



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
 - 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