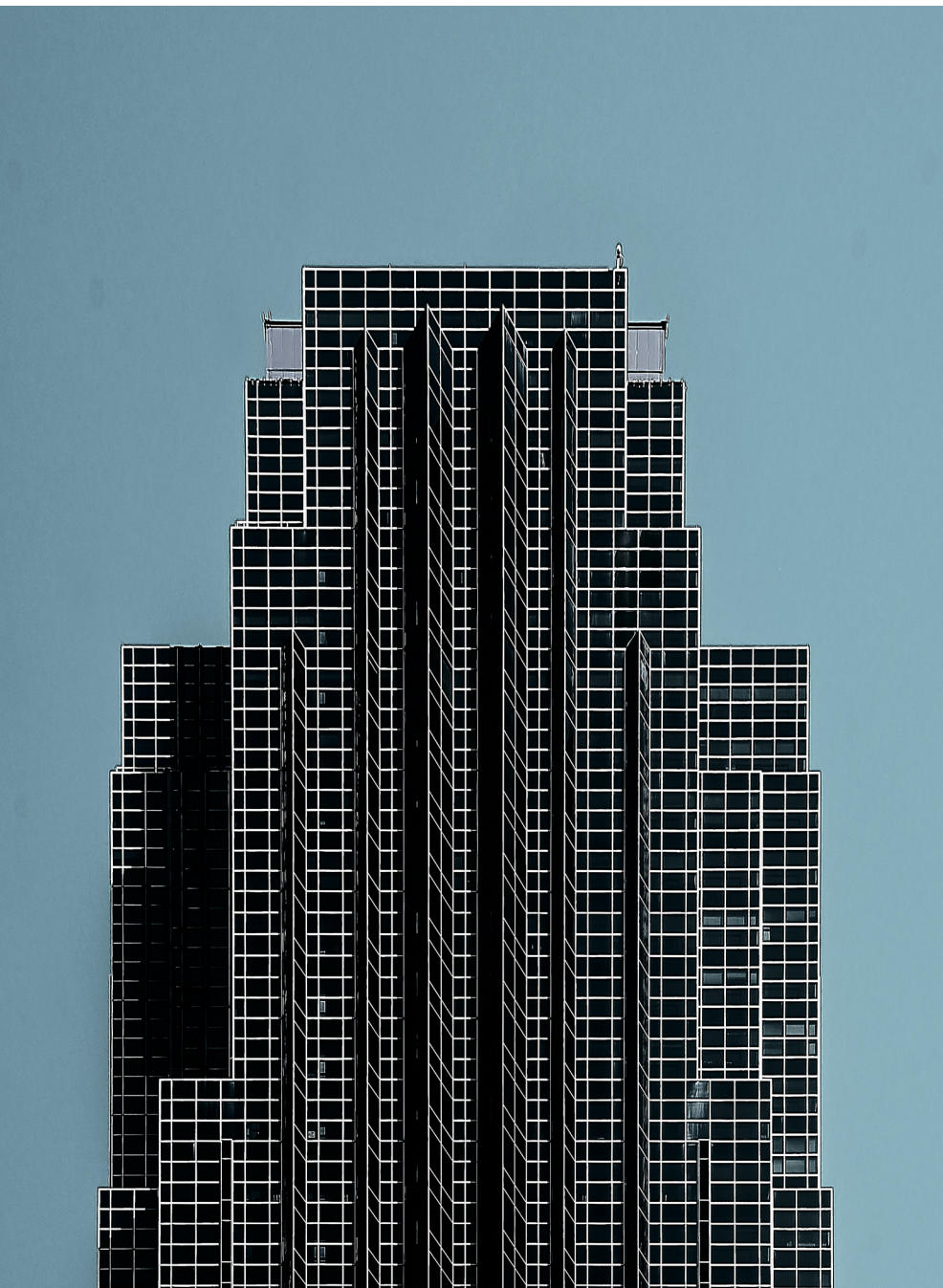




Become Our Partner

2024

Texas is home to a thriving architecture market, and the state is looking for partners to help support new growth. We believe that when you partner with us, you become a part of our team.



Welcome to Texas!

Texas is home to a thriving market, and the state is looking for partners to help speed new growth. Will you be one of them?

