

NAB Show New York

October 22-23, 2025 | New York, NY

NAB SHOW NEW YORK

October 22-23, 2025

Choose the solution that will *instantly* capture contact & demographic data

See page 2 for our enhanced product descriptions.



Your Lead Retrieval Order Confirmation 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.

TERMS AND CONDITIONS:
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.

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.

Click [here](#) for additional Terms and Conditions

* Additional SWAP User Licenses 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. Please call for exact quote.

Order Lead Retrieval					
Lead Retrieval Options	on or before 8/13/25	From 8/14/25 to 9/24/25	after 9/24/25	number of units	TOTAL
SWAP® Mobile App Badge Scanner Includes 3 user activations	\$ 510	\$ 510	\$ 525		\$
SWAP® Mobile App Additional Users* Add mobile app users to any lead retrieval mobile app package or scanner rental after initial purchase	\$ 129				\$
Handheld Badge Scanner	\$ 494	\$ 571	\$ 595		\$
Tablet Badge Scanner	\$ 422	\$ 448	\$ 500		\$
Bluetooth Printer Pairs with one device only	\$ 125				\$
Developer’s Kit (Real Time Data Services) Click here for more information	\$ 650				\$
Add-On Options				number of units	TOTAL
Survey Support Need help setting up your qualifying questions? Pricing includes setup of 5 questions with 2 edits	\$ 99				\$
Delivery of Scanner to Booth Post show pickup not available	\$ 100				\$
Sub-Total					\$
Processing Fee**					\$ 9.99
Total with 8.875% Sales Tax***					\$
TOTAL					\$

Order Online Now: <https://exhibitor.swap.mge360.com/>

Exhibiting Company:

Check if information is for: ☐ Exhibiting Company ☐ Third Party

3rd Party Company (if applicable):

Address:

State/Country:

Zip:

Booth #:

Contact Name:

City:

Email:

Phone:

Fax:

Do not email credit card information

Upon registration for this event, all guests (foreign and domestic) agreed 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.

Order Online Now: <https://exhibitor.swap.mge360.com/>

For Assistance Contact:

ExhibitorServices@maritz.com
877-623-3487

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



NAB258

LEAD MANAGEMENT ORDER FORM

Which Solution is Right for Your Booth?



SWAP Mobile App Badge Scanner

- Native app for Android or iOS
- Economical way to get scanning solution into the hands of each salesperson
- Tracks leads by individual
- Supports sending marketing collateral through email
- Printers pair 1:1 with each SWAP mobile device
- Business card scanning



Handheld Badge Scanner

- High Speed: excellent for booth events, product theaters, and in-booth sessions
- Ergonomic—left and right hand enabled
- Good for busy booths that require shared devices
- Printers pair 1:1 with each device



Tablet Badge Scanner

- Full connectivity with integrated scanning
- Good for booths that require a shared scanning device
- Larger screen is perfect for long surveys or detailed notes
- Printers pair 1:1 with each device
- Business card scanning

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.

Every lead choice allows you to:

- Gather data from attendee badges
- Rank leads
- Provide custom surveys
- Add notes to leads
- Access and download data from your secure portal
- Mix and match scanning solutions
- Scan leads with or without data connection
- View and edit data in real time

What's NEW with our badge scanning devices:

- Printers pair 1:1 with all lead solutions
- Copy over surveys from previous events
- Enhanced surveys: new branching functionality to allow for better lead qualification

Order Online Now: <https://exhibitor.swap.mge360.com/>