

**MARKETPLACE**July 14 - 15, 2019 | Houston, Texas | www.tramarketplace.com

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@tramail.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 to download the logo.

WEBSITE LINK

We will list your company name and contact information in 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@tramail.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.