



# 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.

# Year-Long Sponsor Opportunities

TxA has events and activities throughout the year that allow you to market to your target audience. From our annual Design Conference to government relations activities to leadership training, board meetings, and other professional development options, your company can support Texas architecture in a variety of capacities outside of our Annual Conference and Design Expo.

Expand your audience by becoming a year-round sponsor of the Texas Society of Architects and maximize your exposure while receiving our most robust benefit packages.

As a TxA Sponsor, you will get to:

- Network with decision-makers
- General new leads with a highly engaged audience
- Demonstrate and highlight solutions for those in the built environment
- Build brand awareness
- Attract new customers while connecting with existing customers
- Boost your presence in the state
- Develop new business connections



## Title Sponsor

\$55,000 – \$75,000

The Title Sponsor is an exclusive, annual sponsorship opportunity supporting the Texas Society of Architects throughout the year. In addition to receiving maximum exposure at every attendee touch point during #TxA24, you will receive year-round visibility in all TxA events (board meetings, leadership trainings, webinars, Design Conference, etc.).

Sponsorships at this level can be customized. For details, contact Missy Floyd-Seward at [missy@texasarchitects.org](mailto:missy@texasarchitects.org).

### Package Includes:

- Advertisement in six issues of *Texas Architect* magazine: inside front cover and page one (two-page spread)
- Year-long recognition in CheckSet (weekly digital newsletter to TxA members)
- Social media opportunity with quarterly push
- Logo recognition as title sponsor at TxA Board meetings and annual leadership training
- Prime booth on the Design Expo floor:  
20' X 50' island booth positioned near Center Square
- One bar on the expo floor branded with your logo
- 40 logo-branded drink tickets to distribute to conference attendees
- Speaking opportunity – may present up to two continuing education sessions (subject to approval by TxA)
- Recognition with branding as primary sponsor at a #TxA24 meal event
- Verbal recognition during the conference at all general sessions
- Inclusion on sponsor signage at the annual conference
- Sponsor ribbon for badges
- Bingo card destination
- Expo Tour destination
- Logo recognition with link to sponsor's homepage on the #TxA24 conference website
- Recognition on conference mobile app
- List of all conference attendees (exclusive of emails) pre- and post-event

## Platinum Sponsor

\$35,000 – \$54,999

The Platinum Sponsor is an exclusive, annual opportunity available to support every aspect of the Texas Society of Architects. In addition to receiving exposure at every attendee touch point during #TxA24, you will receive year-round visibility in all TxA events (board meetings, leadership trainings, Design conference, etc.).

Sponsorships at this level can be customized. For details, contact Missy Floyd-Seward at [missy@texasarchitects.org](mailto:missy@texasarchitects.org).

### Package Includes:

- Recognition in *Texas Architect* magazine with company logo in the Design Expo preview (Sept/Oct 2023 issue)
- Year-long recognition in CheckSet (weekly digital newsletter to TxA members)
- Social media opportunity with three (3) pushes
- Advertising opportunity in onsite guide/conference app
- Prime booth placement on the Design Expo floor: 20' X 50' island booth
- Branded coffee bar and phone charge area near main booth
- 30 logo-branded drink tickets to distribute to conference attendees
- Speaking opportunity – may present one continuing education session (subject to approval by TxA)
- Verbal recognition during the conference at all general sessions
- Inclusion on sponsor signage at the annual conference
- Sponsor ribbon for badges
- Bingo card destination
- Expo Tour destination
- Logo recognition with link to sponsor's homepage on the #TxA24 conference website
- Recognition on conference mobile app
- List of all conference attendees (exclusive of emails) pre- and post-event



## Impact Sponsor

\$30,000 – \$34,999

The Impact Sponsor is an exclusive, annual opportunity available to support every aspect of the Texas Society of Architects. In addition to receiving exposure at every attendee touch point during #TxA24, you will receive year-round visibility in all TxA events (board meetings, leadership trainings, etc.).

Sponsorships at this level can be customized. For details, contact Missy Floyd-Seward at [missy@texasarchitects.org](mailto:missy@texasarchitects.org).

