



TASA | TASB

txED CON24

Exhibitor & Sponsorship Prospectus

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About TASA and TASB and txEDCON

Since 1960, the Texas Association of School Administrators (TASA) and Texas Association of School Boards (TASB) have collaborated to produce a transformative annual experience for school board members, superintendents and other school leaders that improves governance and leadership in Texas public schools and enhances statewide support for public education.

Texas Association of School Administrators (TASA)

Founded in 1925, TASA is the professional association for Texas school superintendents and other administrators. The mission of the organization, which focuses on professional learning, advocacy and member engagement, is to promote, provide and develop leaders who create and sustain student-centered schools and develop future-ready students. TASA supports leaders from school districts both large and small, rural and urban, and from every corner of the state.

The Executive Committee is TASA's primary decision-making body, and consists of: four officers; one member elected from each of the 20 ESC regions; four at-large members; and the chairs of TASA's Advocacy, Legislative, Member Engagement, and Professional Learning committees. The officers and Executive Committee work closely with TASA's executive director and staff to conduct the business of the association.

Texas Association of School Boards (TASB)

Created in 1949, TASB is a voluntary, nonprofit, statewide educational association that serves the boards of Texas public school districts. TASB promotes educational excellence for Texas schoolchildren through advocacy, visionary leadership, and high-quality services to school districts. TASB's membership includes the boards of nearly all school districts and 20 regional education services centers, as well as 51 community colleges, 21 central appraisal districts, and 127 education cooperatives. The association represents the largest group of publicly elected officials in the state (more than 7,000 school board members).

The association is governed through a 44-member board of directors representing every region of the state, an annual Delegate Assembly, and a grassroots process used to develop and create the association's advocacy agenda. The annual Delegate Assembly is held during txEDCON.

Did you know?



Texas public school districts have combined expenditures of more than \$80.64 billion annually, employ over 764,000 people, and serve more than 5.5 million students.

2023 TEA Pocket Edition

Who should exhibit?

If your business involves K-12 public schools, we encourage you to participate in txEDCON. Previous exhibitors have included architectural firms, law firms, transportation services, food and nutrition, and various others.

txEDCON Attendance:

5,800 REGISTRANTS

BREAKING DOWN TO 3,600

(64% BOARD MEMBERS, 12% SUPERINTENDENTS)

1,800 EXHIBITORS AND OTHERS





Exhibit Venue

Henry B. Gonzalez Convention Center

900 E Market St, San Antonio,
TX 78205

Exhibit Halls 2 & 3



Photo credit: Wikimedia Commons

Exhibit Dates and Times

Installation

Thursday, Sept. 26 | 8 a.m.–5 p.m.

Exhibits Open

Friday, Sept. 27 | 8:30 a.m.–4 p.m.

Saturday, Sept. 28 | 8:30 a.m.–3 p.m.

Welcome Reception

Thursday, Sept. 26 | 5–6:30 p.m.

Exhibit Hall

Dismantling **Saturday, Sept. 30** | 1:45–7 p.m.

*This schedule is subject to change. Please refer to
tasa.tasb.org and posted signage onsite for final hours.*



Applying for Exhibit Space

2024 Booth Options and Pricing

10x10 Inline.....	\$1,750
10x10 Corner.....	\$1,900
10x20 Inline/Inline.....	\$3,500
10x20 Inline/Corner.....	\$3,650
10x20 Corner/Corner.....	\$3,800
Bus Space.....	\$4,000
20x20 Island.....	\$6,800
20x30 Island.....	\$8,500
20x40 Island.....	\$10,000

Note: Tables and chairs must be provided by your company via the Exhibitor Service Kit, hiring a third-party contractor or from your personal supply. The prices listed above are for the exhibit booth space, listing in the event app, and access to the attendee list*.

* Per TASA | TASB policy, the attendee list does NOT include email addresses.

Important Dates and Deadlines

March 2024

Booth Selection Opens

- Priority Point holders will be contacted by Taylor Thompson with TASB regarding your 2024 space selection window.
- A 50% payment deposit is due upon application.

