

# BarTender® Labeling & Tracking Bundle Promotion

The BarTender Labeling & Tracking Bundle Promotion provides BarTender Labeling customers with a limited-time opportunity to access BarTender Track & Trace at no additional cost. By extending their existing solution with advanced item tracking capabilities, customers can quickly realize greater operational visibility and ROI – without the need for an upfront investment.

## What is Bartender Track & Trace

BarTender Track & Trace helps you track the critical items and inventory that matter to your business, delivering item & asset tracking solutions for complete visibility and accountability across operations. By connecting labeling and item tracking, customers can turn labels into operational visibility that drives efficiency and eliminates unnecessary costs, waste, and complexity.

## Promotion Benefits

The promotion provides a low-risk, high-reward opportunity for BarTender Labeling customers to get access to the latest, innovative BarTender technology including all the benefits of BarTender Track & Trace.

- Implement and test BarTender Track & Trace without any cost or commitment
- Achieve greater value of your BarTender solution before any additional investment
- Easily track every critical inventory item without manual data entry
- Eliminate inventory loss through faster inventory counts and simplified visibility
- Make smarter decisions through utilization reporting and data-driven insights

## Promotion Availability

The promotion officially starts on May 1, 2026, and will run through June 30, 2026. All eligible customers must have their quotes submitted by the end date to take advantage of the promotion.

## Promotion Availability

All qualified customers will receive a 1-Device subscription license (BTT-ESS-1-SUB-1YR). The promotion will include the following:

- 1 dedicated Tenant
- Support for 1 mobile scanner outlined in our [Supported Devices](#)

**Please note:** Seagull will not provide the customer with a mobile scanner, RFID tags, and/or other equipment required to effectively use the solution. The customer will already need to have access to a mobile scanner, RFID tags, and be actively solving a tracking issue to be eligible for this promotion.

## Eligibility & Qualification

The promotion is available for BarTender customers who meet **all** the following requirements:

- Have an active paid BarTender Labeling license (includes on-premises or Cloud)
- Have more than 3 months remaining on their existing BarTender Labeling plan
- Have access to an approved mobile scanner outlined in our [Supported Devices](#)

Please note that ineligible customers can still purchase BarTender Track & Trace.

## Quoting

After a customer’s eligibility for the promotion is approved, a quote can be created. To quote, you will simply need two part numbers:

Part Number	Part Description
BTT-ESS-1-SUB-1YR	BarTender Track & Trace Essentials - Plan + 1 Device Annual Subscription (Includes Standard MSA)
PS-BTT	Professional Services BarTender Track & Trace

**Please note:** PS-BTT must be included in the quote but will be discounted at 100%.

The 1-Device Subscription is also available as a monthly part number (BTT-ESS-1-SUB) for co-termining with the customer’s existing BarTender Labeling subscription.

Regardless of whether BarTender Track & Trace is co-termed with BarTender Labeling, if the customer cancels their subscription or does not renew their BarTender Labeling subscription while having a BarTender Track & Trace tenant, they will lose access to BarTender Track & Trace along with their labeling solution.

## Onboarding Requirements

The promotion requires all qualified customers to have a defined Track & Trace use case or project scope prior to onboarding. This ensures our Professional Services team can efficiently deploy the customer’s BarTender Track & Trace environment and align on clear success criteria to drive measurable value during the promotional period.

## Inactive Usage Policy

Active usage is required to maintain access. If no usage is detected within 90 days of deployment, access to the BarTender Track & Trace tenant will be suspended for up to 30 days. Customers may request reactivation during this period. If no action is taken within the 30-day window, the tenant will be permanently deleted.

## Adding Devices

Customers can add devices to their BarTender Track & Trace solution at any time at the standard subscription rate.

## Subscription License Expiration

Customers may continue to renew their 1-Device subscription license at no additional cost. All other devices associated with the account must be renewed at the standard subscription rate.

If they do not choose to renew, the customer will lose access to their BarTender Track & Trace tenant. The tenant will be permanently deleted, including all the data stored in the tenant, 60 days from the subscription expiration date.