Texas Society of Architects

Become Our Partner

2027

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.


photo by Jason O'Rear

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 7,500 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 almost 90 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 #TxA27 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.

Missy Floyd-Seward Senior Director of Strategic Partnerships | missy@texasarchitects.org

Year-Long 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 the TxA Annual Conference and Design Expo.

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

As a TxA Partner, you will:

- Network with decision-makers
- Generate 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



photo by Luis Ayala

Missy Floyd-Seward Senior Director of Strategic Partnerships | missy@texasarchitects.org

PREMIER SPONSOR

$55,000 – $75,000

The Premier Sponsor is an exclusive sponsorship opportunity available to support every aspect of the Texas Society of Architects throughout the year. In addition to receiving maximum exposure at every attendee touchpoint during #TxA27, 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.

PACKAGE INCLUDES:

- Advertisement in all issues of *Texas Architect* magazine: two-page spread (inside cover and page one)
- Year-long recognition in CheckSet, TxA's weekly member newsletter
- Logo on #TxA27 website and mobile app
- Three lead retrieval licenses allocated to sponsor
- Prime booth on the Design Expo floor: XL island booth placed near The Hub, the central entertainment and food space within the exhibit hall
- Recognition as primary sponsor at the #TxA27 Friday meal (brunch or lunch), includes branding
- Verbal recognition during the conference at all general sessions
- Inclusion on sponsor signage at the annual conference
- One food station placed inside booth during Thursday's Welcome Party
- 100 drink tickets to distribute to conference attendees
- List of all conference attendees pre- and post-conference; *NEW IN 2027: Includes attendee emails*
- Social media campaign: Quarterly push to include: 1 Facebook post, 1 LinkedIn post, and 1 Instagram Story
- Logo recognition as Premier Sponsor at TxA Board meetings and annual leadership training
- Sponsor ribbon on badge
- Bingo card destination
- Expo tour destination
- Speaking opportunity: sponsor may present up to two CE sessions (subject to approval by TxA)

PLATINUM SPONSOR

$35,000 – $54,999

The Platinum Sponsor is an exclusive sponsorship opportunity available to support every aspect of the Texas Society of Architects. In addition to receiving exposure at every attendee touchpoint during #TxA27, 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.

PACKAGE INCLUDES:

- Sponsor logo in *Texas Architect* magazine's Design Expo preview issue
- Year-long recognition in CheckSet, TxA's weekly member newsletter
- Logo on #TxA27 website and mobile app
- Prime booth on the Design Expo floor: XL island booth
- Branded coffee bar and phone charge area inside Design Expo near main booth
- Verbal recognition during the conference at all general sessions
- Inclusion on sponsor signage at the annual conference
- 60 drink tickets to distribute to conference attendees
- List of all conference attendees pre- and post-conference;
  NEW IN 2027: Includes attendee emails
- Three lead retrieval licenses allocated to sponsor
- Social media campaign: Three pushes to include: 1 Facebook post, 1 LinkedIn post, and 1 Instagram Story
- Sponsor ribbon on badge
- Bingo card destination
- Expo tour destination
- Speaking opportunity: sponsor may present one CE session (subject to approval by TxA)

CHAMPION SPONSOR

$30,000

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 #TxA27, you will receive year-round visibility at 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.

PACKAGE INCLUDES:

- Exclusive full-page advertisement on back cover of all 2027 issues of *Texas Architect* magazine
- Social media campaign: Three pushes to include: 1 Facebook/Twitter post, 1 LinkedIn post, and 1 Instagram Story
- Featured digital ad in conference app
- Prime booth on the Design Expo floor: 20' X 40' island booth
- Branded bar near your booth on the Design Expo floor
- Listed as sponsor of the Friday night President's Party event
- Two lead retrieval licenses allocated to sponsor
- Verbal recognition during the conference at all general sessions
- Inclusion on sponsor signage at the annual conference
- 50 drink tickets to distribute to conference attendees
- Logo on #TxA27 website and mobile app
- List of all conference attendees pre- and post-conference; *NEW IN 2027: Includes attendee emails*
- Sponsor ribbon on badge
- Sponsor floor cling placed outside booth
- Bingo card destination
- Expo tour destination
- Speaking opportunity: sponsor may present one CE session (subject to approval by TxA)

Additional Non-Conference Sponsorship Opportunities



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 2027

One of TxA's most coveted, frequently sold-out events, the Annual Design Conference brings together an intimate setting where attendees explore their passion for architectural design through world-renown speakers in a unique location. This limited opportunity places your brand in front of influential, high-design professionals.

