



# MARKETPLACE

## SHOW SPECIALS

**INCREASE BOOTH TRAFFIC**  
and create a buzz with a

**KEEP THE SHOW GOING**  
with post-show attendee

**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. Select Company Name from dropdown and use your Exhibitor ID to log on. Your Exhibitor ID can be found above.
3. Click on the Profile tab
4. Select the grey box labeled "Show Specials"
5. Select the grey box labeled "New Event Special"
6. Complete the "Special Text" box with the Show Special description
7. Select the "Product Category" and "Product Subcategory" from the drop down boxes
8. Click the grey box labeled "Save"
9. Save and Continue

### 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