

ARA International Awards Market

February 23–25, 2011 | Las Vegas Convention Center

Unleash your potential!

The ARA International Awards Market in Las Vegas typically draws approximately 5,000 people from almost 2,000 retail companies. The majority of attendees are members of the Awards and Recognition Association (ARA). All attendees are carefully screened to ensure they are qualified retail buyers.

What are buyers looking for?

ARA shows are designed for awards, engraving, and sublimation specialists. The shows also attract buyers from several other industries, including the signage, rubber stamp, marking, and gift industries.

When asked which products and services they were looking for, attendees of the 2010 ARA International Awards Market responded:

Acrylic products	70%
Engraving equipment or supplies	47%
Gifts	48%
Glass or crystal products	65%
Laser-engraving machine	47%
Medals	47%
Plaques	70%
Ribbons	27%
Sandblasting equipment	35%
Software	37%
Sublimation equipment	46%
Trophies or trophy components	61%

How satisfied are ARA show exhibitors and attendees?

Surveys show attendees and exhibitors view ARA shows very positively. At the ARA 2010 Las Vegas show

More than **83%** of our exhibitors responded that they had an excellent or good show.

More than **56%** of exhibitors said the attendees at the last ARA show were excellent or above average in terms of the size of their businesses.

Reaching the audience: How does ARA promote its shows?

ARA targets its promotional efforts to all of its 4,000 members and approximately 15,000 additional prospects. Marketing strategies include articles and ads in *Recognition Review* magazine, brochures, e-mail, fax, and Web-based promotion. The association also provides support to all ARA exhibitors in the form of invoice stuffers and mailing databases for use to promote the show.



Take advantage of these additional promotional opportunities:

- Advertise in the ARA show program book, which attendees use on site and keep for reference after the show.
- Advertise in *Recognition Review* the month before and of the show.
- Become a show sponsor and have your logo included in the show brochure, *Recognition Review*, *ARA Connection* (monthly electronic newsletter), show program book, and on-site signage.

"ARA is the leading organization of the industry and the driving force behind the annual ARA International Awards Market in Las Vegas, which is attended by international suppliers and buyers."

—Joe Cappetta, Marco Awards Group

"Our numbers of international customers and sales per customer continue to grow. We've found one of our best sources for business is the annual ARA International Awards Market."

—Bob Conners, Identification Plates

"Our company has done well having a booth at the ARA International Awards Market. For a long time, we marketed only to architects. Now, we mail out about 100,000 catalogs a year, with the awards industry being 15% to 20% of that mailing."

—David Wommer, A.R.K. Ramos Architectural Signage Systems