





**JULY 11-12, 2021**  
**HENRY B. GONZALEZ CONVENTION CENTER**  
**SAN ANTONIO, TEXAS**



## PROGRAM & DIRECTORY ADVERTISING

Advertise in the 2021 TRA Marketplace Program & Directory and connect with influential foodservice buyers. The program will be available on the show floor to all attendees and is a year-long resource for foodservice executives.

### DISPLAY AD RATES

Divider Page*	\$1100
Full Page	\$1000
½ Page Horizontal	\$800
½ Page Vertical	\$800
¼ Page	\$450

\* Premium Position (Limited Number)

- Two Divider pages placed before the exhibitor listings and the product listings. Full page, full color only.
- Only four divider page ads available.

### MECHANICAL SPECS

- All ads must be 300dpi and CMYK.
- Provide hi-resolution PDF press-quality format (if full page ad, include the bleed in the PDF).
- DO NOT send native files such as InDesign, Illustrator or Photoshop PSD files.
- Files not supplied in formats or sizes specified may not be accepted or may result in additional charges.
- Composite color proofs are not required, but TRA is not responsible for color or content of the printed ad if no proof is sent.

### DEADLINES AND SUBMISSION INSTRUCTIONS

- Space must be reserved and contract with payment information received by June 11, 2020.
- Artwork is due no later than June 11, 2021. Email all artwork to [expoinfo@txrestaurant.org](mailto:expoinfo@txrestaurant.org).

Full page with bleed  
6.25" x 8.75"  
TRIM: 6" X 8.5"  
LIVE: 5.5" X 8"

½ Page Vertical  
2.625" x 8"

½ Page Horizontal  
5.5" x 3.875"

¼ Page  
2.625" x 3.875"



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## PROGRAM & DIRECTORY ADVERTISING CONTRACT

COMPANY NAME:

CONTACT NAME:

ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

FAX:

E-MAIL:

### AD INFORMATION

- |  |        |
|--|--------|
| <input type="checkbox"/> Divider Page*     | \$1100 |
| <input type="checkbox"/> Full Page         | \$1000 |
| <input type="checkbox"/> ½ Page Horizontal | \$800  |
| <input type="checkbox"/> ½ Page Vertical   | \$800  |
| <input type="checkbox"/> ¼ Page            | \$450  |

\* *Premium Position (Limited Number)*

### TERMS & CONDITIONS

The publisher accepts no responsibility for the content of any ad appearing in the 2021 TRA Marketplace Program & Directory.

Appearance of an ad in the 2021 TRA Marketplace Program & Directory does not imply endorsement by the TRA.

Payment in full is due by June 11, 2020. Ads will not be invoiced.

Cancellations must be submitted in writing to [expoinfo@txrestaurant.org](mailto:expoinfo@txrestaurant.org) before the space reservation deadline of June 11, 2020.

Artwork must be submitted to [expoinfo@txrestaurant.org](mailto:expoinfo@txrestaurant.org) no later than June 11, 2020. Additional charges may be incurred if artwork does not meet specifications.

### PAYMENT INFORMATION

\*PCI Compliance mandates that this form must be mailed or faxed — Do not email.

CHECK #

☐ AMERICAN EXPRESS

☐ MASTERCARD/VISA

☐ DISCOVER

CARD NUMBER:

EXP. DATE:

CSC#:

TOTAL AMOUNT:

CARDHOLDERS NAME:

BILLING ADDRESS:

CITY:

STATE:

ZIP:

SIGNATURE:

Fax completed form with payment information to 512-477-6486 or mail to:  
TRA Marketplace Department, P.O. Box 1429, Austin, TX 78767-1429



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## PROGRAM & DIRECTORY LISTING

The 2021 TRA Marketplace Program and Directory provides attendees with an alphabetical listing of exhibitors, including booth location and exhibitors by product category.

This directory is the "Yellow Pages" for attendees who are shopping for the latest products and services year round. It is the main reference for follow-up after the show.

Each exhibitor listing is included FREE of charge along with 10 FREE category listings per 10x10 booth.

