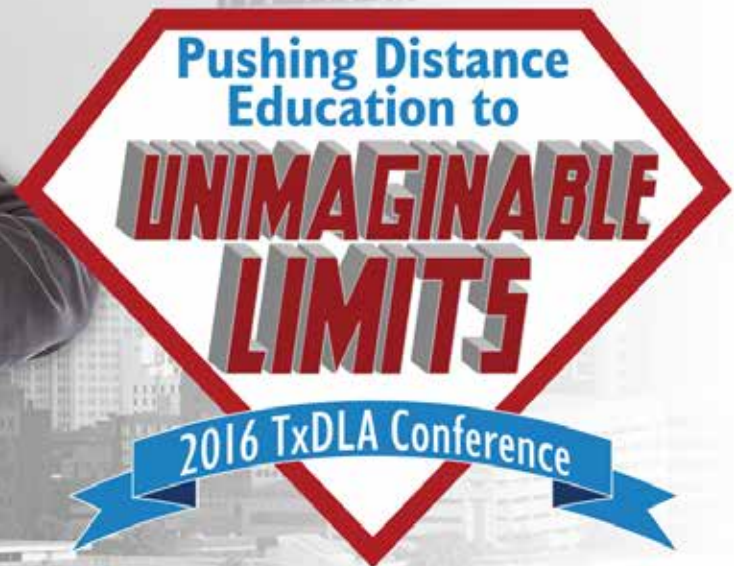


Exhibitor & Partnership OPPORTUNITIES



MARCH 28-31 | SAN ANTONIO, TX

10

HOURS EXHIBIT TIME

Attendees:

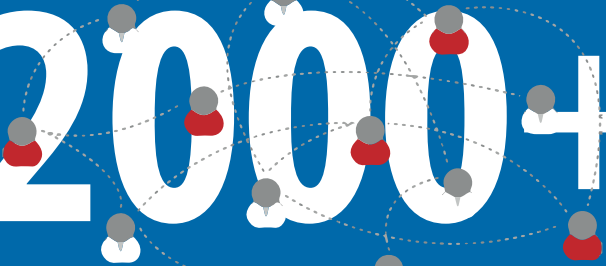
62%	Higher Education Directors, Deans, Professors, & Instructional Technologists
15%	K-12 Education Service Center Coordinators, Campus Technology Directors
8%	Government/Military Trainers, Consultants, Students
15%	Corporate Representatives

4000

2015 ATTENDEES

400 attendees x 5 exhibits-focused events

2000+



Networking opportunities with instructional technology, e-learning, and distance learning professionals

44%

of attendees are decision-makers, and 74% recommend products for their organization.



What Your Competitors are Saying About the TxDLA Conference:

"... it provides **access to the right customers** from all over the state all **in one place, at one time, with some very strategic opportunities** to socialize, build relationships and show our latest and greatest solutions. It would take all year to travel to each of the members' locations, let alone get all of the key customers to come to your booth or attend a vendor session. Above and beyond that, TxDLA lends **credibility to what my company represents** each and every day to all of my customers around the world. You can always count on a **great location, big attendance numbers and a very organized, well put together conference.**"



"Being leaders in the Texas distance learning community, our team recognizes the importance of being involved with the premier distance learning association in the state. Having **one organization that serves a multitude of distance learning constituents** provides us with a way to interact with other distance learning leaders as well as give back to the community in a meaningful manner. Partnering with TxDLA **provides access to leaders in the field of distance learning** and the **ability to act directly with many decision makers.**"



"Given the size and the audience for the event, TxDLA's exhibit hall always gives us a chance to connect with DE academic leaders and technology **experts who directly implement our product's success** on campuses. We always find time to update one another, collaborate, and in the true spirit of TxDLA - **interact while having FUN** - something that sets this apart from all other conferences."

REGISTER ONLINE at <http://bit.do/txdla16> before 3/10/16.

