

# GROW YOUR BUSINESS



**GROW.  
EVOLVE.  
THRIVE.**



**DEC. 6-9  
EXPO:  
DEC. 7-8  
2021**



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

## DID YOU KNOW?

**100%**  
of exhibitors  
said they made  
beneficial contacts  
at Triple Play 2019.

**90%**  
of exhibitors said  
Triple Play 2019 was  
a worthwhile use of  
their resources.

**77%**  
of attendees  
surveyed considered  
gathering information  
about industry-related  
products/services  
as extremely or very  
important.

## REALTORTriplePlay.com

Atlantic City Convention Center  
Atlantic City, New Jersey

### TRIPLE PLAY IS THE PLACE TO BE!

- ▶ Convenient show hours to increase your exposure to serious buyers.
- ▶ Staggered education schedule allowing greater booth traffic.
- ▶ Daily morning and afternoon coffee breaks in the Trade Expo to maximize facetime.
- ▶ Social events and networking opportunities to boost your business.

**CULTIVATE  
YOUR BUSINESS.**

**ATTRACT  
FRESH LEADS.**

**GROW  
RELATIONSHIPS.**

**MAXIMIZE  
YOUR EXPOSURE.**



 **REALTORSTriplePlay.com**

  
**TriplePlay**  
REALTOR® Convention & Trade Expo

promoting  
REALTOR®  
success

# 2021 EXHIBITOR INFORMATION



## CONVENIENT HOURS

### SET UP

Monday, December 6  
8 a.m. – 5 p.m.

Tuesday, December 7  
8 – 10 a.m.

### EXHIBIT HOURS

Tuesday, December 7  
10 a.m. – 6 p.m.

Wednesday, December 8  
9 a.m. – 5 p.m.

### BREAKDOWN

Wednesday, December 8  
5 – 9 p.m.

## THE SAME LOW BOOTH PRICES FOR THE PAST 10 YEARS

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

## BOOTH ASSIGNMENTS

A signed contract and full payment allows 2019 exhibitors to select their booth space between June 21 and July 16. After right of first refusal period is complete, 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.

## BOOTH PACKAGE

- ▶ 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 2021 Convention Program.
- ▶ A link to your website from REALTORTriplePlay.com.
- ▶ Use of the "Visit my booth at Triple Play 2021" banner ad.
- ▶ Advertising and sponsorship opportunities.

Visit [REALTORTriplePlay.com](https://REALTORTriplePlay.com) for more information or contact 888-818-4922 or [info@realtorstripleplay.com](mailto:info@realtorstripleplay.com).

## ENHANCED EXPOSURE

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

*To reserve a booth, view complete details and use our interactive floor plan, visit [REALTORTriplePlay.com](https://REALTORTriplePlay.com).*

# COMMITTED TO YOUR SUCCESS

*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 price for more than 10 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. Morning and afternoon coffee in the Expo to maximize exposure.

### ▶ 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 brokers, agents, owners, managers and association executives – all on the trade show floor.

### ▶ RECOMMEND YOUR BUSINESS

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-show and post-show marketing and on-site lead retrieval strengthen and impact your business.

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



# 2021 ADVERTISING AND SPONSORSHIP OPPORTUNITIES



All sponsorship packages include your company logo on:

- ▶ The Triple Play registration brochure mailed to more than 150,000 REALTORS®. **Logo must be submitted by July 15.**
- ▶ 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

**\$7,500**

Includes two in-line booths, two full-page ads, eight registrations

### Platinum

**\$5,000**

Includes one in-line booth, one full-page ad, four registrations

### Deluxe

**\$2,500**

includes one half-page ad

Visit [realtorstripleplay.com](https://realtorstripleplay.com) for complete details on securing an ad or sponsorship.

## A LA CARTE SPONSORSHIPS

Opening Keynote Speaker	\$10,000 (exclusive)
Convention Lanyards	\$5,000 plus cost of lanyards (exclusive)
Icebreaker Reception	\$5,000 (two maximum)
Trade Expo Coffee Break	\$5,000 (each; four maximum)
Badge Recycler	\$2,500 (four maximum)
Bottled Water	\$2,500 plus cost of water (exclusive)
Charging Station	\$2,500 per kiosk
Kickoff Party	\$2,500 (three maximum)
Pens	\$1,500 plus cost of pens (exclusive)
Shuttle Trolley	\$1,000 per shuttle (eight available)

More exciting sponsorship opportunities coming soon online!

## CONVENTION PROGRAM ADVERTISING

Ads due by October 1. No exceptions.

### SIZE/PLACEMENT

### INVESTMENT

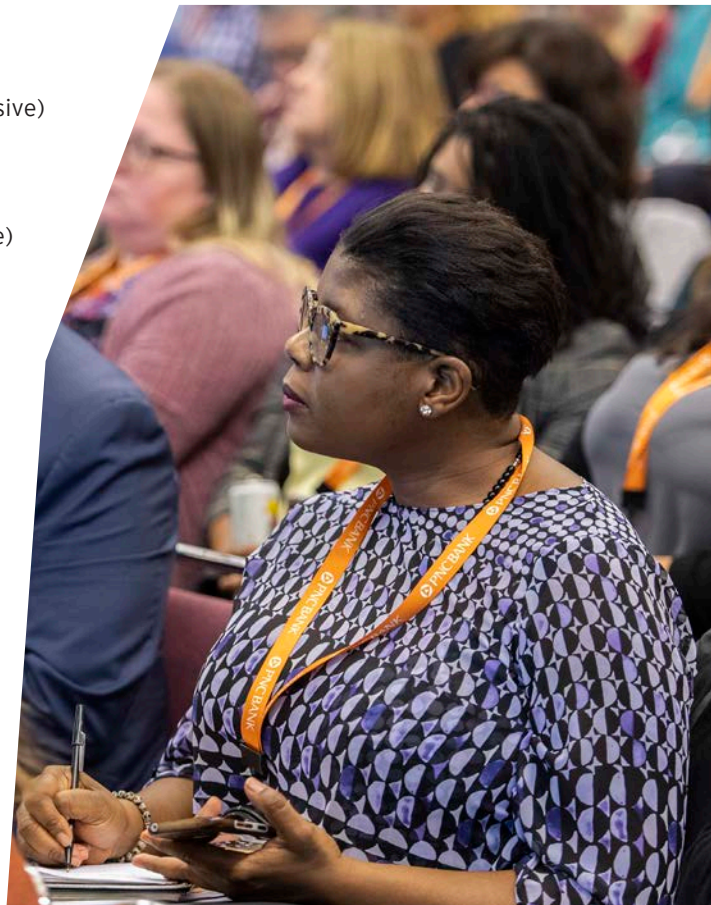
#### Convention Program:

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

## DIGITAL ADVERTISING

Email Blast	\$7,500 (exclusive)
Mobile App	\$2,000 (four maximum)
Triple Play TV	\$2,000 (four maximum)

For additional advertising opportunities, visit:  
[njrealtor.com](https://njrealtor.com), [nysar.com](https://nysar.com) and [PARJustListed.com](https://PARJustListed.com).



▶ EXHIBIT ▶ SPONSOR ▶ ADVERTISE



**RESERVE YOUR BOOTH, AD  
AND SPONSORSHIP TODAY**  
[REALTORSTriplePlay.com](https://REALTORSTriplePlay.com)