



TASA | TASB  
**txED CON25**

**Exhibitor & Sponsorship Prospectus**

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# About TASA and TASB and txEDCON

Since 1960, the Texas Association of School Administrators (TASA) and the Texas Association of School Boards (TASB) have collaborated to create an impactful annual event. This conference is designed for school board members, superintendents, and other educational leaders, aiming to enhance governance and leadership in Texas public schools while also bolstering statewide support for public education. Now known as txEDCON, this event continues to be a transformative experience for all attendees, where the collective focus is on shaping public education together.



## 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.



## Texas Association of School Boards (TASB)

TASB provides high-quality solutions and services that support the critical work of educating the millions of public schoolchildren in our state. The Texas Association of School Boards (TASB) is a voluntary, nonprofit, nonpartisan, statewide educational association established in 1949 to serve local Texas school boards – the largest group of publicly elected officials in the state with more than 7,000 school board trustees.



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# txEDCON24

## Attendee stats:

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**5,000** **TOTAL REGISTRANTS**

**ATTENDEES** » **3,100**

(58% BOARD MEMBERS, 12% SUPERINTENDENTS, 30% OTHER DISTRICT STAFF)

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**1,900** **EXHIBITORS AND OTHERS**

## Who should exhibit?

If your business supports K-12 public schools, txEDCON is a great opportunity to gain valuable exposure and meet with decision-makers in-person! Connect with leaders in public education and network with fellow exhibitors.

At txEDCON24, our exhibit hall showcased the following products and services:

Product/Service	Exhibitors
Association/Public Service Org.	1%
Athletic Products & Services	9%
Building and Facilities	34%
Curriculum Resources	7%
Food and Nutritional Services	3%
Insurance/Risk Management Services	6%
Legal Services	2%
Non-Educational	2%
Other, education related	10%
Safety and School Security	11%
School District Services	10%
Transportation Services	4%
<b>Total</b>	<b>100%</b>

## General Information



### Exhibit Venue

#### George R. Brown Convention Center

1001 Avenida De Las Americas,  
Houston, TX 77010

Exhibit Halls A3/B3

# Exhibit Dates and Times

## Installation

Wednesday, Sept. 10 | 11 a.m.–6 p.m.

Thursday, Sept. 11 | 8 a.m.–1 p.m.

## Exhibit Open

Thursday, Sept. 11 | 3:30–6:30 p.m.

Friday, Sept. 12 | 8:30 a.m.–4 p.m.

Saturday, Sept. 13 | 8:30 a.m.–1 p.m.

## Opening Reception

in the Exhibit Hall

Thursday, Sept. 11 | 3:30–6:30 p.m.

## Dismantle

Saturday, Sept. 13 | 1–4 p.m.

*This schedule is subject to change. Please refer to [tasa.tasb.org](https://tasa.tasb.org) and posted signage onsite for final hours.*



Photo credit: Wikimedia Commons

## Applying for Exhibit Space

# 2025 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 2025

### Booth Selection Opens

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

## Monday, April 14

### Public Booth Sales Open

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

## Tuesday, 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 22

### 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.)

## Saturday, August 30

### Insurance and [EAC Forms](#) Due

- Send your proof of insurance to [convention@tasb.org](mailto: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](mailto:convention@tasb.org).

# Housing and Registration

## Badge Pick-Up Location and Hours

Exhibitor badge registration and pick up will be in Exhibit Hall B3 on Level Three

**Wednesday, Sept. 10** | 11 a.m.–5 p.m.

**Thursday, Sept. 11** | 8 a.m.–6 p.m.

**Friday, Sept. 12** | 6:30 a.m.–4 p.m.

**Saturday, Sept. 13** | 6:30 a.m.–1 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 22 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 member rate, and invoiced after the event.



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.



# 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

Exhibitors must contact Levy Catering for all sampling and catering requests at 713-853-8150. Levy Catering will provide all necessary information and required forms.

## 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](mailto:convention@tasb.org) and received on or before June 30. No refunds will be granted for booth space cancelled after June 30. If payment is not received by July 1. 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](mailto:convention@tasb.org). Please include the following information:

- Company
- Name
- Email

# Important Information

## 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

American Tradeshow Services (ATS) is the official provider of lead retrieval for txEDCON. 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.

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.

## 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](#).

## Installation

Exhibitors may start setting up their booths on Wednesday, September 10 starting at 11 a.m. and must be finished by 5 p.m. Exhibitors may enter and finish setup on Thursday, September 11 starting at 8 a.m. but must be finished by 3 p.m. when doors open for the welcome reception. If you anticipate needing more time, please contact Taylor Thompson at [convention@tasb.org](mailto:convention@tasb.org).

## Attendee List

Exhibitors will receive access to the attendee list after Aug. 1. Per TASA | TASB Policy, the list does NOT include email addresses. The final attendee list will be available two weeks after the conclusion of the event.

The link to the attendee list will be sent from [convention@tasb.org](mailto: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 is not 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](http://texasschoolarchitecture.org)

## Priority Point System

- Group A.** March 10-14
- Group B.** March 17-21
- Group C.** March 24-28
- Group D.** March 31- April 4
- Group E./BuyBoard** - April 7-11\*
- Public** - April 14

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](mailto:convention@tasb.org) or call **512-467-3611**.

*\*BuyBoard vendors who are in higher priority groups, will have access during their respective weeks.*



# Sponsorship Opportunities

A large crowd of people is seen from behind, walking through a trade show or conference. The background is filled with various booths and banners, including one for 'MGT' and another for 'United to Uplift Community'. The overall scene is busy and professional.



# Standard Benefits

	Titanium \$20,000	Diamond \$15,000	Platinum \$10,000	Gold \$8,000	Silver \$6,000	Bronze \$3,000
Company logo on <a href="http://tasa.tasb.org">tasa.tasb.org</a> with link to sponsor's website through Dec. 2025	✓	✓	✓	✓	✓	✓
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.



**SOLD!**

**\$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.*



**SOLD!**

✓ **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.*



**SOLD!**

**\$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.*



**SOLD!**

**\$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.*



**SOLD!**

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.*



**SOLD!**

**\$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.*

## Blanket

**3 sponsorships available**  
**\$15,000 each**

Convention centers are always cold. Help keep the attendees warm with a branded fleece blanket.

*TASA | TASB will purchase the blankets. Sponsor will provide the logo.*



# Networking Opportunities

Sponsors will receive branded signage and recognition in the program.

## Friday Afternoon Break

3 Sponsorships Available  
**\$8,000 each**

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

## Saturday Morning Break

3 Sponsorships Available  
**\$8,000 each**

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

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



TASA | TASB will provide signage with sponsors logo and recognition in the program.

## 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**

Help us give back to our host community! By sponsoring this activity, 100% of the money goes toward the community service project. Sponsors will be able to have representatives in the project area to talk with attendees and help them prepare the items to be shipped to the benefiting local charity. Sponsor's logo will be with all mentions of the service project in the printed program and in emails.

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



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.

### Speaker Ready Room

✓ Exclusive Sponsorship

**\$10,000**

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.

### 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.*





# Exhibits, Sponsorship, and Logistics

**Taylor Thompson**

[convention@tasb.org](mailto:convention@tasb.org)

512-467-0222, ext. 3611

[tasa.tasb.org](http://tasa.tasb.org)