Systems Used by Attendees:

77% Videoconferencing

85% LMS System

75% Classroom Audio

61% Instant/Unified Messaging

53% CMS System

50% Interactive Whiteboards

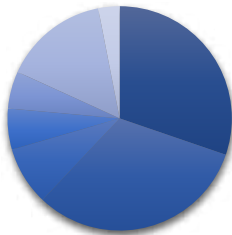
69% BYOD Policy on Campus

85% One to One Learning

44%
DECISION MAKERS

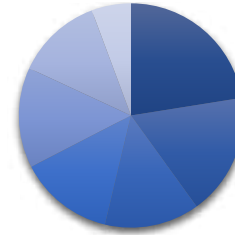
74%
RECOMMEND PRODUCTS

Attendees by Industry



- 4 Year Higher Ed (30%)
- Education Service Center (8%)
- Government (5%)
- Other (4%)
- 2 Year Higher Ed (32%)
- Independent School District (6%)
- Corporate (15%)

Attendees by Job Duty



- Education Administration (22%)
- Corporate Sales (15%)
- Training (6%)
- Instructor/Teacher (17%)
- Instructional Technology (14%)
- Instructional / Technology Support (13%)
- Instructional Design (14%)

Full Booth

\$2000 Before 1/15/16 ★ \$2250 After 1/15/16

Package Includes:

- **8'x10' Pipe and Drape Booth** in selected location, first-come, first-served
- 6' Skirted **Table**, Two **Chairs**, Wastebasket, Carpeting and 7"x44" Single-line **Company ID Sign**
- **Electricity** (basic) and **Wireless Internet** (basic)
- **One Full Conference Registration** including one year TxDLA membership (extra reps are \$395 each)
- **Logo/Link and 50-Word Company Description** in the conference attendee mobile app and website
- **NEW! Attendees Can Book One-on-One Appointments with You** prior to the conference
- **List of Preregistrants** who agree to be contacted (e-mailed 1 week before the conference)
- **List of Final Attendees** who agree to be contacted (e-mailed following the conference)
- **Opportunity to Present a 50-minute Vendor Showcase Session** (limited spots available)
- **3 Booth Rep Passes** for representatives working in the booth only. No meals are included in these passes
- **Conference Bag Stuffer:** Opportunity to provide small promotional item in attendee registration bags

Tabletop Booth

\$1250 Before 1/15/16 ★ \$1500 After 1/15/16

Package Includes:

- **6' Skirted Table, Two Chairs** (no pipe/drape, no internet/electricity and no sign)
- **One Full Conference Registration** including one year TxDLA membership (extra reps are \$395 each)
- **Logo/Link and 20-Word Company Description** in the conference attendee mobile app and website
- **List of Preregistrants** who agree to be contacted (e-mailed 1 week before the conference)
- **List of Final Attendees** who agree to be contacted (e-mailed following the conference)

REGISTER ONLINE at

<http://bit.do/txdla16>

before March 10, 2016.

Partnerships are available to give your company additional exposure. Show your support of our long-standing professional organization of dedicated professionals through one of these partnership options, or call 512.402.7797 to customize a sponsorship package (including inkind equipment sponsorships) for your company. The deadline for sponsorships to be included in conference materials is **March 10, 2016**.

Ambassador Partner, \$15,000 (\$10,000 cash minimum)

- **Choice of sponsorship** (1st come, 1st served):
 1. Opening Keynote: introduce speaker and provide 5 minute company spotlight
 2. Closing Keynote: introduce speaker and provide 5 minute company spotlight AND Printed Pocket Program Sponsor
- **Co-sponsors** at the Exhibit Hall Grand Opening Reception AND the Dinner/Party night
- **Double Exhibit Booth** Package in prime location (with all package benefits)
- **Four (4)** additional complimentary **conference registrations**, each with TxDLA memberships (5 total with booth package)
- Opportunity to utilize **private meeting room** for client appointments (only two rooms available, no A/V provided by TxDLA)
- Two Complimentary Registrations to **Fall Leadership Workshop**
- Company **logo printed on attendee bags**
- Company **logo displayed on TxDLA homepage** with link (all year)
- **Banner Ad** and Link in Attendee **Mobile App**