Monday, April 22

Booth Selection Opens

- Companies that do not hold priority points may begin applying for exhibit space online at tasa.tasb.org/exhibit-hall/for-exhibitors
- A 50% payment deposit is due upon application.

Monday, July 1

Final Payment Deadline & Cancellation Penalty

- Last day to cancel exhibit space with a refund minus the \$200 processing fee.
- All remaining balances on booths must be paid by this date.
- Exhibit applications submitted after this date must be accompanied by payment in full.
- Exhibitor Service Kit Available

Tuesday, July 23

Exhibitor Badge Requests and Housing Opens

- Request Badges for your team to receive the link to book hotel rooms. (Your exhibit space must be paid in full to request badges.)

Friday, August 30

Insurance and [EAC Forms](#) Due

- Send your proof of insurance to convention@tasb.org. [View information](#) on what type of insurance is required.
- If you are not using Freeman, the official general contractor to assemble your booth, please [fill out the Exhibitor Appointed Contractor Form](#) and send to convention@tasb.org.

Important Information

Service Kit

Information about ordering furniture, carpet, utilities, and all display-related services can be found in the Service Kit. Each 10' x 10' booth will be set up with 8' high black back drape and 3' high black side dividers. Booths 300 sqft or less will receive a 7" x 44" identification sign. Booths larger than 300 sqft will receive one upon request. Aisles and booths are not carpeted.. Exhibitors will be permitted to install carpet.

Housing

Convention Housing Management (CHM) is our official housing company for TASA | TASB Convention. Housing will be available to exhibitors after they have registered for badges.

If you need to reserve a hotel room, please contact CHM by calling **800-340-1905** or e-mail tasa_tasb@chmrooms.com for assistance. Please note: CHM will not email or call you to make reservations and any company that does is not endorsed by TASA | TASB. For your own protection, you do not have to make reservations with any other housing company that may approach you. Please forward any correspondence from a housing company to convention@tasb.org.

Installation

Exhibitors may start setting up their booths on Thursday, September 26 starting at 8:30 a.m. and must be finished by 5 p.m. Exhibitors may enter and finish setup on Friday, September 27 starting at 7 a.m. but must be ready when doors open at 8:30 a.m. If you anticipate needing more time, please contact Taylor Thompson at convention@tasb.org.

Exhibitor Badge Requests

Exhibitor badge request opens Tuesday, July 23, 2024. You will be able to request badges for your

booth staff. These badges only grant access to the exhibit hall, welcome reception, and the three general sessions.

Exhibitors may have up to 12 complimentary badges with a maximum of 25 badges per booth. Exhibitors may request additional exhibitor badges for an additional fee of \$75 per badge. If an exhibitor exceeds the 25 badge limit, the remaining badges will be charged the full early bird member rate. Exhibitor Housing block information will be sent to exhibitors after they register for their badges.

If you wish to attend special programming like the Small School District Seminar, you must be a sponsor of the session.

Attendee List

Exhibitors will receive access to the attendee list after Sept. 1. Per TASA | TASB Policy, the list does NOT include email addresses.

The link to the attendee list will be sent from convention@tasb.org to all confirmed exhibitors and be available in your exhibitor portal.

Warning! TASA | TASB will not charge to provide the attendee list. If you are contacted by a third party offering to provide you with a list of TASA | TASB attendees for a cost, please know the list may not be legitimate.

Exhibit of School Architecture

Showcases new and renovated Texas schools and celebrates excellence in planning and design of the learning environment.

Learn more about the exhibit at texasschoolarchitecture.org

Exhibit Hall Schedule

Thursday, Sept. 26 | 8:30 a.m.–5 p.m.

Installation

5–6:30 p.m.

Welcome Reception

Friday, Sept. 27 | 8:30 a.m. – 4 p.m.

Exhibit Hall Viewing Hours

9:45 –10:30 a.m.

Dedicated Exhibit Hall Time

11:30 a.m. – 1 p.m.

Dedicated Exhibit Hall Time

3:15 – 4 p.m.