ABOUT TEXAS SOCIETY OF ARCHITECTS

The Texas Society of Architects (TxA) is a state component of the American Institute of Architects (AIA). Founded in 1939, we are one of the nation's largest organizations for architectural professionals with more than 7,000 members within 17 regional components. Representing 12 percent of the AIA National membership, TxA continues to be one of the largest and strongest state components.

WHY PARTNER WITH US

For more than 80 years, we have been the primary association helping those in the architectural field to grow professionally, hone their skills, and develop invaluable relationships with our partners and vendors. As a #TxA24 partner, your benefits include increased visibility, expanded brand recognition, direct customer engagement, and a deeper confidence in your brand. We offer a variety of opportunities catering to your unique goals.

As the voice for Texas architecture, the TxA seeks to strengthen the profession and foster growth, progress, and recognition for architecture. By partnering with our organization, you send a clear message that you support safe, beautiful, and sustainable environments.



Texas
Society of
Architects

85th Annual Conference & Design Conference

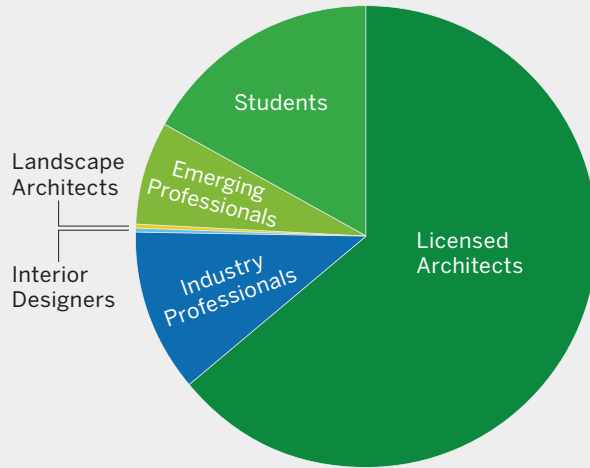
Houston

October 3–5, 2024

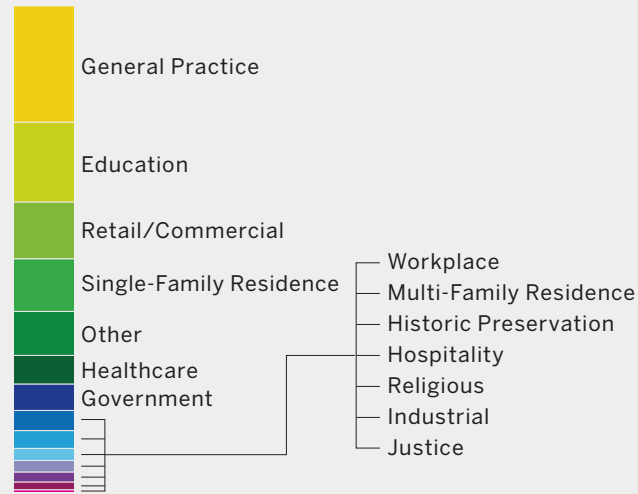
#TxA24

The Texas Society of Architect is heading to Houston for our Annual Conference & Design Expo. As a popular location for the conference, architects enjoy exploring the vibrant, multicultural city, while connecting with colleagues and vendors, and learning about the future of the built environment.

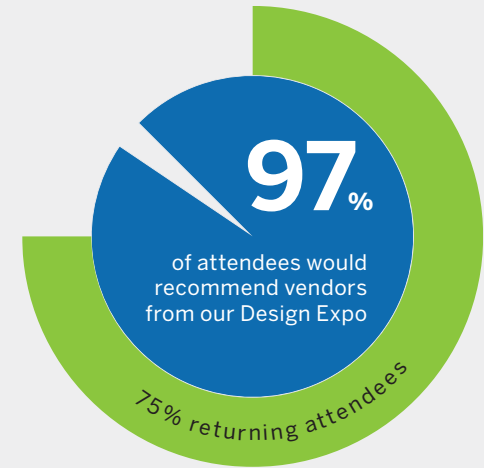
ATTENDEE TYPES



ATTENDEE AREA OF FOCUS



RETENTION & RECOMMENDATION



Join Us in Houston!

