TRSA is your key to increasing your sales to the $18-billion textile services industry by enabling you to cost-effectively reach thousands of decision makers at the most productive, advanced laundry facilities.

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. Member operators account for more than 90 percent of all textile services industry purchases.

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.
1. **Build Relationships with Decision Makers**
TRSA facilitates personal interactions with hundreds of qualified decision makers and influencers who participate in dozens of TRSA’s local and national conferences, meetings, webinars and projects. Your company’s Associate Membership opens these venues to you and your team to expand personal networks; only TRSA member suppliers to the industry may participate.

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](http://www.TRSA.org). These communications vehicles keep you and your team up to speed on industry news, trends, innovative products and services and best practices to identify marketing opportunities and competitive pressures. In addition, live webinars, recorded and archived with other educational resources in the online **On-Demand Learning Center**, provide free access to business information that helps you innovate.

4. **Display and Discuss Your Products and Services**
TRSA associate members receive a discount on exhibit space at the biennial **Clean Show**, North America’s largest exhibition of commercial laundry equipment and ancillary products. Agendas at TRSA events, most prominently the Annual Conference, may include displays and Executive Exchange one-on-one meetings. The Exchange format facilitates short, focused meetings with purchasing decision-makers who sit at your table in a meeting room to learn about your latest product innovations.
5. Get Publicity

Associate Members receive priority publication of their corporate news, product releases and case studies in Textile Services magazine and TS Weekly, which reach 10,000+ purchase decision-makers and influencers each month. 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 task forces 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. You meet with them face-to-face at the annual Leadership & Legislative Conference in Washington and standalone meetings elsewhere. Plus teleconferences all year round.

7. Advertise

Your TRSA membership entitles you to discounted advertising. Your campaigns demonstrate your company’s financial strength and 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, which reach 2,500+ readers. See our separate media kit flier to identify the options best suited to your budget.
9. Sponsor Events

Put your company at center stage at a conference, summit or other meeting as its Event Partner, receiving top-tier recognition before and during the event. Share the spotlight as a Hospitality Partner by sponsoring a reception, meal or breaks. Your high visibility at these events, which attract 1,000+ decision-makers annually, gives you access to the most significant buying power in textile services. Sponsorships are available to TRSA Associate Members only.

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. Such consistency is the key to building your brand perpetually and ensuring the continuing visibility of your key staff.