Break in the Exhibit Hall

Saturday, Sept. 28 | 8:30 a.m. –1:45 p.m.

Exhibit Hall Viewing Hours

9:45 –10:30 a.m.

Dedicated Exhibit Hall Time

Noon – 1:45 p.m.

Dedicated Exhibit Hall Time

1:15 – 1:45 p.m.

Exhibit Hall Closing

1:45 – 7 p.m.

Dismantling

This schedule is subject to change. Please refer to the TASA | TASB website and posted signage onsite for final hours.

Registration and Housing

Badge Pick-Up Location and Hours

Exhibitor registration will be located in the Henry B. Gonzalez Convention Center in front of Exhibit Hall 2. Registration hours are listed below:

Thursday, Sept. 26 | 8 a.m.–5 p.m.

Friday, Sept. 27 | 6:30 a.m.–4 p.m.

Saturday, Sept. 28 | 6:30 a.m.–3 p.m.

Registration hours and location are subject to change. Please refer to the TASA | TASB website and posted signage onsite for final hours.

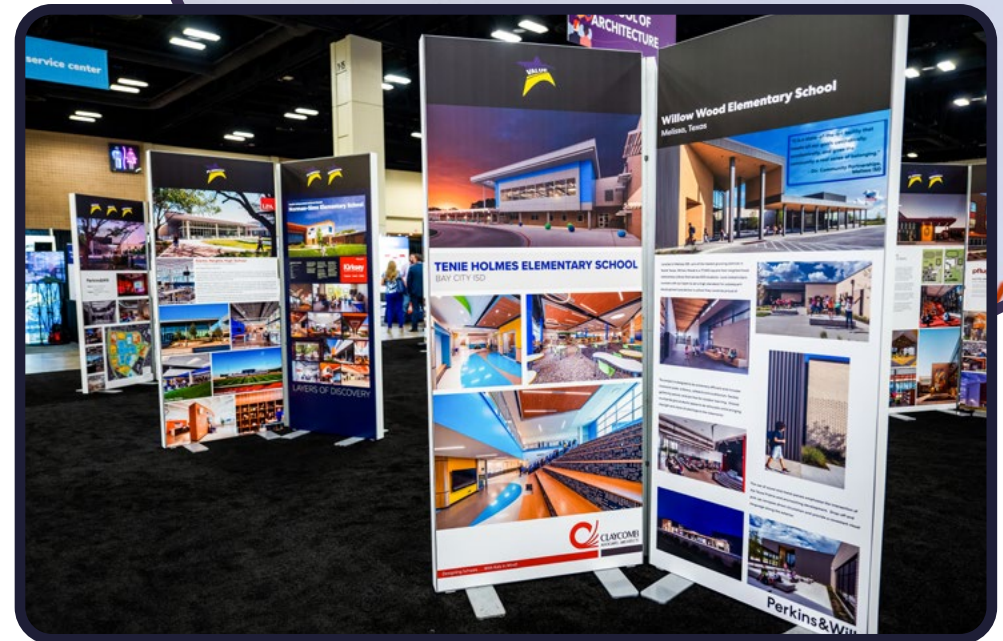
Exhibitor Badge Registration

Exhibitor badge registration opens on July 23 in the exhibitor portal. Badge requests may only be submitted if the booth is fully paid.

Exhibitors may have up to 12 complimentary badges with a maximum of 25 badges per booth. Exhibitors may request additional exhibitor badges for an additional fee of \$75 per badge. Exhibitor Housing block information will be sent to exhibitors after they register for their badges. If an exhibitor exceeds the 25 badge limit, the remaining badges will be charged the full early bird member rate.

Housing for the txEDCON is handled exclusively by Convention Housing Management (CHM). We do not use any other third-party housing companies. Emails received from other third-party housing companies may be deleted because txEDCON is not affiliated with them and we are not responsible for their bookings.

Great energy and environment. Lots of opportunities to meet with District and Board Leaders.



Booth Structure and Payment

Booth Equipment

Each 10' x 10' booth will be set up with 8' high black back drape and 3' high black side dividers. Booths 300 sqft or less will receive a 7" x 44" identification sign. Booths larger than 300 sqft will receive one upon request.