For opportunities, contact Missy Floyd-Seward at missy@texasarchitects.org.

Missy Floyd-Seward Senior Director of Strategic Partnerships | missy@texasarchitects.org

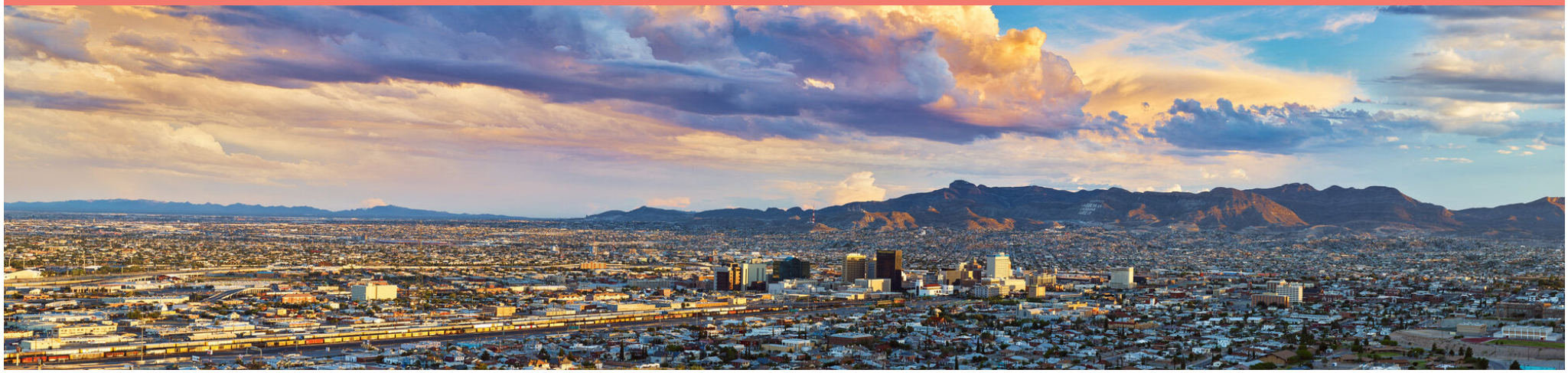
Texas Society of Architects

TxA27 Annual Conference & Design Expo

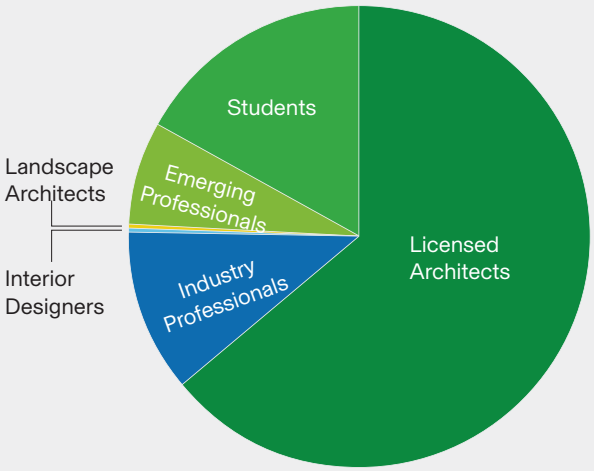
EL PASO
JUDSON F. WILLIAMS CONVENTION CENTER
OCTOBER 7-9, 2027

#TxA27

The Texas Society of Architects is heading to edge of Texas, El Paso, for our Annual Conference & Design Expo. As a unique location for the conference, architects enjoy exploring the vibrant, international 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 El Paso!

TxA27 ANNUAL CONFERENCE & DESIGN EXPO

We are hosting our #TxA27 conference in El Paso at the Judson F. Williams Convention Center on October 7–9, 2027! 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 #TxA27, the TxA27 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 El Paso. The TxA Annual Conference and Design Expo is our premier annual event, and we have a vested interest in helping you forge relationship with our members.

