



CERTIFIED TRADING CARD ASSOCIATION

CTCA TRUSTED SHOW™

Setting a Higher Standard for Trading Card Shows



VERIFIED SHOWS. TRUSTED SELLERS. SAFER COLLECTING.

Trading card shows are one of the foundations of the hobby, bringing collectors, dealers, businesses, and communities together face-to-face. The CTCA Trusted Show™ Program provides an independent trust and verification framework built for card shows, demonstrating that both the promoter and participating sellers meet established standards for verification, transparency, integrity, and accountability.

WHAT MAKES A SHOW TRUSTED?

VERIFIED PROMOTER

The promoter or operating organization completes CTCA verification and agrees to the Trusted Show Standards and Code of Conduct.

VERIFIED SELLERS

Dealers and vendors complete CTCA Trusted Seller verification and receive a portable credential recognized at participating shows.

CLEAR STANDARDS

Defined expectations for transparency, seller conduct, consumer protection, incident reporting, and responsible show operations.

ACCOUNTABILITY

An independent framework for maintaining standards, reporting concerns, reviewing violations, and protecting the designation.

ONE VERIFICATION. EVERY TRUSTED SHOW.

Approved sellers receive a **CTCA Trusted Seller™** credential that follows them from show to show. Instead of every promoter independently deciding who belongs on their show floor, CTCA provides a standardized verification infrastructure.

Promoters run great shows.
CTCA helps power the trust behind them.

WHY BECOME A TRUSTED SHOW?

Build Collector Confidence. Give attendees another reason to trust the people and businesses selling inside your show.

Differentiate Your Event. Show that your event has voluntarily adopted meaningful industry standards.

Simplify Vendor Vetting. Leverage CTCA's verification infrastructure instead of building your own.

Strengthen Industry Partnerships. A consistent trust framework brands, marketplaces, sponsors, venues, and insurers can recognize.

Protect Your Reputation. Documented expectations for vendors before they enter your show floor.

HOW IT WORKS

- 1 Apply.** The show promoter applies for Trusted Show status.
- 2 Verify.** CTCA verifies the promoter and business information.
- 3 Commit.** The promoter agrees to the Trusted Show Standards and Code of Conduct.
- 4 Onboard Sellers.** Vendors complete Trusted Seller verification.
- 5 Get Recognized.** Approved events receive the designation and digital verification assets.
- 6 Build Trust.** Collectors identify participating shows and verified sellers before and during an event.

THE VISION

A collector walks in and sees the CTCA Trusted Show™ mark at the entrance. The promoter is verified. Sellers operate under defined standards. An independent organization stands behind it — and when those sellers travel to the next show, their verification travels with them.

That is how we build trust that travels.

BECOME A CTCA TRUSTED SHOW™

Bring an independent trust standard to your next event. Apply, or contact CTCA to bring the program to your show network.

thectca.org · Safer. Smarter. Stronger.

