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.
RESERVE YOUR BOOTH, AD AND SPONSORSHIP TODAY

Visit www.REALTORSTriplePlay.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

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

REALTORSTriplePlay.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.
  - 8 - 10 a.m.
- Tuesday, December 5
  - 8 a.m. - 5 p.m.
- Tuesday, December 5
  - 8 a.m. - 10 a.m.
- Wednesday, December 6
  - 9 a.m. - 5 p.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.

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!

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ in-line</td>
<td>$1,500</td>
</tr>
<tr>
<td>10’ x 10’ corner</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

For more information, visit REALTORSTriplePlay.com or contact Mary Pilaar at 609.341.7119 or mary@njrealtor.com.
Maximize your visibility, enhance your presence and drive traffic to your booth with advertising and sponsorship opportunities.

2017 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**

<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$7,500</td>
</tr>
<tr>
<td>Platinum</td>
<td>$5,000</td>
</tr>
<tr>
<td>Deluxe</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

Includes:
- 2 in-line booths, 2 full-page ads, 8 registrations

**A LA CARTE SPONSORSHIPS**

<table>
<thead>
<tr>
<th>Sponsorship Package</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Expo Coffee Hour</td>
<td>$7,500 (daily exclusive)</td>
</tr>
<tr>
<td>Email Blast</td>
<td>$3,500 for 10 emails (exclusive)</td>
</tr>
<tr>
<td>Icebreaker Reception</td>
<td>$3,500 (three maximum)</td>
</tr>
<tr>
<td>Charging Station</td>
<td>$2,500 per kiosk</td>
</tr>
<tr>
<td>Convention Lanyards</td>
<td>$2,500 plus cost of lanyards (exclusive)</td>
</tr>
<tr>
<td>Bottled Water</td>
<td>$2,500 plus cost of water (exclusive)</td>
</tr>
<tr>
<td>Mobile App</td>
<td>$2,000 (four maximum)</td>
</tr>
<tr>
<td>Kickoff Party</td>
<td>$1,500 (three maximum)</td>
</tr>
<tr>
<td>Pens</td>
<td>$1,500 plus cost of pens (exclusive)</td>
</tr>
<tr>
<td>Shuttle Trolley</td>
<td>$1,000 per shuttle (eight available)</td>
</tr>
</tbody>
</table>

**CONVENTION PROGRAM ADVERTISING**

Ads due by October 13. No exceptions.

<table>
<thead>
<tr>
<th>SIZE/PLACEMENT</th>
<th>INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside back cover (full-color)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Inside front or back cover (full-color)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full-page (B/W)</td>
<td>$750</td>
</tr>
<tr>
<td>Half-page (B/W)</td>
<td>$400</td>
</tr>
<tr>
<td>Quarter-page (B/W)</td>
<td>$225</td>
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</tbody>
</table>

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