Space Assignment

Efforts will be made to assign exhibit/booth space in accordance with Exhibitor's specified preference; however, no guaranty is made by TASA | TASB that Exhibitor's preference will be met. Efforts will be made to avoid placing competitors adjacent to each other. On-site booth sales will be processed based on the TASA | TASB Priority Point System. All other booth sales will be processed in the order in which they are received. Exhibitors may request to be re-assigned if space is available until the week of the show. Once on site, no exhibitors may be moved. Please note that additional fees may be incurred if moved from an inline booth to a corner booth.

Exhibit Display Space

TASA | TASB will provide display space to Exhibitor as indicated on the official floor plan, to the extent possible, but reserves the right to make any changes in the interest of any Exhibitor or TASA | TASB. TASA | TASB reserves the right to

decline or prohibit any exhibit product or service. This reservation is all-inclusive as to persons, things, printed matter, products, and conduct.

Food Samples

Each Exhibitor is responsible for securing the applicable health permits required and issued by the City of San Antonio Health Department. Contact the agency at 210-207-8780. All permits must be obtained prior to sampling and will always need to be displayed in your booth(s).

Height Limitations for Displays

Exhibitor shall not display or place any product, sign, partition, person, apparatus, shelving, or other construction that extends more than 8' above the floor or more than 4' forward from the back wall of the booth, with the exception of such products as school buses or freestanding island spaces, subject to the approval of TASA | TASB. Displays between the back construction and the front of the booth may be no higher than 4'. No interference with the light or view of other Exhibitors is permitted.

Exhibit Space

Each booth measures 10' across the front and 10' deep. Each booth will be equipped with a 44" x 7" header sign and cloth walls on an aluminum pipe framework. Back walls will be 8' high; divider partitions will be 3' high. All equipment must be purchased and requested by using the appropriate



forms in the Exhibitor Service Kit. Additional information about furniture, carpeting, utility outlets, and complete display service information will be included in the Exhibitor Service Kit.

Subletting Space

No Exhibitor may assign, sublet, or apportion exhibit space in whole or in part, nor exhibit any products or services other than those provided or sold in the normal course of Exhibitor's business.

Payment

Exhibitors must pay the 50% deposit by credit card in through the exhibitor portal. They may choose to pay the remaining balance by check or through the exhibitor portal. We do not accept wire transfers.

Make checks payable to:

Texas Association of School Boards
Mail checks to:
Attn. Exhibits
TASB Inc., PO Box 975112
Dallas, TX 75397

Booth Cancellation

Partial refunds (amount paid by Exhibitor minus \$200 processing fee) will be granted for space cancelled if requested in writing by e-mail to convention@tasb.org and received on or before June 30, 2024. No refunds will be granted for booth space cancelled after June 30, 2024. If payment is not received by July 1, 2024, TASA | TASB reserves the right to terminate your booth agreement.

Point-of-Contact Changes

Send all primary and secondary point-of-contact changes to convention@tasb.org. Please include the following information:

- **Company**
- **Name**
- **Email**

Exhibitor Services & Access to Exhibit Hall

Mailing List

Per TASA | TASB policy, the attendee list does NOT include email addresses. The link to the attendee list will be sent from convention@tasb.org to all confirmed exhibitors. TASB is the only one who will provide an attendee list and will do so without an additional charge. Emails received from other third-party companies may be deleted because txEDCON is not affiliated with them and we are not responsible for their lists. A final attendee list will be available two weeks after txEDCON.

Exhibitor Listing

Exhibitor information is submitted by the exhibitor during their application for a booth. The product and company description of each confirmed exhibitor will be included in the Conference App.

Exhibitor Service Kit

The exhibitor service kit is provided by Freeman and includes information about ordering the following: shipping, furniture, booth accessories, lead retrieval, drayage rates, utility specifications and charges, carpet rental and cleaning, signs, security, telephones/internet, audio/visual equipment, computer rental, photography services, and floral services; including order forms and rate schedules.