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Texas Society of Architects

Texas Society of Architects

Sponsorship Opportunities

TxA27 ANNUAL CONFERENCE & DESIGN EXPO

#TxA27 Partner

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

Packaged Sponsorship Opportunities

LEADING SPONSOR

$15,000

PACKAGE INCLUDES:

- Food station branded with company's logo during Thursday's Welcome Party
- 40 drink tickets to distribute to attendees
- One lead retrieval license allocated to sponsor
- Social media campaign: Two pushes to include: 1 Facebook/Twitter post, 1 LinkedIn post, and 1 Instagram Story
- Logo on #TxA27 website and mobile app
- One 10'X10' corner booth on the Design Expo with all the benefits of exhibiting
- List of all conference attendees pre- and post-conference;
  NEW IN 2027: Includes attendee emails
- Sponsor ribbon on badge
- Bingo card destination
- Sponsor floor cling placed outside booth
- Speaking opportunity: sponsor may present one CE session (subject to approval by TxA)

DIAMOND SPONSOR

$10,000 | Two Available

PACKAGE INCLUDES:

- Coffee station at registration with sponsor branding
- 30 drink tickets to distribute to attendees
- Social media campaign: Two pushes to include: 1 Facebook/Twitter post, 1 LinkedIn post, and 1 Instagram Story
- Logo on #TxA27 website and mobile app
- One 10'X10' corner booth on the Design Expo with all the benefits of exhibiting
- List of all conference attendees pre- and post-conference;
  NEW IN 2027: Includes attendee emails
- Sponsor ribbon on badge
- Sponsor floor cling placed outside booth
- Bingo card destination

Packaged Sponsorship Opportunities

GOLD SPONSOR
$7,500

PACKAGE INCLUDES:

- Food station branded with company's logo during Thursday's Welcome Party
- 20 drink tickets to distribute to attendees
- One social media push of your choice: 1 Facebook/ Twitter post, 1 LinkedIn post, or 1 Instagram Story
- Logo on #TxA27 website and mobile app
- One 10'X 10' inline booth on the Design Expo with all the benefits of exhibiting
- List of all conference attendees pre- and post-conference;
  NEW IN 2027: Includes attendee emails
- Sponsor ribbon on badge
- Sponsor floor cling placed outside booth
- Bingo card destination

SILVER SPONSOR
$5,000

PACKAGE INCLUDES:

- Hydration station on Design Expo floor with sponsor branding
- 15 drink tickets to distribute to attendees
- One social media push of your choice: 1 Facebook/ Twitter post, 1 LinkedIn post, or 1 Instagram Story
- Company listing and logo on conference signage and on #TxA27 website
- Recognition on conference mobile app
- One inline booth on the Design Expo with all the benefits of exhibiting
- List of all conference attendees (exclusive of emails) pre- and post-conference
- Sponsor ribbon on badge
- Sponsor floor cling placed outside booth

SUPPORTER SPONSOR
$3,500

PACKAGE INCLUDES:

- One social media push of your choice: 1 Facebook/ Twitter post, 1 LinkedIn post, or 1 Instagram Story
- Company listing and logo on conference signage and on #TxA27 website
- Recognition on conference mobile app
- One inline booth on the Design Expo with all the benefits of exhibiting
- List of all conference attendees (exclusive of emails) pre- and post-conference
- Sponsor ribbon on badge
- Sponsor floor cling placed outside booth

Missy Floyd-Seward Senior Director of Strategic Partnerships | missy@texasarchitects.org

Supplemental Sponsorship Opportunities

We want to ensure that our partners engage with #TxA27 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 #TxA27 conference website and app
- Inclusion on sponsor signage at the conference
- Sponsor ribbon for badges
- Post-conference list of attendees:
  - Physical address only for sponsorships under $5,500
  - Sponsorships $5,500 and above include attendee emails
- 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-influential 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.

SATURDAY BREAKFAST

$4,000 | Exclusive Opportunity

Be attendees' Saturday morning savior 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

$3,500 | 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.

FIRST-TIME ATTENDEE THURSDAY EVENT

$5,500 | Two Available

This opportunity provides newcomers a chance to meet others and discover Texas architecture during our Thursday meet and greet event. Your company will be recognized while attendees meet other first-time attendees and learn about our conference and the Design Expo. This sponsorship includes branded signage.

