

# March 31, 2010 | Annual Awards Program and Comedy Club Event

Join us for the annual TRASA Awards Program cocktail party followed by a fun networking night for distributors and suppliers at the Comedy Club, a satellite of the Funny Bone in Station Square, now located in the Four Points by Sheraton.



**Cost \$40 per person** – includes appetizers & **2** drink tickets for the awards program; AND admission to the Comedy Club and a light dinner & **2** drink tickets.

Names of attendees: \_\_\_\_\_  
 \_\_\_\_\_

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## April 1, 2010 | Education Sessions

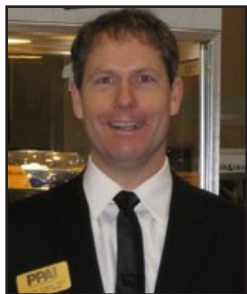
**8:30 a.m. to 10 a.m.** – Two Top Notch speakers from the PPAI Expo sessions offered at the same time, pick the one that best meets your needs. You are welcome to bring your staff.

**8:00 a.m. to 8:30 a.m.** - continental breakfast for attendees

**Cost \$15 per person** - includes continental breakfast

### TWO CONCURRENT SESSIONS - CHOOSE ONE

#### SESSION A - A BUZZ in WOMP



**Charles G. Dugan II, MAS**  
 Director of Sales  
 Magna-Tel

A BUZZ in WOMP (word of mouth promotions)  
 Gain hands-on experience on how to use the BUZZ in your marketing efforts.  
 Identify current trends in creating and maintaining the BUZZ.  
 Apply promotional products to gain results.  
 Create a Win Win WOMP marketing campaign

**MARSHALL MEETING ROOM**

#### SESSION B- SOCIAL NETWORKING



**Dana R. Zezzo, CAS**  
 Vice President of Sales  
 Pro Towels Etc.

Social Networking - is this the ultimate Rolodex?  
 Build relationships, track clients and take advantage of the benefits of social networking for your business.  
 Learn how to use Social Media to create conversations about your product, drive traffic to your website and ultimately turn a lead into sales.

**PINE MEETING ROOM**

#### PAYMENT INFORMATION:

SHOW: FREE

March 31: Awards and Comedy Club: \$40 per person x \_\_\_\_\_ = \_\_\_\_\_

April 1: Education Session: \$15 per person x \_\_\_\_\_ = \_\_\_\_\_

Session A attendees: \_\_\_\_\_

Session B attendees: \_\_\_\_\_

Total amount due to TRASA = \_\_\_\_\_

Credit cards accepted: Visa, Mastercard and American Express

Credit card number: \_\_\_\_\_ expiration: \_\_\_\_\_

Name of card holder: \_\_\_\_\_

Paying by check? Please mail your payment to TRASA to: Patti Ward, TRASA, 3003 Salisbury Court, Mars, PA 16046  
 Questions? Call TRASA 724-779-3803 or email patti@trasa.net

# DISTRIBUTOR REGISTRATION FORM

April 1, 2010

Four Points by Sheraton Pittsburgh North, Mars, PA 16046

Exhibit Hours 10 a.m. to 3 p.m.

FREE -popcorn, lemonade and iced tea on the show floor

FREE -parking

*Want a quick lunch during the show?*

The Sheraton offers a hot buffet in the Pavilion Cafe for \$9.95 from 11:30 a.m. to 1:30 p.m.

## PLEASE COMPLETE THE FOLLOWING:

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email of Contact Person: \_\_\_\_\_

## PLEASE LIST THE NAMES OF THOSE ATTENDING THE SHOW:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

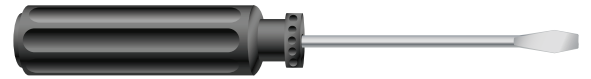


# Build Together

# in 2010 with

# TRASA

THREE RIVERS ADVERTISING SPECIALTY ASSOCIATION



## Spring clean your offices and help those in need.

*Bring your donations to the TRASA Expo during show hours.*

### SHARE YOUR OVER RUNS, SECONDS & EXTRA ITEMS

Between now and show time plan to spring clean your offices and share with those in need. Once again this year, we are collecting MUCH needed items for the Bradley Center, a regional behavioral and child welfare system located in Pittsburgh that has provided hope to young boys and girls for over 100 years.

These kids need underclothing and socks. (THINGS WE ALL TAKE FOR GRANTED) In fact think of things we take for granted and this is what many of these children have never had. Sizes needed adult small to 3X.

As rule of thumb nothing sharp can be taken to the Bradley Center as they could harm themselves.

**Nothing metal, glass or with sharp edges can be used by the children.** (an example of an item to not donate would be pens with a metal parts or clips).

**Other items needed by the Bradley Center include:** larger sized items such as t-shirts and sweatshirts. Most people think of children when they think of the Bradley Center, but less than 25% of the children are under the age of 13. And many of the girls are in the XL, XXL, XXXL range. Notebooks, journals, back packs, school suppliers, etc that have NO metal will be gladly accepted.

Any types of toys, activity, craft items that the children can put together or play with are always in demand. Coloring books and crayons are a definite need as they are 24/7 locked down and actually attend school in the Bradley Center.

**Thank you for helping to make a difference in the lives of these children!**