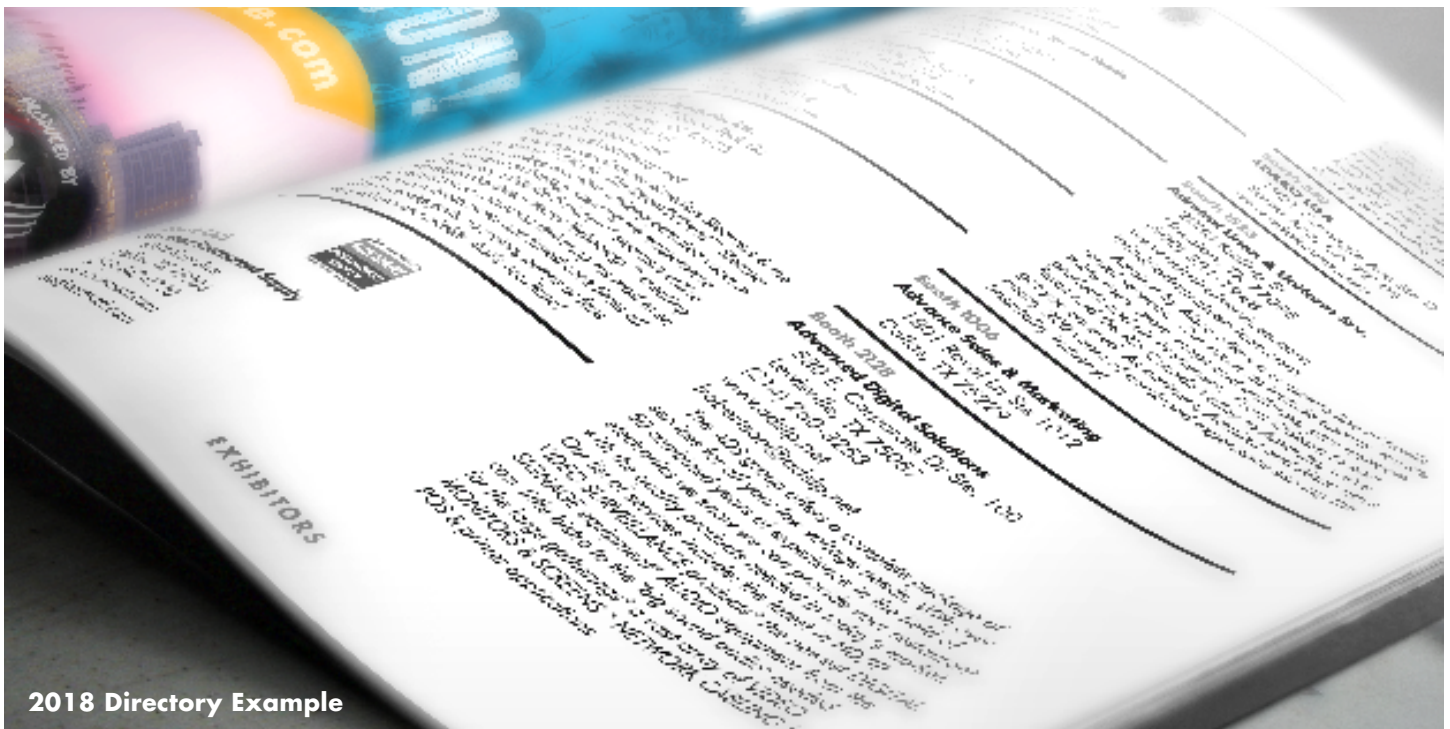
You don't want to be left out - complete your Program & Directory listing today!

### DEADLINE: JUNE 11, 2020

Note: Only the exhibitor contact (individual who signed the booth contract) can update your company's exhibitor information

### DIRECTIONS FOR COMPLETING YOUR LISTING:

1. Log in to your Exhibitor Portal in Conference Harvester. (Email [expoinfo@txrestaurant.org](mailto:expoinfo@txrestaurant.org) if you need your password)
2. Click "edit booth info" to change your contact, address, or add your products/services.
3. Scroll down and choose up to 10 categories for each 10x10 booth space you have purchased
4. Save changes!



2018 Directory Example



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## UPGRADE PROGRAM & DIRECTORY LISTING

### DIRECTORY LOGO UPGRADE

Use your logo to stand out! Your company logo will be placed above your company's listing.