85TH ANNUAL CONFERENCE & DESIGN EXPO

We are hosting our #TxA24 conference in Houston from October 3–5, 2024! Our conference is an intensive three-day experience drawing thousands of industry professionals each year. Our wide range of engaging and timely educational sessions, tours, and events provide architects with a unique opportunity to fulfill their required credits for licensure, network with colleagues and vendors, and leave recharged and inspired for the year ahead.

Held on the first two days of the conference, the TxA Design Expo is the premier architectural products showcase in the Southwest. With approximately 200 booths, our two-day show offers a variety of the highest quality architectural products and services on the market.

Why Participate in Our Event?

TxA invites you to join thousands of architectural professionals by partnering with us for #TxA24, the 85th Annual Conference and Design Expo. As a sponsor or exhibitor, you have access to our exclusive opportunities for interacting with decision makers in the built environment.

We believe that when you partner with us, we become a team. And since you are part of our team, we want to do everything in our power to ensure your success.

Exhibiting for Architects

85th Annual Conference & Design Conference

#TxA24Exhibitor

Architects like to touch, interact, and discover the latest and most innovative products on the market. Attendees want to incorporate new technology, sustainable materials, and durable products into their projects. Take this opportunity to be in front of the decision makers of the built environment.



Exhibiting at #TxA24

About Our Design Expo

For more than 85 years, TxA has been the premier association helping those in the architectural field to grow professionally, hone their skills, and develop invaluable networking relationships. Our membership is comprised of over 7,000 architects.

The Design Expo is a hub of activity during the initial two days of #TxA24, putting our partners at the center of the conference experience. 95% of TxA attendees spend time in the exhibit hall. Attendees are encouraged to visit the Design Expo throughout the event:

- The schedule includes dedicated Design Expo time
- CE options with exhibitor tours and classroom inside the hall
- Coffee, hosted bars, and snack breaks are offered on both Thursday and Friday throughout the expo floor
- Brunch is offered on Friday
- VIP client-exhibitor Thursday lunch event

Benefits

- Standard 8-ft high backdrop with 3-ft side rail draping in black drape*
- Standard company identification sign
- Four (4) complimentary exhibitor badges per 10' X 10' space
- 24-hour security service
- Company listing on the conference mobile app
- Company listing in the September/October issue of *Texas Architect* magazine, as well as a 10% discount to advertise in the same issue
- Advance notice of sponsorship opportunities
- Ability to purchase a lead-retrieval system

*Not included with booths:

Carpet, tables, and chairs are not part of your booth purchase. Must order through our decorator, Shepard Exhibiting Services, or bring in your own.

Design Expo Schedule

THURSDAY

12:00 p.m. – 2:00 p.m.	VIP Client-Exhibitor Luncheon
3:30 p.m. – 6:00 p.m.	Design Expo Open & Welcome Party

FRIDAY

11:30 a.m. – 5:00 p.m.	Design Expo Open
11:30 a.m. – 1:30 p.m.	Brunch with Exhibitors
3:30 p.m. – 5:00 p.m.	Closing Celebration

*Times are subject to change.

Exhibiting Pricing

Standard 10' x 10'	\$2,100
Corner 10' x 10'	\$2,200
Double 10' x 20'	\$4,200
Island 20' x 20'	\$8,400
Medium 20' x 30'	\$11,000
Large 20' x 40'	\$15,000
X-Large 20' x 50'	\$18,000

Custom Space	Contact Missy Floyd-Seward missy@texasarchitects.org
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Exhibitor Guidelines

CANCELLATIONS

Request for exhibit space cancellation must be directed in writing to Texas Society of Architects (TxA) and must include a brief explanation for the cancellation. Telephone cancellations will not be accepted. TxA will only honor cancellation requests whose receipt has been confirmed.

After the deposit or final payment is received, we will apply the following schedule for canceled exhibit space. If the date of cancellation is:

- between June 1, 2024, and June 30, 2024, the exhibitor will forfeit 30% of the payment;
- between July 1, 2024 and July 31, 2024, the exhibitor will forfeit 60%;
- on or after August 1, 2024, the exhibitor forfeits 100% of the payment.

Payments for 2024 Design Expo may not be rolled over towards the 2025 Design Expo.

LIABILITY

Neither TxA nor any officer or staff member thereof will be liable for any personal injury or damage to any and all persons or property caused by the exhibitor, his/her agents, representatives, or employees. The exhibitor indemnifies and agrees to hold harmless TxA, its members, officers, directors, and employees against any and all liability arising from any and all damage to property or personal injury caused by an exhibitor or his/her agents, employees, or other representatives.