KEYNOTE COFFEE BREAKS

$3,500 | Three 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.

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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

$3,000 | 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.

EMERGING PROFESSIONALS NETWORKING SPONSORSHIPS

$4,500 | Two Available

Networking is vital to the growth and success of emerging professionals, creating opportunities to build relationships, share ideas, and connect with architects and industry leaders from across the state. This sponsorship provides a visible presence within the Emerging Professionals (EP) Lounge, including company branding, and a speaking opportunity in the lounge. Your company will also be recognized on conference signage, within the conference app, and on the conference 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.

ZEN DEN MASSAGE LOUNGE

$3,000 | Two Available

Offer a quiet moment of relaxation away from the conference buzz with a massage lounge. Stress relief and comfort will be the cornerstone of your brand.

EVENT SPONSORSHIP OPPORTUNITIES

NEW ARCHITECTS CONVOCATION SPONSORSHIP

$5,500 | 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.

PRESIDENT'S PARTY FOOD STATION SPONSORSHIP

$5,500 | 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

$3,000 | 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.







Missy Floyd-Seward Senior Director of Strategic Partnerships | missy@texasarchitects.org







SPECIALIZED CONFERENCE OPPORTUNITIES

KEYNOTE SPEAKER SPONSOR

$4,000 | Three Keynotes Available
$10,500 | Exclusive Opportunity (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.

STUDENT CHARETTE AND COMPETITION SUPPORTER

$500 | Multiple Available

Our Student Design Challenge and Student Charette are becoming two of the highlights of the TxA Annual Conference and Design Expo. This sponsorship provides food, beverages, supplies, and prizes to support these important programs. (Will work with TxA staff to develop the prizes.)

MOBILE APP SPONSOR

$8,000 | Exclusive Opportunity

Attendees utilize the conference mobile app to view their schedules, find their next classroom, connect with peers, and share their experiences. This opportunity allows your company to be in front of all attendees when they need event information. Receive an on-going banner in the app, recognition on signage, and the conference website.

INTERNET SPONSOR

$12,000 | Exclusive Opportunity

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

Missy Floyd-Seward Senior Director of Strategic Partnerships | missy@texasarchitects.org

SPECIALIZED CONFERENCE OPPORTUNITIES

TOUR TRANSPORTATION SPONSOR

$10,000 | Exclusive Opportunity

As the exclusive transportation sponsor, your brand will be front and center each day of the event. Attendees will associate your company with convenience as they travel between the hotel and off-site tours with your logo featured on bus windows and the conference website and app's tour page.

SELFIE WALL

$2,000 | Exclusive Opportunity

Place your brand at the center of the attendee interactions, creating a memorable and shareable experience that amplifies your visibility across social media. This fun and engaging activation will connect your company with attendees while ensuring your brand is prominently showcased in a high-traffic area. Countless photos will be shared during and after the event.

SKETCHBOOK

All Attendees: $8,000 | Exclusive Opportunity
VIP Pricing: $2,000 | Exclusive Opportunity

Sketchbooks are an architect favorite item to jot down notes, doodle, and sketch to brainstorm their next idea: be a constant during conference and post-event day-to-day tasks with a branded notebook. Your company can consider gifting all attendees notebooks or focus on the VIP attendees. Sponsor must provide sketch books.

TOTE BAG

All Attendees: $8,000 | Exclusive Opportunity
VIP Pricing: $3,000 | Exclusive Opportunity

Put your company literally into the hands of our attendees. This sponsorship includes your logo on one side of the bag plus one company insert.

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.

FREE STANDING SIGNAGE

$1,000 | Four Available

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

"YOU ARE HERE" MAP SPONSOR

$1,000 | Exclusive Opportunity

Guide guests with strategically placed maps featuring your logo and booth number on the border of the map, serving as a helpful wayfinding tool for attendees while also ensuring high brand visibility.







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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 LinkedIn, Instagram, or Facebook account about your organization and/or conference participation to TxA followers before, during, or after the conference. 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 Per Day Available

Get maximum exposure for one of the three days of conference with a banner in 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 Strategic Partnerships
missy@texasarchitects.org
512 478 7386

Texas Society of Architects

Exhibiting for Architects

TxA27 ANNUAL CONFERENCE & DESIGN EXPO



#TxA27Exhibitor

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 #TxA27

ABOUT OUR DESIGN EXPO

For almost 90 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 7,500 architects.