**DEADLINE:** June 11, 2020

**COST:** \$100 per logo

**FORMAT:** High Resolution .eps, .jpeg, or .tif

**E-MAIL LOGO TO:** [expoinfo@txrestaurant.org](mailto:expoinfo@txrestaurant.org)

### CONTACT INFORMATION - only for upgrades!

COMPANY NAME:

CONTACT NAME:

PHONE:

FAX:

E-MAIL:

### PAYMENT INFORMATION

\*PCI Compliance mandates that this form must be mailed or faxed — Do not email.

CHECK #

☐ AMERICAN EXPRESS

☐ MASTERCARD/VISA

☐ DISCOVER

CARD NUMBER:

EXP. DATE:

CSC#:

TOTAL AMOUNT:

CARDHOLDERS NAME:

BILLING ADDRESS:

CITY:

STATE:

ZIP:

SIGNATURE:

IF YOU ARE PURCHASING AN UPGRADE - RETURN TO:

**FAX** 512.477.6486 | **MAIL** TRA Marketplace Department

P.O. Box 1429, Austin, TX 78767-1429





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## ATTENDEE LIST ORDER FORM

**INCREASE BOOTH TRAFFIC | KEEP THE SHOW GOING | MAXIMIZE YOUR REACH**

### 2021 POST-SHOW LIST (available 07/29/2020)

- ☐ Total Post-Show List \$500
- ☐ Restaurant/Foodservice \$300

**SUBTOTAL \$**

**SALES TAX \$**

(8.25% TX based exhibitors only)

**GRAND TOTAL \$**

All lists come in Excel format and will be emailed to the address you submit below. If a file is too large to send via email, it will be mailed to you on a flash drive or CD. Each record contains: attendee name, company, address, type of business, position, buying influence and whether or not they serve alcohol.

Fax or mail completed form with payment information:

**FAX:** 512-477-6486

**MAIL:** TRA Marketplace Department

P.O. Box 1429

Austin, TX 78767-1429

### CONTACT INFORMATION

COMPANY NAME:

CONTACT NAME:

ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

FAX:

E-MAIL:

### PAYMENT INFORMATION

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CHECK #

☐ AMERICAN EXPRESS

☐ MASTERCARD/VISA

☐ DISCOVER

CARD NUMBER:

EXP. DATE:

CSC#:

TOTAL AMOUNT:

CARDHOLDERS NAME:

BILLING ADDRESS:

CITY:

STATE:

ZIP:

SIGNATURE:



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## SHOW SPECIAL INFORMATION

Show Specials are a great way to drive attendees to your booth. The specifics of what you offer are up to you. The more value your Show Special has, the more buyers you will have visiting your booth. Once you submit your Show Special, we will promote it on the TRA Marketplace website as well as in the official TRA Marketplace Program and Directory. The deadline for show specials to be included in the TRA Marketplace Program & Directory is June 11, 2021. Exhibitors who provide a Show Special will also receive a Pre-Show Attendee List.

### **AS AN EXHIBITOR, SHOW SPECIALS CAN HELP YOU:**

1. Draw more buzz and traffic to your booth
2. See a large number of prospects and customers over a short time
3. Have face-to-face meetings with a variety of people
4. Reach and exceed sales and marketing goals
5. Boost your company's ROI

Attract more buyers with a FREE entry of your Show Special. A Show Special must include a unique promotion, discount, give-away or offer exclusive to attendees. (Example: 10% discount for all orders placed on the show floor.)

Limit your description to 25 words or less. Show Special information must be received by June 11, 2020 to be included in the TRA Marketplace Program & Directory.

COMPANY NAME:

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BOOTH NUMBER:

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SHOW SPECIAL DESCRIPTION:  
(25 words or less)

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Return completed form to  
**FAX** 512.477.6486 or **EMAIL** [expoinfo@txrestaurant.org](mailto:expoinfo@txrestaurant.org)

For more information, contact the TRA Marketplace  
[expoinfo@txrestaurant.org](mailto:expoinfo@txrestaurant.org) | 512.457.4100 | [tramarketplace.com](http://tramarketplace.com)