



**ATTRACT FRESH LEADS. MAKE NEW CONNECTIONS.
MEET WITH YOUR FANS. GENERATE MORE BUSINESS.**

Triple Play is the place to be with:

- ✓ Trade Expo Theatre where exhibitors can make short presentations to attendees.
- ✓ Staggered education schedule allowing greater booth traffic.
- ✓ Daily coffee hour at the trade expo to maximize attendance.
- ✓ Show hours to increase your exposure to serious shoppers.
- ✓ And, prizes, parties and networking opportunities to boost your business!

**Visit REALTORSTriplePlay.com
for more details!**



We had a tremendous amount of traffic, many interested potential clients, and exhibiting was an overall successful experience. Attendance is very large, and attendees were genuinely interested in bettering their services. GREAT EVENT for real estate industry vendors to engage with professionals and place their product(s) on a pedestal to shine!"

- Rick Veltri, President & Founder, VIP 1-Step Process



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REALTOR®
success

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BOOST YOUR BUSINESS



**EXHIBIT
SPONSOR
ADVERTISE**



promoting
REALTOR®
success

**December 5-8, 2016
Expo: December 6-7, 2016
Atlantic City Convention Center
Atlantic City, New Jersey
REALTORSTriplePlay.com**

"Triple Play 2015 was the most positive, productive lead generating expo I have been to in years. The agents and brokers were spending quality time at my booth in order to explore ways to achieve higher levels of production and greater customer satisfaction."

-Jay S. Gootenberg, Home Warranty of America

Hosted by the New Jersey, New York State and Pennsylvania associations of REALTORS®





TRIPLE PLAY IS COMMITTED TO YOUR SUCCESS AND THE SUCCESS OF OUR MEMBERS.

There's never been a better time to get in on the action!



Triple Play attendees impact your business. Book today and experience:

GREAT VALUE

Same low prices for more than ten years!

EFFECTIVE SHOW HOURS

Open eight hours each day to maximize your investment.

MORE CHANCES TO CONNECT

Staggered schedule and extended breaks between sessions give you more face time with attendees.

A CAPTIVE AUDIENCE

Demonstrate your products or services in the Trade Expo Theatre for added exposure. *Space is limited and the schedule will be filled on a first-come, first-served basis.*

NETWORKING OPPORTUNITIES

Connect with new prospects and existing clients at the YPN Party and Icebreaker Reception.

THE ATTENTION OF DECISION-MAKERS

Meet face-to-face with motivated buyers – brokers, agents, owners, managers and association executives – all on the trade show floor.

INCREASED REFERRALS

Buyers and sellers look to their REALTOR® for advice on products and services – make sure **REALTORS® recommend you.**

BUSINESS GROWTH

Generate valuable, high-quality leads to increase your market share and profits. Pre- and post-show marketing and on-site lead retrieval strengthen your impact.

Photography by Joan Heffler



Booth Assignments

A signed contract and full payment allows 2015 exhibitors to select their booth space between June 1 and July 1. After July 1, 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.

To reserve a booth, view complete details and use our interactive floor plan, visit REALTORSTriplePlay.com.

Convention Registration & Hotel Information

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

Booth Prices

Same low prices for more than 10 years!

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

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

2016 EXHIBITOR INFORMATION

Convenient Hours

SET UP

Monday, December 5	8 a.m. - 5 p.m.
Tuesday, December 6	8 - 10 a.m.

EXHIBIT HOURS

Tuesday, December 6	10 a.m. - 6 p.m.
Wednesday, December 7	9 a.m. - 5 p.m.

BREAKDOWN

Wednesday, December 7	5 - 9 p.m.
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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 2016 Convention Program.
- A link to your website from REALTORSTriplePlay.com.
- Use of the "Visit my booth at Triple Play 2016" banner ad.



For more information, visit REALTORSTriplePlay.com or contact Mary Pilaar at 732.494.5616 or mary@njrealtor.com.

2016 ADVERTISING AND SPONSORSHIP OPPORTUNITIES

All sponsorship packages include your company logo featured on:

- The Triple Play registration brochure mailed to more than 120,000 REALTORS®. *Logo must be submitted by July 1.*
- REALTORSTriplePlay.com with a link to your company website.
- A large sign at the exhibit hall entrance.
- The official Triple Play Convention Program distributed to all attendees.

Convention Program Advertising

Ads due by October 14. No exceptions.

SPONSORSHIPS	INVESTMENT
Diamond Sponsor	\$7,500
Platinum Sponsor	\$5,000
Deluxe Sponsor	\$2,500

A LA CARTE SPONSORSHIPS	INVESTMENT
Trade Expo Coffee Hour	\$7,500 (daily exclusive)
Email Blast	\$3,500 for 10 emails (exclusive)
Icebreaker Reception	\$3,500 (three maximum)
Charging Station	\$2,500 per kiosk
Convention Lanyards	\$2,500 plus cost of lanyards (exclusive)
Bottled Water	\$2,500 plus cost of water (exclusive)
YPN Party	\$1,500 (three maximum)
Mobile App	\$2,000 (four maximum)
Pens	\$1,500 plus cost of pens (exclusive)
Shuttle Trolley	\$1,000 per shuttle (eight available)

SIZE/PLACEMENT	INVESTMENT
Outside back cover (full-color)	\$2,500
Inside front or back cover (full-color)	\$1,500
Full-page (B/W)	\$750
Half-page (B/W)	\$400
Quarter-page (B/W)	\$225

STATE PUBLICATION & WEB ADVERTISING

For advertising opportunities, visit:

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

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