Lead Retrieval System

Exhibitors may rent attendee badge-readers to utilize the lead retrieval system that allows exhibitors to record the names and companies of attendees who visit their booths. TASA | TASB will provide additional information in the online Exhibitor Service Kit.

NEW!

New this year! Lead retrieval will include preferred email addresses of attendees if they allow exhibitors to scan their badges.

Admission to the Exhibit Hall

Exhibitors must have an exhibitor badge to enter the exhibit hall an hour and a half before doors open.

Exhibitor Badges

Exhibitor badge registration opens on July 23 in the exhibitor portal. Badge requests may only be submitted if the booth is fully paid.

Exhibitors may have up to 12 complimentary badges with a maximum of 25 badges per booth. Exhibitors may request additional exhibitor badges for an additional fee of \$75 per badge. Exhibitor Housing block information will be sent to exhibitors after they register for their badges. If an exhibitor exceeds the 25 badge limit, the remaining badges will be charged the full early bird member rate.

Full Registration Badges

To gain access to the pre-conference sessions and concurrent sessions, a full registration must be purchased. Please note that even with a full registration badge, vendors are not allowed to solicit business outside of their company's assigned booth. If a vendor's company does not have a confirmed booth, they may not solicit business at all.

Suitcasing

Anyone observed to be soliciting business in the aisles or other public areas, or in another company's booth, may be asked to leave immediately. Additional penalties may also be applied.

Exhibitor Rules and Regulations

View all exhibitor rules and regulations [here](#).

Priority Point System

Priority Point Allocation for txEDCON

- **1 point:** For exhibiting
- **1 Point:** Awarded for each 100 square foot of exhibit space
- **1 Point:** For every \$1,000 in sponsorship
- **-5 Points:** Deducted per 100 square feet of exhibit space upon early tear down.

The Priority Point system recognizes companies that support txEDCON activities and encourages new companies to participate. Points are maintained on a 10-year cumulative basis and determine the window of time which exhibitors are able to reserve their booth.

Loss of priority points may occur if an exhibitor fails to comply with txEDCON's posted exhibitor hours. For more information regarding the priority point system, please contact the exhibit hall coordinator, Taylor Thompson at convention@tasb.org or call **512-467-3611**.





Sponsorship Opportunities

The background image shows a large, diverse crowd of people walking through a conference hall. In the background, several exhibition booths are visible, including one for 'MGT' and another with the text 'United to Uplift Community'. The overall atmosphere is busy and professional. The title 'Sponsorship Opportunities' is overlaid in a large, bold, blue font. There are also decorative blue and red scribbles in the top right corner and a dashed blue line with an arrow pointing upwards in the bottom right corner.

Standard Benefits

	Titanium \$20,000	Diamond \$15,000	Platinum \$10,000	Gold \$8,000	Silver \$6,000	Bronze \$3,000
Company logo on tasa.tasb.org with link to sponsor's website through Dec. 2024						
Recognized as a sponsor in conference app						
Company logo on Exhibit Hall Entrance Unit						
Sponsor floor cling for exhibit booth inside Exhibit Hall						
Company logo on sponsorship acknowledgement page in TASB Texas Lone Star magazine and TASA INSIGHT Magazine						
Acknowledgement in event program booklet <small>*TASA TASB must approve graphic.</small>	 <small>Full Page</small>	 <small>Half Page</small>	 <small>Half Page</small>	 <small>Quarter Page</small>		
Recognition in housekeeping slides/pre-session slides						
Access to Early Housing Reservations						
Recognition at First and Second General Sessions						
Priority Booth Selection						
Logo on floorplan on website						
Logo and link to company website included in txEDCON Daily email blast						

There is no extra cost for any sponsor benefits, and they correspond with the silver level and higher.

Contact Taylor Thompson for a customized sponsorship starting at \$25,000. Note: New sponsors will be subject to approval.



Lanyards

✓ **Exclusive Sponsor**
\$20,000

Sponsor the conference lanyards given to all attendees at registration and worn all over the conference.

TASA | TASB provides the lanyards. Sponsor provides the logo.