Platinum Partner, \$10,000 (\$1,000 cash minimum)

- **Choice of lunch sponsorship** (2 available)
- **Exhibit Booth** (with all package benefits)
- **Three (3)** additional complimentary **conference registrations**, each with TxDLA memberships (4 total with booth package)
- One Complimentary Registration to **Fall Leadership Workshop**
- Company **logo printed on attendee bags**
- Company **logo displayed on TxDLA homepage** with link (all year)
- **Banner Ad** and Link in Attendee **Mobile App**

Gold Partner, \$7,000 (\$1,000 cash minimum)

- **Choice of sponsorship** (1st come, 1st served):
 1. Mobile App (1 available)
 2. Breakfast Co-Sponsor (2 available)
 3. Internet Connectivity Co-Sponsor (2 available)
- **Exhibit Booth** (with all package benefits)
- **Two (1)** additional complimentary **conference registrations** with TxDLA membership (3 total with booth package)
- Company **logo displayed on TxDLA homepage** with link (all year)
- **Banner Ad** and Link in Attendee **Mobile App**

ALL PACKAGES INCLUDE:

- Link in Attendee Mobile App
- Promotion of partnership on website and in marketing e-mails
- Signage on entrance tower and near sponsored event
- Certificate and Podium Recognition

Silver Partner, \$4,000 (\$1,000 cash minimum)

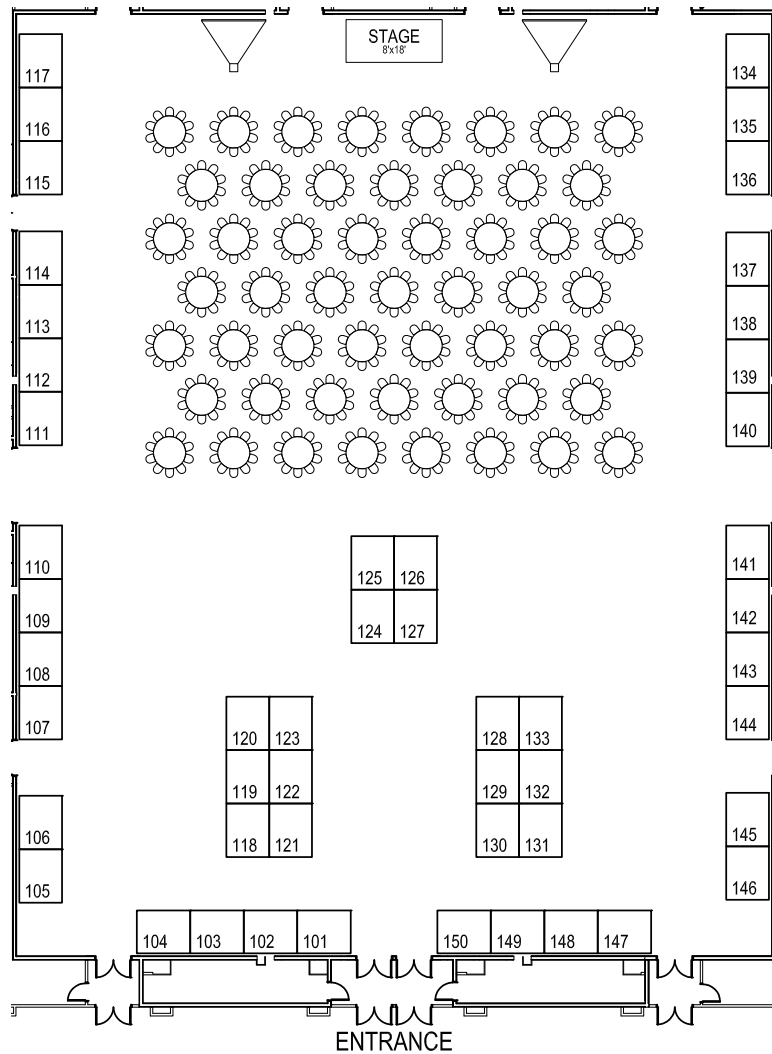
- **Choice of sponsorship** (1st come, 1st served):
 1. Morning Beverages (3 available)
 2. Lounge & Recharge Station (1 available)
 3. Tuesday Dessert with Regional Groups (1 available)
 4. Wednesday Afternoon Break (1 available)
- **Exhibit Booth** (with all package benefits)
- Company **logo displayed on TxDLA homepage** with link (all year)

