



## **Non-Exhibiting Supplier Attendance Policy at the TIA Annual Convention**

Companies that exhibit at TIA's Annual Convention make significant financial investments in their trade show booths. Over the years, many exhibitors have expressed concerns about fairness when non-exhibiting companies—especially competitors—attend the show paying a standard registration fee, yet gaining access to attendees for only a fraction of the cost of the exhibitor's investment. On the TIA Board of Directors, several such exhibiting supplier companies hold seats.

To address these concerns and encourage non-exhibiting suppliers to invest in a booth, the Board implemented a policy several years ago seeking to balance participation costs versus opportunities and to ensure a more level playing field between exhibiting and non-exhibiting suppliers.

Accordingly, non-exhibiting suppliers are welcome to come to the Convention by means of registration fees set as follows:

- \$1,500 per person, per day for employees of TIA Member companies
- \$2,500 per person, per day for employees of Non-member companies

As you can see, being a Member provides significant discounts if you are not exhibiting as well as other discounts on a booth if you were exhibiting. And attending as a non-exhibiting supplier offers other valuable benefits. For example it provides an opportunity to evaluate the show's suitability for future marketing efforts, and those interested in exhibiting at the following year's convention will have the chance to secure booth space before leaving—an advantage given that TIA's trade show often sells out within days (this year's show sold out last July and current exhibitors get first rights at the floorplan)

By attending, **Non-exhibiting suppliers agree** not to position themselves near booths of competing exhibitors to solicit attendees. However, they are welcome to network freely in general areas of the exhibit hall and other convention spaces, and in social events including the opening reception, annual banquet, and golf tournament (separate registration fees apply for the banquet and golf; the reception is included).

If your company decides to exhibit at the TIA Convention in the future, we are confident you will appreciate the protection this policy provides for your investment!

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