Coffee Tumblers

✓ **Exclusive Sponsor**
\$15,000

Have attendees drink hot beverages in a tumbler sporting your logo! Combine this opportunity with a coffee and networking break for two points of contact.

TASA | TASB will cover cost of coffee tumblers, but limits exist. Sponsor provides the logo.



Hand Sanitizers

✓ **Exclusive Sponsor**
\$6,000

Help stop the spread of germs and gain recognition with your logo on mini hand sanitizers.

TASA | TASB will cover cost of hand sanitizers, but limits exist. Sponsor provides the logo.



Reusable Water Bottles

2 Sponsorships Available
\$8,000 each

Reusable water bottles are consistently a popular item. Combine this opportunity with sponsoring the hydration stations for two points of contact.

TASA | TASB will cover cost of water bottles, but limits exist. Sponsor provides the logo.





Conference Bag

2 Sponsorships Available
\$10,000 each

Conference bags are available for attendees to grab at registration and are carried around the conference. Artwork on the bag features txEDCON branding and sponsor logo in black.

TASA | TASB will cover cost of conference bags, but limits exist. Sponsor provides logo.



Notebooks

2 Sponsorships Available
\$10,000 each

Notebooks are a highly requested item at txEDCON. Your logo with a tagline will be placed on the front of the notebook.

TASA | TASB will cover cost of notebooks, but limits exist. Sponsor provides logo.



Pens

2 Sponsorships Available
\$6,000 each

Who doesn't love a good pen? Pens are an excellent way to get your brand in the hands of attendees.

TASA | TASB will cover cost of pens, but limits exist. Sponsor provides logo.



Networking Opportunities

Sponsors will receive branded signage and recognition in the program.

Friday Afternoon Break

3 Sponsorships Available
\$6,000 each

Put a little pep in the step of our attendees just before the First General Session.*

Coffee and Networking in the Exhibit of School Architecture

4 Sponsorships Available
\$6,000 each

Each sponsor will have a coffee break Friday or Saturday at a different time than the Friday afternoon and Saturday morning breaks.

**TASA | TASB provides refreshments. Sponsor provides logo and branded napkins if desired.*

Saturday Morning Break

3 Sponsorships Available
\$6,000 each

Provide a beverage and snack break to attendees before the Second General Session.*



\$6,000 each

Located in the Exhibit Hall, this area is where school board members gather with others from their respective area associations to network and make new friendships.*



We normally attend this event to reaffirm relationships with our existing clients and seek new opportunities with other school districts.

txEDCON23 Exhibitor



Professional Headshot Photos

✓ **Exclusive Sponsor**
\$10,000

Sponsor of dedicated headshot space, offering complimentary photos to attendees.

TASA | TASB provides the photographer. Sponsor provides logo.

Community Service Project

✓ **Exclusive Sponsor**
\$20,000

The community service project activity will take place on the tradeshow floor. Attendees can help assemble a variety of kits focused on food, health and hygiene. Working with the United Way of Metropolitan San Antonio, kits will be distributed to Texas public school students in the local area.

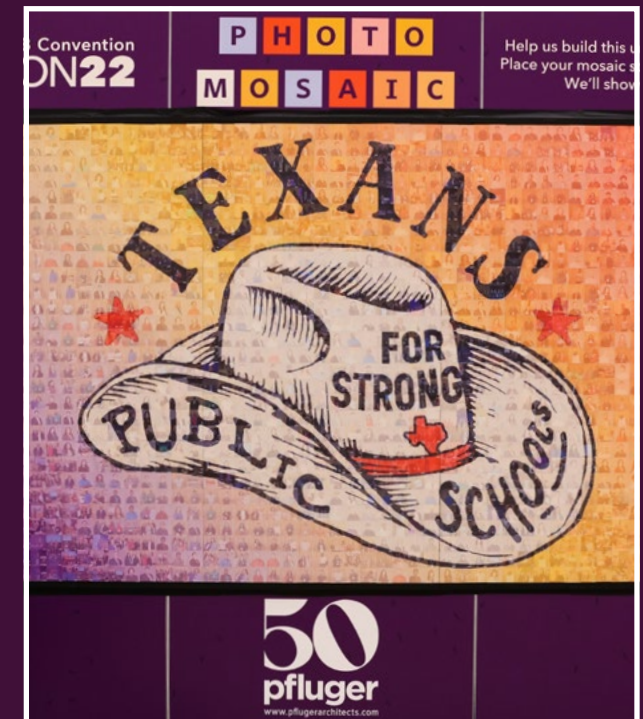
TASA | TASB will provide the supplies. Sponsor will provide logo and have the opportunity to participate alongside attendees.

