



MARKETPLACE

# Marketing Opportunities & Show Tips

## TRA MARKETPLACE PROGRAM & DIRECTORY

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

## GUEST PASS

Exhibitors can request a custom guest pass for their Restaurateur Guests only by emailing [expoinfo@txrestaurant.org](mailto:expoinfo@txrestaurant.org). It is valid for attendee pre-registration ONLY. Guest Pass codes are not valid for Supplier / Distributor guests. It is only valid for restaurateur guests.

## USE THE TRA MARKETPLACE LOGO

For those exhibitors that want to use the show logo on their promotional materials, please visit [www.tramarketplace.com/exhibit/marketing-opportunities](http://www.tramarketplace.com/exhibit/marketing-opportunities) to download the logo.

## WEBSITE LINK

We will list your company name and contact information in [www.tramarketplace.com](http://www.tramarketplace.com)'s Online Exhibitor Listing, as well as provide a link to your website. This will drive traffic to your website.

## ATTENDEE LIST FOLLOW-UP

One of the keys to a successful show is getting new customers. Follow-up after the show is critical. Exhibitors can purchase attendee mailing lists by completing the Attendee List Order Form. You can also rent lead retrieval units online at <http://www.american-tradeshow.com/>.

## 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 the Exhibitor Portal and we will promote it online and in the Program and Directory for FREE!

### To Add Your Show Special:

1. Go to the [Exhibitor Portal](#).
2. Your Booth Confirmation email contains your password. Please contact [expoinfo@txrestaurant.org](mailto:expoinfo@txrestaurant.org) for assistance.
3. In your Exhibitor Dashboard, click "Show Specials".
4. Add up to 3 Show Specials.
5. Click "Add New Show Special" to save your special.



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# Attendee List Order Form

2020 PRE-SHOW LIST (Available July 18, 2020 – No updates after this date)

**None of our lists contain e-mail addresses.**

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

2020 POST-SHOW (Available August 27, 2020)

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: \_\_\_\_\_

Fax completed form with payment information to 512.477.6486  
 or mail 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:  
[expoinfo@txrestaurant.org](mailto:expoinfo@txrestaurant.org)