The Design Expo is a hub of activity during the initial two days of the TxA conference experience, putting our partners at the center of the event. 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, inline 10' X 10' booth includes a 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 Awards 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. Your team is responsible for ordering these through our decorator, Shepard Exhibiting Services, or bring in your own.

DESIGN EXPO SCHEDULE *(TENTATIVE)*

**Times are subject to change.*

THURSDAY

3:00 p.m. – 6:00 p.m.	Design Expo Open & Welcome Party

FRIDAY

11:00 a.m. – 3:00 p.m.	Design Expo Open
11:00 a.m. – 2:00 p.m.	Brunch with Exhibitors
2:00 p.m. – 3:00 p.m.	Closing Celebration

EXHIBITING PRICING

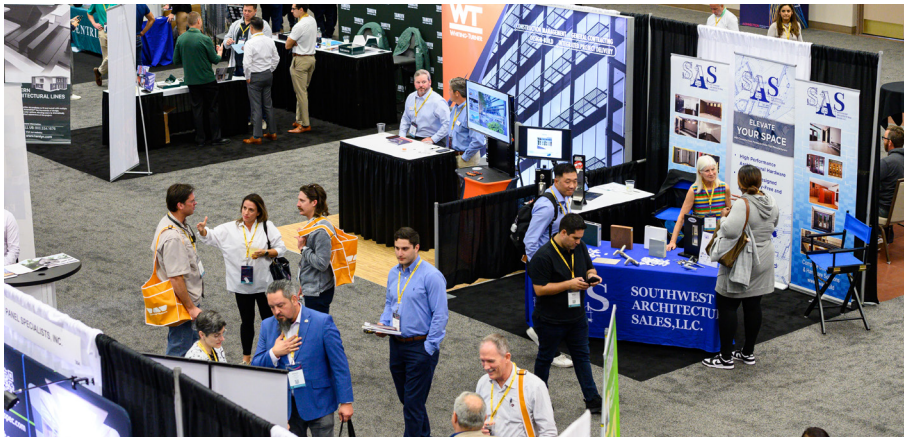
Standard 10' x 10'	$2,250
Corner 10' x 10'	$2,500
Double 10' x 20'	$4,800
Island 20' x 20'	$9,250
Medium 20' x 30'	$12,000
Large 20' x 40'	$16,000
X-Large 20' x 50'	$18,000
Custom Space	Contact Missy Floyd-Seward missy@texasarchitects.org













Missy Floyd-Seward Senior Director of Strategic Partnerships | 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, 2027, and June 30, 2027, the exhibitor will forfeit 30% of the payment;
- between July 1, 2027 and July 31, 2027, the exhibitor will forfeit 60%;
- on or after August 1, 2027, the exhibitor forfeits 100% of the payment.

Payments for 2027 Design Expo may not be rolled over towards the 2027 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 is committed to maintaining a respectful, professional, and inclusive environment for all Conference participants.

TxA reserves the right to deny, revoke, or remove participation—including prior to, during, or after the Conference—of any Exhibitor or Sponsor whose conduct is deemed inappropriate or disruptive. This includes, but is not limited to, behavior that:

- Harasses, threatens, demeans, or discriminates against TxA staff, contractors, attendees, or other exhibitors
- Violates any law, regulation, or Conference policy
- Misrepresents products or services; or
- Otherwise brings discredit upon the Conference or TxA

Such behavior will not be tolerated under any circumstances, and no refunds or reimbursements will be issued in the event of removal or revocation of participation.

All meetings, presentations, social functions, or demonstrations held by Exhibitors or Sponsors outside their contracted exhibit space or agreement must not conflict with official Conference programming or exhibit hall hours unless expressly 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 Henry B. Gonzalez 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.

Texas Society of Architects

Want to increase brand recognition with the architectural industry?

CONTACT US

MISSY FLOYD-SEWARD

Senior Director of Strategic Partnerships
missy@texasarchitects.org
512 478 7386

texasarchitects.org/exhibitors