### Package Includes:

- Recognition in *Texas Architect* magazine with recognition in the Design Expo preview (Sept/Oct 2023 issue)
- Advertisement in six issues of *Texas Architect* magazine: back cover placement
- Social media opportunity with three (3) pushes
- Advertising opportunity in onsite guide/conference app
- Prime booth placement on the Design Expo floor: 20' X 40' island booth
- One bar on the expo floor branded with your logo
- 30 logo-branded drink tickets to distribute to conference attendees
- Recognition with branding as primary sponsor at a #TxA24 meal event
- Verbal recognition during the conference at all general sessions
- Inclusion on sponsor signage at the annual conference
- Sponsor ribbon for badges
- Bingo card destination
- Expo Tour destination
- Logo recognition with link to sponsor's homepage on the #TxA24 conference website
- Recognition on conference mobile app
- List of all conference attendees (exclusive of emails) pre- and post-event

# Other Non-Conference Sponsorship Opportunities

## Pathway to Fellowship Sponsorship

\$2,500 | Multiple Available

Sponsorship to assist in the development, and implementation, of a TxA exclusive program to assist in developing a more equitable pathway to Fellowship (training, mentorship, application assistance, etc.). In-kind sponsorships may also be included (free space for trainings across the state, mentors, etc.).

## Licensure Assistance Sponsorship

\$2,000 | Multiple Available

Sponsorship to assist in the development, and implementation, of a TxA exclusive program to assist in developing a more equitable pathway to licensure. In-kind sponsorships may also be included (such as free space for trainings across the state, mentors, etc.). Sponsorship monies help purchase supplemental materials and trainings.

## Professional Development Sponsorship

\$2,000 | Multiple Available

Sponsorship opportunities to support costs of year-round continuing education offerings (outside of the Design Conference and Annual Conference).

## Board Meeting Sponsorship

\$2,000 | Multiple Available

Sponsorship supports AV, travel, and food and beverage. Sponsor has option to attend meeting (in person or virtually) and welcome attendees, and may provide one branded item for attendees.

## Design Conference Sponsorship

Options Available for 2024

Every February/March, the Annual Design Conference brings together an intimate setting where attendees explore their passion for architectural design through world-renown speakers. This limited opportunity places your brand in front of influential, high-design professionals.

For opportunities, contact Missy Floyd-Seward at [missy@texasarchitects.org](mailto:missy@texasarchitects.org).





**Texas**  
Society of  
**Architects**

# 85th Annual Conference & Design Expo

Houston

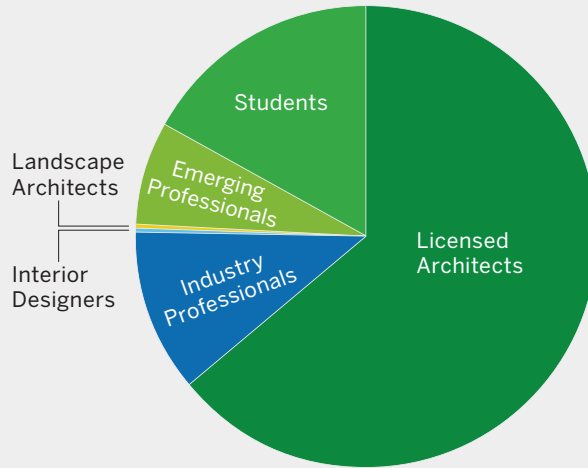
October 3–5, 2024

#TxA24

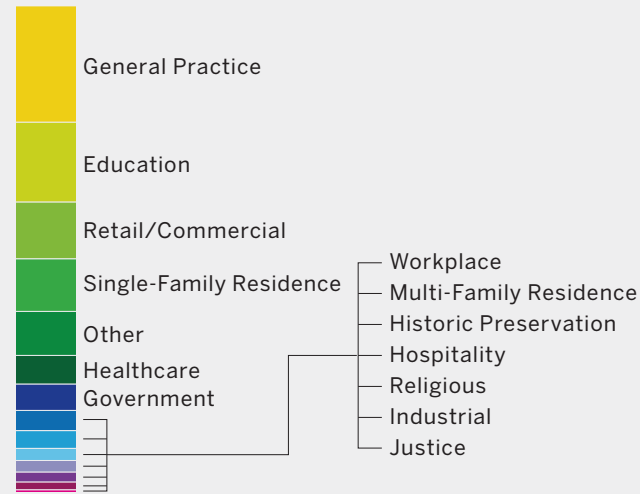
The Texas Society of Architect is heading to Houston for our Annual Conference & Design Expo. As a popular location for the conference, architects enjoy exploring the vibrant, multicultural city, while connecting with colleagues and vendors, and learning about the future of the built environment.



