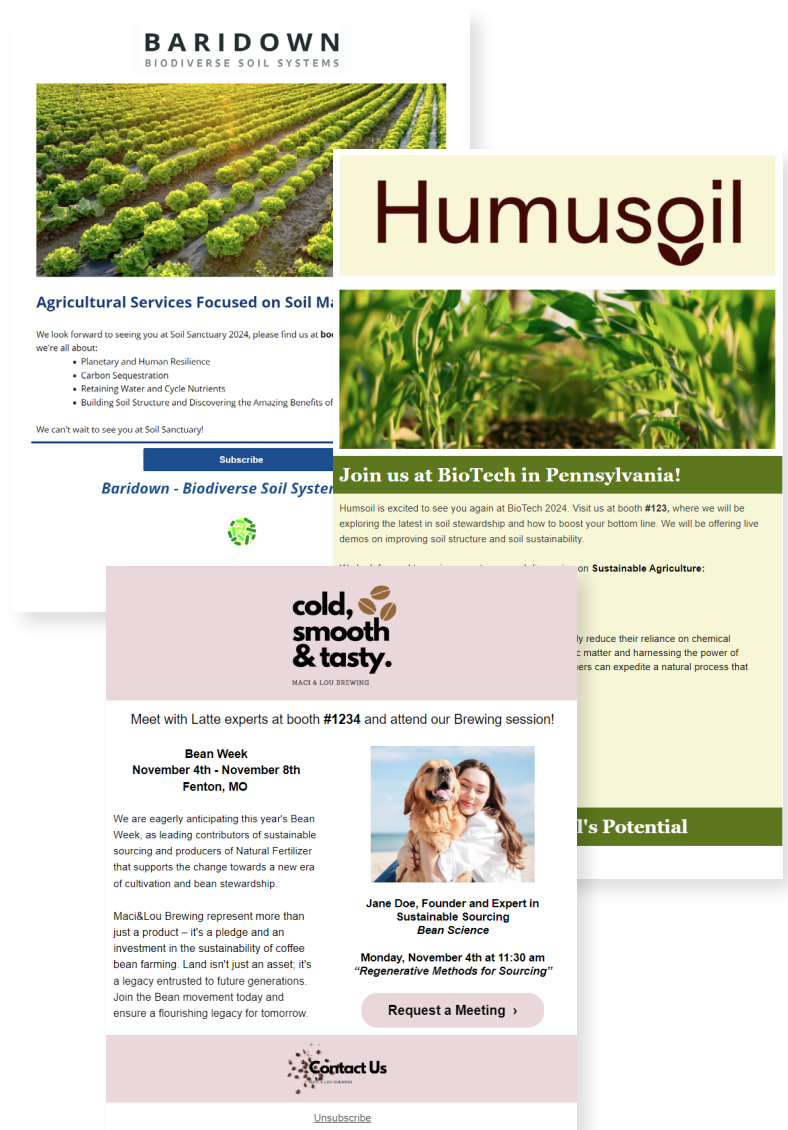
- Link function testing
- Spam filter check

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





The Car Wash Show
May 11-13, 2026 | Nashville, TN



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: _____

Booth Number: _____

**EMAIL MARKETING
OPTIONS**

Targeted Attendee
Eblast:

**\$350 per
1,000 recipients**

Custom Eblasts
will incur a

**\$250
development fee**

Please note the following important details:

- Email Marketing is sent on client's behalf
- 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

Select from the following subsets:

Registration Category:

A	Attendee
B	Distributor
C	Exhibitor

Please indicate your primary business.

2A	Retail Car Wash
2D	Convenience/Gas
2B	Fast Lube/Auto Service
2C	Detail/Mobile/Hand Wash
2E	Auto Dealer/Brand/Rental
2I	Investment Firm
2H	Real Estate
2F	Evaluating Entry
2G	Other

What types of car wash models do you operate?

4A	Full-Service
4B	Exterior/Flex/Express
4C	In-Bay Automatic
4D	Self-Service
4E	Other

Do you offer other services?

6A	Carwash
6B	Tire Rotation Replacement and Repair
6C	Light Automotive Repair
6D	Full Service Automotive Repair
6E	Vehicle Emissions
6F	Window & Glass Repair/Replacement
6G	Other
6H	Not Applicable

Regarding the purchase of products and services which of the following best describes you?

3A	Decision Maker
3B	Influencer
3C	Non-Decision Maker

How many car wash locations do you own/operate?

5A	1-5
5B	6-20
5C	21-50
5D	51-100
5E	100+
5F	None

What is your job junction?

12A	Administration
12B	Store Operations: Leads operations at specific sites or regions (e.g., Site Manager, Regional Manager).
12F	Company Operation: Oversees operations across the entire organization (e.g., Director or VP of Operations).
12C	Finance
12D	Human Resources/Training
12H	Maintenance
12E	Marketing
12G	Sales
12I	Other

*Filters by country and state/province are also available.