EXHIBITOR CONDUCT

TxA reserves the right to exclude from the conference, without any refund or reimbursement, any exhibitor/sponsor who behaves inappropriately at conference functions, violates the law, misrepresents products or services, or otherwise brings discredit upon the conference or TxA. Meetings, presentations, social functions, or demonstrations held by exhibitor/sponsor taking place outside of exhibitor's exhibit space or sponsor agreement, must not conflict with exhibit hall hours or the conference program unless approved by TxA.

ACCEPTABILITY OF EXHIBITS

TxA reserves the right to refuse to sell exhibit space to any company it deems objectionable or at cross purposes to the

association's mission. Additionally, TxA reserves the right to require exhibitors to remove promotional materials from the exhibit hall that are deemed objectionable.

EXHIBIT HALL ACCESS AND BOOTH ASSEMBLY

- Exhibiting companies may allow representatives to assemble their allotted exhibit space prior to the Design Expo opening to attendees. Representatives must check-in with TxA representatives before assembling their booth. During the designated Design Expo days, booth representatives must have a conference badge to access the exhibit hall.
- Each 10' X 10' space will receive four (4) complimentary exhibitor badges.
- Additional booth personnel that exceed the complimentary allotment require additional registration fees.
- Product demonstrations, audio/visual effects, interviews, distributions of literature, etc., are permitted only within the confines of the Exhibitor's exhibit space and should not interfere with other exhibitors.
- NO display or advertising materials will be permitted to extend beyond the purchased exhibit space without prior approval by TxA.
- Exhibitor may store limited supplies within their assigned exhibit space. These items should not impede access to utilities, create a safety problem, or look unsightly.
- Display of vehicles requires the approval of TxA.
- Any food or beverages served from the exhibit space must be ordered and approved by the official caterer of the Fort Worth Convention Center.
- No part of the exhibit hall, convention center, or exhibit space shall be defaced in any manner.
- Helium balloons are not allowed in the facility.
- Exhibitor representatives are not allowed to deconstruct their booth until after the close of the Design Expo and all conference attendees have exited the exhibit hall.

UNOCCUPIED SPACE

Should any rented exhibitor space remain unoccupied on the opening day or should any space be forfeited due to failure to make payment, TxA reserves the right to rent that space to any other exhibitor or use that space for such purposes as it

may see fit without any liability on its part. This clause shall not affect the obligation of the exhibitor to pay the full amount in the space rental agreement should TxA not resell the space. All storage and handling charges due to failure to remove exhibit materials from the display or storage area at the conclusion of the move-out period shall be the responsibility of the exhibitor. If move-in and move-out are not conducted during scheduled time, a fee may be assessed.

FIRE, SAFETY, AND HEALTH

The exhibitor agrees to accept full responsibility for compliance with local, city and state ordinances regarding the installation and operation of equipment. Necessary precautions will be the responsibility of the exhibitor.

DAMAGES TO PROPERTY

Exhibitors are liable for any damage caused to the building or tables or to any other exhibitor's property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building surfaces or tables. If TxA is charged a fee by the convention center because exhibitor caused damage or did not properly remove material after the conference, that fee will be passed on to exhibitor.

GUIDELINES FOR DISPLAY

A standard booth (10' x 10') will have an 8' back drape and 3' side rails. For endcaps, only the center 10' may be 8' tall. The front of a booth (5' from the aisle to the middle of a booth) may not extend any higher than 42", so as not to obscure the sight line of other exhibitors. Side rails must not exceed 36" to prevent any obstructions that would interfere with the view of the other booths. High counters must be placed at least 2' back from the booth entrance, so as not to cause aisle congestion. Booths must be carpeted.

THIRD PARTY VENDORS

We do not contract with third parties to sell its attendee or member data. Be careful of companies emailing and posing as vendors for our event. Some scams include housing, mailing lists, directory listings, and onsite services.

TxA never sells attendee lists.



Want to increase brand recognition with the architectural industry?

Contact Us

MISSY FLOYD-SEWARD

Director of Business Development

missy@texasarchitects.org

512 478 7386

texasarchitects.org/exhibitors