Mosaic Wall

2 Sponsorships Available
\$10,000 each

Become part of the big picture with our attendees. Your logo will be on the on the board where the mosaic is formed. Sponsor will have an opportunity to have multiple prize spots where an attendee places their photo, sponsor can direct the winners to the sponsor's booth to receive their prize.

All prizes must be less than \$50 and not of cash value. TASA | TASB provides the mosaic wall and graphic. Sponsor provides logo and prizes.



Events

Sponsorship includes recognition with your logo in the program and two representatives to welcome attendees to the event.

Welcome Reception

2 Sponsorship Available

\$20,000 each

Be one of the first faces attendees see when they arrive. The "Welcome" sponsor(s) have the opportunity to have 2-4 representatives to greet attendees at a designated table near the entrance.

Giveaway items from sponsor must be approved by TASA | TASB.

TASA | TASB will provide branded drink tickets and signage. Sponsor provides the logo.

Small District Seminar

4 Sponsorship Available

\$8,000 each

The Small School District Seminar is our most popular session attended by 300+ attendees representing districts that have an enrollment of 999 or fewer students. Sponsor(s) will be recognized during the seminar, logo on the sign outside the room, logo on the webpage describing the session, and have the opportunity to provide branded swag for attendees. Sponsors may also attend the session.

TASA | TASB will provide refreshments for the event. Sponsor will provide logo and branded swag. Sponsor is responsible for placing the swag on the tables and/or chairs in the room.

General Sessions

✓ **Exclusive Sponsorship of One General Session (3 Available)**

\$20,000 each

One of the most visible sponsorships and includes the opportunity for a pre-recorded message to be shown at the beginning of the sponsored general session.

Sponsor provides logo and pre-recorded welcome message.

Note: Video is NOT to have any advertising or sales language, and must be approved by TASA | TASB.



Other Opportunities

Have your logo in high traffic and visible locations seen by all attendees.

Transportation Route

4 Sponsorships Available

\$15,000 per route

Your logo will be included on all signage for your route located at the hotel and convention center. It will also be included in the onsite program on the transportation page.

TASA | TASB provides the transportation and signage. Sponsor will furnish logo and welcome video.



Speaker Ready Room

✓ Exclusive Sponsorship

\$15,000

Have your logo on the outside of our speaker ready room where speakers go to ensure their presentations are uploaded. Additionally, your logo will also be included on the speaker presenting system, Orchestrate.

Aisle Danglers

5 Sponsorships Available

\$10,000 each

Have your logo hanging below the aisle sign displayed down a dedicated aisle seen by all passing attendees.

TASA | TASB cannot guarantee the dangler with your logo will be placed on the same aisle as your booth.

Exhibitor Lounge

✓ Exclusive Sponsorship

\$6,000

A great opportunity to network with fellow exhibitors and have refreshments.

Directional Signage

3 Sponsorships Available

\$10,000 each

Your logo placed on signs directing attendees onsite placed strategically around the convention center.

TASA | TASB provides the signage. Sponsor will furnish logo.

Hydration Stations

2 Sponsorships Available

\$8,000 each

Water dispensers located around the convention center will be branded with your logo. Diamond sponsors can combine hydration stations and water bottles into one sponsorship.

TASA | TASB provides the water dispensers and branded wraps. Sponsor will furnish logo.





Questions? Exhibit and Sponsorship Sales and Logistics

Taylor Thompson

convention@tasb.org

512-467-0222, ext. 3611

tasa.tasb.org