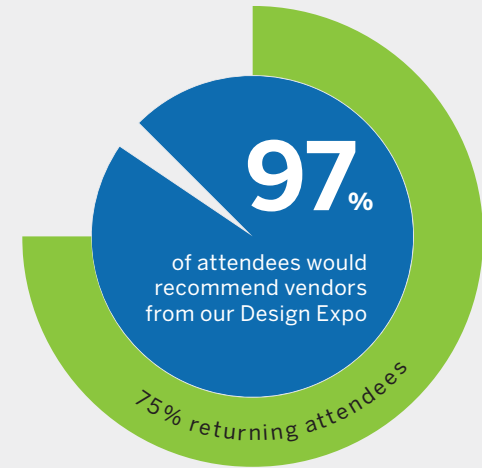
### ATTENDEE TYPES



### 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.

### ENJOY LONG-LASTING BENEFITS

When you sign on as a sponsor or exhibitor, you'll enjoy exposure to our audience of decision-makers for several months — long before attendees arrive in Houston. The Annual Conference and Design Expo is our premier annual event, and we have a vested interest in helping you forge relationship with our members.



# Sponsorship Opportunities

## 85th Annual Conference & Design Expo

#TxA24Sponsor

Conference sponsorship packages offer a great way to gain targeted exposure and generate meaningful connections with attendees.

# Packaged Sponsorship Opportunities

## Leading Sponsor

\$15,000

### Package Includes:

- Booth on the Design Expo floor:  
10'X10' corner with all the benefits of exhibiting
- One bar on the expo floor branded with your logo
- 40 logo-branded drink tickets to distribute to conference attendees
- Social media opportunity with two (2) pushes
- Inclusion on sponsor signage at the annual conference
- Sponsor ribbon for badges
- Bingo card destination
- Logo recognition with link to sponsor's homepage on the #TxA24 conference website
- Recognition on conference mobile app
- List of all conference attendees (exclusive of emails) pre- and post-event
- Post-event recognition in CheckSet (weekly, email newsletter to all TxA members)

## Diamond Sponsor

\$10,000 | Two Available

### Package Includes:

- Booth on the Design Expo floor:  
10'X10' corner with all the benefits of exhibiting
- One bar on the expo floor branded with your logo
- 30 logo-branded drink tickets to distribute to attendees
- Social media opportunity with two (2) pushes
- Inclusion on sponsor signage at the annual conference
- Sponsor ribbon for badges
- Bingo card destination
- Logo recognition with link to sponsor's homepage on the #TxA24 conference website
- Recognition on conference mobile app
- List of all conference attendees (exclusive of emails) pre- and post-event
- Post-event recognition in CheckSet (weekly, email newsletter to all TxA members)

# Packaged Sponsorship Opportunities

## Gold Sponsor

\$7,500

Package includes:

- Booth on the Design Expo floor:  
10'X10' in-line with all the benefits of exhibiting
- One bar on the expo floor branded with your logo
- 20 logo-branded drink tickets to distribute to attendees
- Social media opportunity with one (1) push
- Inclusion on sponsor signage at the conference
- Sponsor ribbon for badges
- Bingo card destination
- Logo on the #TxA24 conference website
- Recognition on conference mobile app
- List of all conference attendees (exclusive of emails) pre- and post-event
- Post-event recognition in CheckSet (weekly, email newsletter to all TxA members)

## Silver Sponsor

\$5,000

Package includes:

- Booth on the Design Expo floor:  
10'X10' in-line with all the benefits of exhibiting
- One food station on the expo floor branded with your logo
- 15 logo-branded drink tickets to distribute to attendees
- Social media opportunity with one (1) push
- Inclusion on sponsor signage at the conference
- Sponsor ribbon for badges
- Logo on the #TxA24 conference website
- Recognition on conference mobile app
- List of all conference attendees (exclusive of emails) pre- and post-event
- Post-event recognition in CheckSet (weekly, email newsletter to all TxA members)

## Supporter Sponsor

\$3,500

Package includes:

- Booth on the Design Expo floor:  
10'X10' in-line with all the benefits of exhibiting
- One food station on the expo floor branded with your logo
- Inclusion on sponsor signage at the conference
- Sponsor ribbon for badges
- Logo on the #TxA24 conference website
- Recognition on conference mobile app
- List of all conference attendees (exclusive of emails) pre- and post-event
- Post-event recognition in CheckSet (weekly, email newsletter to all TxA members)

# Supplemental Sponsorship Opportunities

We want to ensure that our partners engage with #TxA24 in the way that best connects you with attendees. If a preset package doesn't meet your needs, you can design your own custom sponsorship from our menu of opportunities. You may choose one, or multiple, options from the list below or add these to your existing package.

All sponsorships include:

- Logo on the #TxA24 conference website and app
- Inclusion on sponsor signage at the conference
- Sponsor ribbon for badges
- Post-conference list of attendees (physical address only)
- Post-event recognition in CheckSet (weekly email newsletter to TxA members)

## MEAL EVENTS OUTSIDE OF THE DESIGN EXPO

### Fellows Luncheon

\$4,000 | Exclusive Opportunity

Sponsor the annual Fellows Luncheon and get your brand in front of our most-elevated members. This sponsorship includes branded signage, three (3) tickets to the luncheon, the ability to place one branded item at each place setting, and the opportunity to address attendees from the podium.

