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Ways To Profit from TRSA Associate Membership

TRSA is your key to increasing your sales to the \$16-billion textile services industry by enabling you to cost-effectively reach thousands of decision makers at the most productive, advanced laundry facilities.

Traditional TRSA companies are the core of the industry, providing laundered garments, linens, floor mats, towels and other products to the industrial, hospitality and healthcare communities. TRSA's channels also reach thousands of key contacts in corporations, cooperatives and other institutions that manage high-efficiency laundry operations, processing millions of pounds of goods each year.

When your company joins TRSA as an Associate Member you can *get engaged* and *build relationships* with TRSA member operators. *Leveraging* your membership in TRSA maximizes your business opportunities and payback.

TRSA[®]
STRONGER TOGETHER



1.

Build Relationships with Decision Makers

TRSA facilitates personal interactions with qualified decision makers and influencers who participate in dozens of TRSA's local and national conferences, meetings, webinars and projects. Your attendance at TRSA events displays your company's financial strength and commitment to the textile services industry.

2.

Demonstrate Your Commitment to the Industry

As the only organization fighting in Washington on behalf of textile services entrepreneurs, TRSA commits \$1.5+ million each year to monitoring, reporting, influencing and responding to government encroachment on their businesses and building coalitions with related organizations. Your investment in TRSA demonstrates your commitment to the long-term stability and growth of the textile services industry.



3.

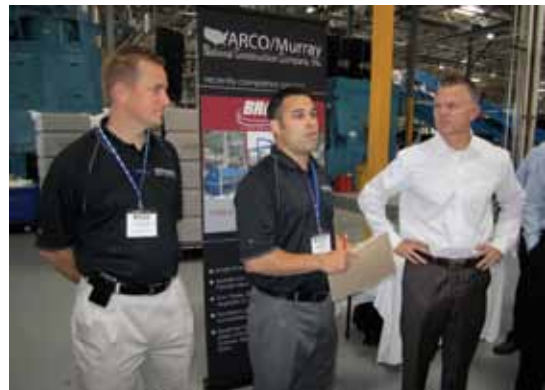
Learn the Market

TRSA membership includes free subscriptions for your staff to *Textile Services* magazine and *TS Weekly* e-news, plus access to the members-only resources at www.TRSA.org. These communications vehicles keep your team up to speed on industry news, trends, innovative products and services, case studies, and best management and operational practices so they can spot marketing opportunities and competitive pressures. In addition, TRSA research and educational conferences, available only to suppliers who are Associate members, provide your team with operational knowledge of textile services to better help you solve your customers' problems while building long-term, mutually beneficial relationships.

4.

Display Your Products and Services

TRSA conducts a table top exhibit with only Associate Members at the Annual Conference & Exhibits and our members receive a discount on exhibit space at the biennial **Clean Show**. The TRSA Annual Conference & Exhibits provides Associate members with access to qualified decision makers and influencers and the Clean Show is the world's largest exhibition of commercial laundry equipment and ancillary products.





5. Get Publicity

Associate Members receive priority publication of their corporate news, product releases and case studies in *Textile Services* magazine and *TS Weekly*. This third-party recognition and independent perspective positions your products and services favorably with textile services operators.

6. Drive the Agenda

Participate on committees and attend the TRSA Leadership Conferences to guide the association's advocacy, networking/information sharing, research/benchmarking and education/training. Committee involvement offers an excellent opportunity to work side-by-side with operators to develop new training and resources.



7. Advertise

Your dues investment in TRSA establishes your company as a TRSA Associate member.

You increase your visibility through integrated marketing involving advertising in TRSA print and electronic media, including *Textile Services* magazine, *TS Weekly* e-news, www.TRSA.org and the online and print *Buyers' Guides*. Together these vehicles make 700,000 impressions with qualified textile services decision makers annually.



8. Improve Visibility 24/7, Year-Round

Only TRSA Associate Members are listed in the online *TRSA Textile Services Buyers' Guide* (www.trsabuyersguide.org) and print TRSA Roster. Listings are FREE to your company and a wide variety of advertising types (full and fractional print pages, listing enhancements, online banners and buttons) build your brand recognition in these vehicles. See our separate media kit flier to identify the options best suited to your budget.



9. Develop Partnerships

TRSA members are hundreds of owner/operators. Their combined assets represent more textile services facilities and Associate supplier operations than those in any other organization in the world. TRSA Associates and operators combine to create the most comprehensive association programs in the industry and form the most extensive textile services knowledge base on the planet.

10. Maintain Relationships

Your company derives greater value from TRSA membership when your staff participates repeatedly in face-to-face events, especially with the numerous member textile services operators who do the same. In-person opportunities abound all year, with conferences early and late in the year and educational institutes and the Clean Show in between. You also reach textile services operators throughout the year with your advertising and publicity in *Textile Services* magazine, *TS Weekly* e-news and [www.TRSA.org](http://www.trsa.org). Such consistency is the key to building your brand perpetually and ensuring the continuing visibility of your key staff.

