



ARE YOU LOOKING TO GROW YOUR BUSINESS WITH TRUE VALUE ON A GLOBAL LEVEL?

Did you know True Value has stores in over 60 countries?

Would you like to gain more exposure to our international retailers in a setting where you can showcase your programs and products to help grow your business?

If the answer is YES, then sponsoring the True Value International Hospitality Suite and Reception during 2023 Fall Reunion is a must!

What is the International Hospitality Suite?

- The suite is a dedicated room, located off the Reunion show floor, where only sponsors and international customers have access for the duration of the show.
- Breakfast and lunch are served daily during show hours for sponsors and customers to enjoy, sit together, introduce themselves and start building key relationships to last for years to come.
- Every sponsor has a dedicated space in this room where they can display their products and walk customers through their program.

What is the International Reception?

- The International Department hosts a reception at each Reunion, typically on the second evening.
- One reception is an awards ceremony, dedicated to award and celebrate our top international customers on their purchases. The other reception is more casual, without the awards component, but still a very enjoyable event.
- The reception is a sponsor favorite because it not only gives sponsors the opportunity to get to know our international customers in a less formal, relaxed environment, but it is also a well-attended event.

What are the benefits of sponsoring?

- Opportunity to “Meet & Greet” the True Value International sales team the day before the show begins, present your program, special offers and answer any questions they may have. This is a chance to get their undivided attention and help them to push your program.
- One-on-One time with international retailers to promote and grow your brand on a global scale.
- Flexibility to hold private meetings in the Hospitality Suite with international retailers.
- Post-Reunion follow-up with assistance and support from the international team.



SPONSORSHIP SLOTS ARE LIMITED – DON'T HESITATE TO REACH OUT WITH ANY QUESTIONS YOU MAY HAVE.

DON'T MISS OUT ON THIS INCREDIBLE OPPORTUNITY!

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