



Bright New Outlook. Bold New Direction.

2011 REALTOR® Convention and Trade Expo

December 6-8, 2011

Atlantic City Convention Center, Atlantic City, NJ

www.realtorstripleplay.com 

Drive Sales and Business!

EXHIBIT. SPONSOR. ADVERTISE.



Meet one-on-one with
today's REALTORS® who
want the latest products and
services you have to offer.





WHY TRIPLE PLAY?

- You'll meet thousands of REALTORS®, brokers, appraisers and other real estate professionals at the **largest annual real estate convention and trade show** of its kind in the U.S.
- Last year, **participants traveled from 32 states and three Canadian provinces** to learn about the newest and most exciting developments in real estate products and services.
- Hosted by the **New Jersey, New York State and Pennsylvania associations of REALTORS®**, this premier event is one you can't afford to miss.

WHO ATTENDS?

Triple Play Attendee Statistics:

91% focus on residential sales

89% attend because they find it to be a good value

83% are full-time REALTORS®

82% are repeat attendees

53% have been in business for more than 10 years

44% work for non-franchise companies; 56% are affiliated with franchises

50% are agents who make decisions on their own purchases

REALTOR® Statistics:

90% have websites

86% use a digital camera

80% use a full service banking institution

74% give closing gifts

70% own laptops

67% use third-party website services

27% will buy or lease a vehicle in the next year

purchase 2.7 software programs annually

SOURCE: 2010 Triple Play post-convention survey

SOURCE: 2009 REALTOR® Magazine Reader Profile Study, MRI Market Solutions

• *Triple Play attendees rank gathering information about industry-related products and services as one of the most important reasons to attend.*

• *To gain and maintain market presence, REALTORS® invest an average of \$5,800 annually in their business.*

“Vendors, networking, education, fun - all in a three-day period at one low price.”

-John Terebey, ERA Properties Unlimited, NJ

WHY EXHIBIT?

Reach REALTOR® decision-makers. Get face-to-face with thousands of brokers, sales agents, owners and managers, in addition to association executives, who walk the trade show floor. There's no better place to find a more motivated and qualified audience.

Identify potential buyers and deepen relationships with existing customers. Networking functions including the Opening Night Icebreaker and our new "Appy-Hour" Reception, among others, are held throughout the event offering you additional opportunities to mingle and connect with industry professionals from across the tri-state area and beyond.

Target your marketing to elite industry professionals. Generate valuable, high-quality leads to increase your business and profits. Triple Play's reputation as a leading event attracts active real estate professionals who are driven to enhance their business.

SHOW HOURS

Set-up:

Monday, December 5	9 a.m. - 5 p.m.
Tuesday, December 6	9 a.m. - Noon

Exhibit Hours:

Tuesday, December 6	Noon - 6 p.m.
Wednesday, December 7	9 a.m. - 6 p.m.
Thursday, December 8	9 a.m. - Noon

Break-down:

Thursday, December 8	Noon - 6 p.m.
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EXHIBITOR INFORMATION

YOUR BOOTH PACKAGE INCLUDES:

- 8' high back drape and 3' high side-rails.
- 6' x 30" draped table with two chairs.
- Advertising and sponsorship opportunities.
- Security service.
- Four complimentary convention registrations (badges) per booth.
- Company listing in the official Triple Play 2011 Convention Program.
- Hot link to your website from Triple Play's popular and widely-used website, www.realtorstripleplay.com.
- Use of the Triple Play logo on your promotional materials.
- Use of the "Visit my booth at Triple Play 2011" banner ad.

EXHIBIT BOOTH SIZES AND PRICES*

Size	Price
10' x 10' in-line	\$1,500
10' x 10' corner	\$2,000

*Still a great value - no price increase since 2008!

BOOTH ASSIGNMENTS

A signed contract and full payment allows 2010 exhibitors to select their booth space between May 16 and June 15. After June 15, space is open to all new exhibitors on a first-come, first-served basis and is contingent upon Triple Play approval, receipt of completed contract and full booth payment. Special consideration for placement is given to our convention sponsors and advertisers. (See reverse for details.)

To reserve a booth, view complete details and to use our interactive floor plan, visit www.realtorstripleplay.com/trade_expo.

CONVENTION REGISTRATION AND HOTEL INFORMATION

Registration and hotel information is sent to exhibitors in mid-September.



For more information, visit www.realtorstripleplay.com or contact Mary Pilaar, 732.494.5616, mary@njar.com.

2011 ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Maximize your visibility, enhance your presence and drive traffic to your booth with sponsorship and advertising opportunities.

SPONSORSHIPS

ALL SPONSORSHIP PACKAGES INCLUDE:

- Your company name and logo featured on our convention promotional brochure mailed to more than 130,000 REALTORS®.
- Your company name, logo and hot link featured at www.realtorstripleplay.com.
- Your company name and logo featured on a large sign at the exhibit hall entrance.
- Your company logo featured in the official Triple Play Convention Program distributed to all attendees.

Packages	Investment
Diamond Sponsor.....	\$7,500 (includes 2 booths, 2 full-page ads, 8 registrations)
Platinum Sponsor.....	\$5,000 (includes 1 booth, 1 full-page ad, 4 registrations)
Deluxe Sponsor.....	\$2,500 (includes 1 half-page ad)

ADVERTISING

PROGRAM ADVERTISING

Official Triple Play Program	Investment
Inside front or back cover (full-color).....	\$1,000
Full-page (B/W).....	\$750
Half-page (B/W).....	\$400
Quarter-page (B/W).....	\$225

A La Carte Sponsorships

Investment

Opening Night Icebreaker Reception.....	\$2,500 (five maximum)
Keynote Speaker	\$5,000 (two maximum)
“Appy-Hour” Reception.....	\$2,000 (four maximum)
Tri-State Lounge	\$1,500/day
Program Printing	\$3,500 (exclusive)
Triple Play <i>Highlights</i>	\$2,500 (multiple)
Convention Lanyards	\$1,000 (exclusive)
Cyber Lounge	\$5,000 (exclusive)
Shuttle Trolley.....	\$1,000 per shuttle (10 available)

Visit www.realtorstripleplay.com for complete sponsorship descriptions.

STATE PUBLICATION ADVERTISING

To advertise in one of the state association’s publications, please visit:

- New Jersey - NJAR.com
- New York - NYSAR.com
- Pennsylvania - PARJustListed.com

For complete details on securing an ad or sponsorship, visit www.realtorstripleplay.com/sponsors_advertisers.