



## MARKETING CHECKLIST

TCIA wants to assist you in marketing your company's presence at the show. Review, print and post this flyer nearby so you don't miss any opportunities to market your presence at TCI EXPO!

## HOTELS

### BOOK YOUR HOTEL NOW, ROOMS ARE SELLING OUT FAST!

Stay at one of our TCI EXPO host hotels to easily network with friends and colleagues; enjoy some TCI EXPO-only perks, and save! *Reference Tree Care Industry/TCI EXPO to secure the group rate when calling to make your reservations.* Group rates are based on availability and are only valid until the block sells out. Visit [expo.tcia.org](http://expo.tcia.org) for the most up-to-date information and to reserve your hotel room at the EXPO discounted rates!

#### Hyatt Regency Columbus (HOST)

888-421-1442

Rate: \$175 single/double/triple/quad occupancy

#### Crowne Plaza - Columbus Downtown

800-338-4462

Rate: \$168 single/double occupancy

#### Drury Inn & Suites Columbus Convention Center

800-325-0720

Rate: 1 room suite (2 Queens or 1 King): Single/Double

Occupancy: \$129; Triple/Quad Occupancy: \$139 2 room suite

(2 Queens or 1 King): Single/Double Occupancy: \$149;

Triple/Quad Occupancy: \$159

#### Red Roof Inn PLUS+ Columbus Downtown

800-733-7663

Rate: \$120 double/king occupancy

## ADVERTISING

Want to drum up buzz for your booth? TCI EXPO exhibitors qualify for exclusive advertising opportunities in *TCI Magazine*. Take advantage of our themed inserts, targeted distribution, and special promotions, to reach more than 24,000 tree care professionals with your message.

The November **SHOW ISSUE** of *TCI Magazine* will have 2,500 extra copies distributed at TCI EXPO. All exhibitor ads will feature "Visit us at booth #" call-outs to drive traffic to your business.

Call now for special ad promotions and to reserve your ad space! Contact Sachin Mohan at 516-625-1613 or email [smohan@tcia.org](mailto:smohan@tcia.org), or contact Sue Blanchette at 800-733-2622 or [sblanchette@tcia.org](mailto:sblanchette@tcia.org).

**AD DEADLINE: September 29, 2017**

## GUEST PASSES & ATTENDEE LISTS

Invite your prospects to meet you directly at your booth! Each exhibitor will be mailed 25 Exhibitor Guest Passes, redeemable for 3 days of trade show admittance, Thursday's Welcome Reception, and free forums.

**PRIOR TO EXPO** distribute the Exhibitor Guest Passes (formerly VIP Passes) to your most valuable customers so they can register as your guest.

**Note:** Guest(s) who redeem the Exhibitor Guest Passes upon arrival at EXPO will be charged \$20.

Request free Pre-Show and Post-Show Attendee Lists by visiting

<http://expo.tcia.org/TCIExpo/Exhibitors/marketing.aspx>