



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

Triple Play is the place to be with:

- ✓ Show hours to increase your exposure to serious shoppers.
- ✓ Staggered education schedule allowing greater booth traffic.
- ✓ Daily coffee hour at the trade expo to maximize attendance.
- ✓ Social events and networking opportunities to boost your business!

**Be a part of Triple Play
2017's Blueprint
for Success!**

Visit REALTORSTriplePlay.com
for more details!



DID YOU KNOW...

88% of Triple Play 2016 attendees surveyed rated the Trade Expo positively

79% of Triple Play 2016 attendees used the mobile app to bookmark exhibitors

60% of attendees surveyed consider gathering information about industry-related products/services as extremely or very important



promoting
REALTOR®
success

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Trenton, New Jersey 08611

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**RESERVE YOUR BOOTH, AD
AND SPONSORSHIP TODAY**

Visit www.REALTORSTriplePlay.com



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BOOST YOUR BUSINESS



EXHIBIT
SPONSOR
ADVERTISE




TriplePlay
REALTOR® Convention & Trade Expo

promoting
REALTOR®
success

December 4-7, 2017
Expo: December 5-6, 2017
Atlantic City Convention Center
Atlantic City, New Jersey
REALTORTriplePlay.com

"Triple Play is by far the best event we attend every year. The layout is great, the traffic is consistent and the results for us have been extraordinary."

-Jim Sullivan, AllTheLeads.com

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.

NETWORKING OPPORTUNITIES

Connect with new prospects and existing clients at the Kickoff 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.



2017 EXHIBITOR INFORMATION

Convenient Hours

SET UP

Monday, December 4	8 a.m. - 5 p.m.
Tuesday, December 5	8 - 10 a.m.

EXHIBIT HOURS

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

BREAKDOWN

Wednesday, December 6	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.
- Security service.
- Four complimentary convention registrations (badges) per booth.
- Company listing in the official Triple Play 2017 Convention Program.
- A link to your website from REALTORSTriplePlay.com.
- Use of the "Visit my booth at Triple Play 2017" banner ad.
- Advertising and sponsorship opportunities.

Booth Assignments

A signed contract and full payment allows 2016 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



For more information, visit REALTORSTriplePlay.com
or contact Mary Pilaar at 609.341.7119 or mary@njrealtor.com.

2017 ADVERTISING AND SPONSORSHIP OPPORTUNITIES

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

All sponsorship packages include your company logo featured on:

- The Triple Play registration brochure mailed to more than 125,000 REALTORS®. *Logo must be submitted by July 7.*
- 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.

SPONSORSHIP

PACKAGES

Diamond	Platinum	Deluxe
\$7,500	\$5,000	\$2,500
Includes 2 in-line booths, 2 full-page ads, 8 registrations	Includes 1 in-line booth, 1 full-page ad, 4 registrations	includes 1 half-page ad

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

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)
Mobile App	\$2,000 (four maximum)
Kickoff Party	\$1,500 (three maximum)
Pens	\$1,500 plus cost of pens (exclusive)
Shuttle Trolley	\$1,000 per shuttle (eight available)

Convention Program Advertising *Ads due by October 13. No exceptions.*

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

For additional advertising opportunities, visit: njrealtor.com, nysar.com and PARJustListed.com.