### Attendee Boxed Lunch

\$5,000 | Two Available

Save attendees time and feed the needs of the industry with a lunch sponsorship on Thursday or Saturday of the conference. Your company will be recognized while attendees grab a bite to eat. Boxes will be branded with your company logo. This sponsorship includes branded signage.

### Keynote Coffee Breaks

\$7,500 | Two Available

Our attendees like to grab a cup of coffee between our inspiring keynote speakers, to refuel and discuss their thoughts over a hot drink. This is a prominent sponsorship opportunity and includes branded signage and the option to have branded hot beverage cups.

### First-Time Attendee Thursday Brunch

\$5,000 | Two Available

This opportunity provides newcomers a chance to meet others and discover Texas architecture during our Thursday brunch event. Your company will be recognized while attendees grab a bite to eat and learn about our conference and the Expo Hall. This sponsorship includes branded signage.

### Saturday Breakfast

\$3,000 | Exclusive Opportunity

Save attendees time and feed the needs of the industry with the Saturday Breakfast sponsorship. Your company will be recognized while attendees grab a bite to eat as they prepare for the day. This sponsorship will feature signage recognition and branded napkins.

### Water & Coffee Stations

\$5,000 | Multiple Available

Our attendees thrive on coffee and water to keep them going throughout the conference and expo hall activities. Let them think of your company when they need a refueling drink. This sponsorship will feature signage recognition and branded napkins.



## DESIGN EXPO SPONSORSHIP OPPORTUNITIES

Kick off the conference during a Texas-sized happy hour in the Design Expo featuring drinks, appetizers, and entertainment! Mingle with attendees touring the lively hall viewing best products and services in the industry.

### Opening Party Drink Sponsorship

\$3,000 | Three Available

Choice of a specialized cocktail to be waiter-passed to attendees during the Opening Party. Drinks will be passed near your booth and will include napkins branded with your company's logo.

### Opening Party Food Station Sponsorship

\$3,000 | Two Available

Sponsor a food station during the Opening Party. This sponsorship includes your company on conference signage, app, and website.

### Opening Party "Health Bar" Sponsorship

\$4,000 | Exclusive Opportunity

Sponsor a station with healthy food and drink options, such as infused water stations, healthy snacks, and a conference-themed "mocktail." This sponsorship includes your company on conference signage, app, and website.

### Opening Party Entertainment Sponsorship

\$2,000 | Multiple Available

Get attendees' toes tapping and fingers snapping by sponsoring the party entertainment. This sponsorship includes your company on conference signage, app, and website.

### Opening Party Supporter

\$250 | Multiple Available

This sponsorship includes 25 drink tickets for the opening party. And it includes your company on conference signage, app, and website.

### Puppy Paw-vilion Sponsorship

\$4,000 | Exclusive Opportunity

Support a great cause that also brings adorable fun to the Design Expo floor. We partner with a local adoption group to offer puppy playtime with adoptable pups! As a sponsor, your brand will be recognized in photo opportunities and event materials.

### Bingo Card/Passport Destination

\$150 | Multiple Available

Ensure attendees visit your booth by being a destination on the Design Expo Bingo Card.



# EVENT SPONSORSHIP OPPORTUNITIES

## President's Party Food Station Sponsorship

\$5,000 | Four Available

Keep party guests fed at our most elegant event by sponsoring a food station during the President's Party. This highly visible opportunity includes two tickets to the President's Party, your company recognized on conference signage, within conference app, and recognition on conference website.

## President's Party Bar Sponsorship

\$3,000 | Three Available

Keep guests' thirst quenched by sponsoring a bar at the President's Party. A bar will be branded with your company's logo, including branded napkins handed out with each drink. Sponsorship includes two tickets to the President's Party, your company recognized on conference signage, within conference app, and recognition on conference website.

## President's Party Entertainment Sponsorship

\$2,000 | Multiple Available

Add to the excitement of the President's Party by sponsoring the party entertainment. This sponsorship includes your company recognized on conference signage, within conference app, and recognition on conference website.

## New Architects Convocation Sponsorship

\$5,000 | Exclusive Opportunity

The New Architects Convocation is an inspiring ceremony recognizing the newly licensed architects of Texas. In addition to your company recognized on conference signage, app, and website, this sponsorship includes a speaking opportunity at the event, and opportunity to provide a meaningful branded gift that celebrates the significance of the newly licensed architects achievement.

