



MARKETPLACE

# 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. To list your company in the TRA Marketplace Program & Directory, go to [www.tramarketplace.com](http://www.tramarketplace.com).

## 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 5, 2017. Call 800.395.2872 or email [expoinfo@tramail.org](mailto:expoinfo@tramail.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.**

## 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 [www.tramarketplace.com](http://www.tramarketplace.com) where you can download the logo for FREE.

## WEBSITE LINK

We will list your company name and contact information in the [www.tramarketplace.com](http://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 [www.atsleads.com](http://www.atsleads.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!