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Ways to Capitalize on Your **TRSA** Supplier Partner Membership

TRSA membership is your key to building the relationships that generate sales leads to grow your company's share of the \$40-billion linen, uniform and facility services market. Benefit from **TRSA** member services to keep your team current on opportunities in the market and broaden your network of industry operators to build the brand recognition needed to impact 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. Operator Members 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 a Supplier Partner Member you can get engaged and build relationships with **TRSA** Operator Members. Leveraging your membership in **TRSA** maximizes your business opportunities and payback.

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Strengthening and Promoting the Linen, Uniform
and Facility Services Industry



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 national and international conferences, summits, webinars and projects. Your company's Supplier Partner 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 and state capitals on behalf of linen, uniform and facility 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 industry.

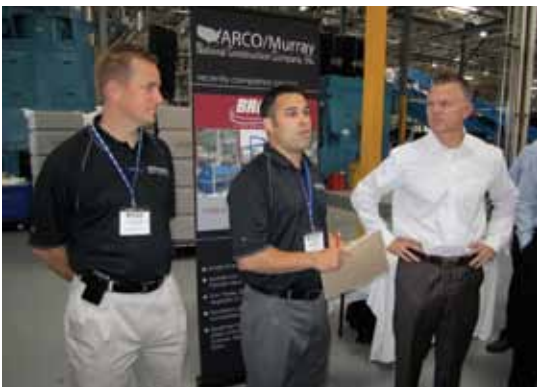
3. Learn the Market

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 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 Supplier Partner 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, include 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. Virtual and in-person tours of members' facilities that use your company's products provide opportunities to engage with participants while demonstrating these in a live, working plant environment.





5. Get Publicity

Supplier Partner Members receive priority publication of their corporate news, product releases and case studies in **TRSA's** monthly *Textile Services* magazine and *TS Weekly* newsletters, 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 the industry's operators.

6. Drive the Industry

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 conferences and standalone meetings elsewhere. Plus teleconferences all year round.



7. Advertise

Your **TRSA** membership entitles you to discounted advertising. Your campaigns build your brand in the market, demonstrate your company's financial strength and increase your visibility through integrated marketing involving advertising. **TRSA** print and electronic media vehicles include *Textile Services* magazine, *TS Weekly* e-news (Monday, market-specialty and Breaking editions), www.TRSA.org, podcasts and the online and print *Buyers' Guide*. Together these vehicles make nearly 1 million impressions with qualified textile services decision makers annually.

8. Improve Visibility 24/7, Year-Round

Only **TRSA** Supplier Partner Members are listed in the online **TRSA Textile Services Buyers' Guide** (www.trsabuyersguide.org) and annual print version in *Textile Services* magazine. 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 advertising options best suited to your budget.



9. Partner as Sponsor

Become recognized as one of the industry's most engaged suppliers through integrated partnerships providing exposure through professional development events and targeted activities. Based on commitment level, partnership benefits include print and digital advertising credits, exclusive executive connections, complimentary event registrations, session presenter roles, event and webinar title recognition, signage, magazine article authorship, social media, email distribution and lead generation. Separate sponsorship programs are available for virtual plant tours, educational Institute programs and CEO/regional and laundry-customer market-specific events. Partnerships and individual event sponsorships are available to **TRSA** Supplier Partner members only.



10. Advocate Your Company

Take advantage of the elevated role of industry suppliers in **TRSA** activities compared with most trade associations by getting involved in the Supplier Partner Council. It serves as an advocacy group, defending Supplier Partner Members' interests with federal and state regulators and elected leaders. The Council has a broad influence on association policy and fosters enhanced professional networking among Supplier Partner Members on common concerns.

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