



July 10-12, 2021 | San Antonio, Texas | www.tramarketplace.com

ATTENDEE LIST ORDER FORM

2021 PRE-SHOW LIST (Available June 14, 2021 – No updates after this date)

Total Pre-Show List \$400 _____
Restaurant/Foodservice \$250 _____

2021 POST-SHOW (Available August, 2021)

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

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 CD. Each record contains: Attendee Name, Company, Address, Type of Business, Position, Buying Influence, and whether or not they Serve Alcohol.

Subtotal \$ _____

Sales Tax \$ _____
(8.25% Texas-based exhibitors only)

GRAND TOTAL: \$ _____

Company Name: _____ Contact Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email: _____

*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: _____

Mail completed form with payment information to: TRA Marketplace, P.O. Box 1429, Austin, TX 78767-1429
For more information, contact the TRA Marketplace Department at 800.395.2872 or email:
exposervices@txrestaurant.org



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FREE MARKETING OPPORTUNITIES & SHOW TIPS

TRA MARKETPLACE PROGRAM & DIRECTORY

Reach attendees year-round! Your company name and contact information will be listed for FREE in alphabetical order in the official Program & Directory. In addition, you can list up to 10 product categories per 10x10 booth.

FREE EXHIBITOR CUSTOMER REGISTRATION

Customize this FREE digital flyer to send out to your customers via email or print and leave behind. Simply add your company name, promo code and booth number. The promo code allows unlimited free online pre-registrations before July 7, 2021. Call 800.395.2872 or exposervices@txrestaurant.org to obtain your customer registration promo code. **This flyer will NOT be accepted at onsite attendee registration. It is valid for attendee pre-registration ONLY. Onsite customers will be charged \$65 per person. Guest Pass codes are not valid for Non-Exhibiting Distributor registrations.**

USE THE TRA MARKETPLACE LOGO

For those exhibitors who want to use the show logo on their promotional materials or email signature, please visit the Exhibitor Service Manual on our website at <https://www.tramarketplace.com/exhibit/marketing-opportunities> where you can download the logo for FREE.

WEBSITE LINK

We will list your company name and contact information in the www.tramarketplace.com's Online Exhibitor Listing as well as provide a link to your website. This will drive more traffic to your website as well as your booth.

ATTENDEE LIST FOLLOW-UP

One of the keys to a successful show is getting new customers. Follow-up after the show is critical if you plan on retaining new business. Plan your post-event sales agenda ahead of time! Exhibitors can purchase attendee mailing lists by completing the Attendee List Order Form or rent lead retrieval units by ordering online at <http://www.american-tradeshow.com/>. Make sure you take advantage of the discount deadline date to save time and money!

SHOW SPECIALS

Show Specials are a fantastic way to drive attendees to your booth. A Show Special must include a unique promotion, discount, give-away or offer exclusive to attendees. Simply add your show special to your portal and we will promote it on the TRA Marketplace website and in the Program and Directory for FREE!

SHOW SPECIALS

INCREASE BOOTH TRAFFIC
and create a buzz with a pre-show invitations

KEEP THE SHOW GOING
with post-show attendee communication

MAXIMIZE YOUR REACH
by selecting attendees who fit your ideal customer file

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 Marketplace Program and Directory. This program is intended to bring value to you, the exhibitor, and to the attendee. Exhibitors who provide a Show Special will also receive a Pre-Marketplace Attendee List.

Directions for completing your Show Special:

1. Go to [Exhibitor Login](#)
2. Your Booth Confirmation email has provided you with a Password to Login with.
3. Click "Exhibitor Service Center" then "Edit Booth Info" to edit your company booth description.
4. Select the box labeled "Show Special"
5. Add your Title and Description of Show Special
 - o 3 show specials can be added
6. Click the Add New Show Special button at the bottom of the page to save your special

OTHER IDEAS FOR PROMOTION

Redeemable gift cards at your booth
Press Releases
Distribute company newsletter
Show biz or sports personality in booth
Phone call blitz prior to show inviting key customers