## Emerging Professionals Party Sponsorship

\$4,500 | Two Available

Emerging Professionals spend an evening networking with other young professionals and architects from around the state. This sponsorship includes speaking opportunity at the event, your company recognized on conference signage, within conference app, and recognition on conference website.



## SPECIALIZED CONFERENCE OPPORTUNITIES

### Keynote Speaker Sponsor

\$4,000 | Three Keynotes Available

\$10,500 | Exclusive Opportunity for all three

This sponsorship provides a great opportunity for brand awareness with a dedicated audience. The sponsor will receive recognition at the event, the opportunity to address the audience for approximately two minutes, and the opportunity to place one item in each of the seats.

### Conference Scholarship Sponsor

\$2,000 | Multiple Available

Scholarship sponsors help increase participation and reduce barriers for anyone unable to afford to attend. Support attendees that do not have adequate funding to attend. This sponsorship covers the cost of a full conference registration plus a stipend for travel to our conference for an attendee that needs financial support.

### Student Competition Prizes

\$1,500 | Multiple Available

The Student Design Competition is becoming one of the highlights of the TxA Annual Conference and Design Expo. This sponsorship provides prizes to winning middle and high school students. (Will work with TxA staff to develop the prizes.)

### Internet Sponsor

\$12,000 | Exclusive Opportunity

As the exclusive Wi-Fi sponsor, the company will receive premium recognition each time the attendee joins the network and throughout the event identifying the conference Wi-Fi network. Opportunity to provide a custom landing page for exclusive visibility.

### Hotel Key Card Sponsor

\$15,000 | Exclusive Opportunity

This sponsorship might just be the key to reaching your target audience! These hotel key cards provide prime real estate for one lucky sponsor and will be used daily by all attendees who stay at the Omni Fort Worth Hotel. The key card will include your logo and message on the front and back of the hotel key card. TxA to approve artwork.

### Hotel Room Drop Sponsor

\$2,500 | Two Available

Sponsorship of one hotel room drop during conference which gives the sponsor an opportunity to showcase brand and creativity by providing a unique item to be placed in each architect and associate architect attendee's hotel room. All room drops must be approved by TxA. No unauthorized room drops will be allowed.

### Reusable water bottle

\$10,000 | Exclusive Opportunity

Expand your reach beyond the conference! The branded water bottle will keep attendees hydrated both on-site, at the office, and at home.

### Sketch Book

All Attendees: \$8,000 | Exclusive Opportunity

VIP Pricing: \$2,000 | Exclusive Opportunity

Be in front of attendees' eyes during conference and post-event day-to-day tasks with a branded notebook. Architects love to jot down notes, doodle and sketch to brainstorm their next idea. Your company can consider gifting all attendees notebooks or focus on the VIP attendees.

### Free standing signage

\$3,000 | Four Available

Promote your brand or product on a 3' x 8' free standing, double-sided meter board sign placed in public areas. Available to existing exhibitors only.

### Design Expo & Floor Plan Maps

\$2,500 | Exclusive Opportunity

Your logo will be featured on printed conference center floor plans and expo maps ensuring every attendee navigates the event with your brand in mind.

## ADD-ON SPONSORSHIP OPPORTUNITIES

The following can be added onto any existing sponsorship package, but cannot be purchased as a stand-alone opportunity:

### Social Media Post

#### Prices Listed Below | Limited Availability

Choose to post on TxA's Twitter, Instagram, or Facebook account about your organization and/or convention participation to TxA followers before, during, or after the convention. Posts to include a photo or graphic with text from their company.

- One Occurrence = \$1,000;
- Two Occurrences = \$1,500;
- Three Occurrences = \$2,250;
- Each Additional Occurrence = \$750 each

### Mobile App Banner

One Day: \$1,200 | Three Available

Full Conference: \$3,500 | Exclusive Opportunity

Get maximum exposure with a banner ad on our conference app. Your branding will be in the hands of all attendees.

### Mobile App Push Notifications

\$2,000 | Three Available

Use the push notification in the mobile app as an opportunity to drive booth traffic, offer giveaways, or announce new products.

## CREATE YOUR OWN SPONSORSHIP OPPORTUNITIES

Reap the remarkable benefits of a sponsorship tailored to you — meet goals, a bigger return on investment, and expand your reach to the exact audience suited for your brand.

Design your own sponsorship by contacting:

### Missy Floyd-Seward, CMP

Senior Director of Conferences

missy@texasarchitects.org

512 478 7386



# Exhibiting for Architects

## 85th Annual Conference & Design Expo

### #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 (Tentative)

### 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

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

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

# 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**

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