

CATALYST

Exhibitor Prospectus

81st Annual
Conference +
Design Expo
28-30
October 2020

Texas
Society of
Architects

We're Going Virtual

WHY A VIRTUAL CONFERENCE?

COVID-19 has changed the way we live, interact, and meet. Our main priority is the safety and well-being of our members, supplier partners, and staff. For this reason, we have proactively made the decision to re-imagine this year's Annual Conference + Design Expo into a dynamic, interactive, virtual experience. The spirit of our Annual Conference will remain intact as we continue to offer outstanding keynotes, timely breakout sessions, informative tours, engaging networking opportunities, and a fully-interactive exhibit experience.

BENEFITS OF A VIRTUAL EXPO

As a 2020 TxA virtual Design Expo exhibitor, you will gain visibility and multiple opportunities throughout the day to promote your company's brand, products, and services directly to conference attendees of our premier industry event. Only a limited number of high-impact exhibitor opportunities are being made available. By joining as a virtual Design Expo exhibitor, you will:

- » Demonstrate thought leadership and enhance your brand image. The benefits gained from aligning your organization with this high-profile event are substantial — from boosting market awareness to generating high-quality sales leads.
- » Reach the largest and most qualified audience of architectural leaders in Texas — and beyond. We will actively promote the live virtual event to attract the largest number of qualified prospects, thereby maximizing your marketing investment. The virtual platform will allow us to expand our footprint and reach out to like-minded decision makers outside the borders of Texas.
- » Capture qualified sales leads throughout the live event. The virtual platform fosters an excellent lead generating opportunity with low cost, effective reach, and you can customize the booth space to fit the needs of your company's products/services.
- » Take advantage of a turnkey program. We recruited industry leaders to present at our virtual event, and you will be associated with high-quality content and a well-respected brand. Your organization can focus its energy closing sales, instead of project managing a complex event.

Schedule

TENTATIVE SCHEDULE

The conference will kick off on Wednesday, October 28, and will run through Friday, October 30. Our virtual Design Expo will take place over these three days, providing one hour of dedicated Design Expo time each day. No competing events or educational sessions will be scheduled against the Design Expo time slots, allowing your company full access to our attendees.

	WEDNESDAY	THURSDAY	FRIDAY
8:30 – 9:30 AM	3 CE/Tour	3 CE/Tour	3 CE/Tour
10:00 – 11:00 AM	3 CE/Tour	3 CE/Tour	3 CE/Tour
1:30 – 2:30 PM	Design Expo	Design Expo	Design Expo
2:45 – 3:45 PM	3 CE/Tour	3 CE/Tour	3 CE/Tour
4:00 – 5:00 PM	Keynote	Keynote	Keynote
5:00 – 6:00 PM	Happy Hour	Happy Hour	Happy Hour

Schedule subject to change.

The Details

With the need to go digital this year, we can turn your previously purchased booth into a virtual version. Below are the new benefits of the virtual packages.

BOOTH DISPLAY OPTIONS

To bring the conference to our attendees, we'll be using a portal to host all conference activities. Check out [this video](#) for the various options you can access. Download [the PDF](#) for details.

DETAILED EXHIBITOR BENEFITS: 10' X 20' BOOTHS AND SMALLER

- » Expo booth at virtual Design Expo
- » The opportunity to start impactful conversations with booth visitors, allowing you to capture their contact information
- » Daily dedicated time with scanned leads (60 minutes per day)
- » A three-minute, pre-recorded introduction of your products/services for attendees to view on our website before and after the event
- » Acknowledgment during the conference keynote sessions
- » Logo, contact information, and description on interactive floor plan
- » Access to the full virtual conference attendee list
- » Listed in conference program guide, as well as an ad in *Texas Architect* magazine
- » Dedicated space on virtual conference portal (10' x 20' booths only)

DETAILED EXHIBITOR BENEFITS: 10' X 30' BOOTHS AND LARGER

All of the 10' x 20' booth benefits, plus:

- » An additional five-minute, pre-recorded video tutorial of company offering
- » Exclusive use of TxA Matchmaking tools, connecting you with requested firms
- » One social media mention highlighting partnership across Twitter, Facebook, and LinkedIn, and one extra post for each additional 10' x 10' booth space beyond 10' x 30'
- » Participation in a virtual Expo Tour led by a Texas architect, grouped by similar products/services

Get in Touch

We are grateful for your partnership as we navigate these uncharted waters. We know the world has changed over the past few months, and we are excited to have the opportunity to address these changes and produce our always outstanding Annual Conference + Design Expo through this virtual platform.

We look forward to working with you this year and beyond. After you discuss the options with your team, contact us.

CONTACT

For booth space, or if you have any questions:

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