Bronze Partner, \$1,000 (cash only)

- No specific event sponsorship, base package only

Note: Individual sponsorship reservations are assigned by TxDLA on a first priority receipt of signed contract and payment. Every effort will be made to respect each sponsor's choice whenever possible, but TxDLA's decision will be final.

Floorplan





Location and Accommodations

The conference will be held at the Grand Hyatt Hotel, 600 E. Market Street, San Antonio, TX 75201. For reservations, please call 210.224.1234 or 800.233.1234, and identify yourself with the TxDLA Conference. The TxDLA room rate of \$135 will be honored through March 7, 2016.

Decorator Information

Professional decoration of the Exhibit Hall will be provided. The decorator will also be responsible for providing labor services, custom signs, furniture rentals, and shipping/drayage/storage for exhibit materials. Upgraded electrical and internet service will be available through the hotel and order forms will be included in the exhibitor kit you will receive from the decorator.

Engagement Opportunities

Exhibitors are encouraged to have creative, engaging, and interactive booth displays. Ideas will be provided by TxDLA upon signing contract. Exhibitors are also encouraged to bring a door prize for give away at various times. Conference attendees will be provided with a game card to win prizes for those who visit every exhibitor. Ask attendees to drop a business card to participate in your booth's drawing.

Eligibility to Exhibit

TxDLA reserves the right to determine eligibility of any company wishing to exhibit. The acceptance of a product or service for exhibit does not constitute an endorsement by TxDLA. TxDLA may deny or revoke eligibility based on violation of any policy set forth in the exhibit terms and conditions, or for any action determined to detract from the character of the exhibition. All exhibitors shall be governed by the Terms & Rules for Exhibiting at TxDLA Conference (see online contract). Please read this information carefully before submitting the Exhibitor Contract.

REGISTER ONLINE Before March 10:

<http://bit.do/txdla16>



Conference Schedule

(Exhibitor Events Highlighted in RED)

Monday, March 28

- Exhibits Set-Up 12:00-5:00pm
- Preconference Workshops 1:00 - 5:00pm
- Welcome Reception with Exhibitors 5:00-7:00pm

Tuesday, March 29

- Opening Session with Keynote 9:15-10:45am
- Breakout Sessions 11:10am-12:00pm
- Exhibits Open 11:30am-5:00pm
- Lunch with Exhibitors 12:00-1:30pm
- Breakout Sessions, Regional Groups 1:30-4:20pm
- Happy Hour with Exhibitors 4:20-5:00pm

Wednesday, March 30

- Breakout Sessions 9:00-9:50am
- Poster Sessions in Exhibit Hall 10:00-10:50am
- Exhibits Open 10:00am-1:30pm
- Breakout Sessions 11:00-11:50am
- Lunch with Exhibitors 12:00-1:30pm
- Exhibitor Breakdown 1:30pm
- Breakout Sessions 1:30-4:50pm
- Dinner/Entertainment 7:00 - 11:00 pm

Thursday, March 31

- Breakout Sessions 9:00-9:50am
- Closing Keynote 10:00-11:30am



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Before March 10

Aldine ISD
Alief ISD
Amarillo College
Angelina College
Ashford University
Austin Community College
Blinn College
Brazosport College
Brookhaven College
Cedar Valley College
Cisco College
Clear Creek ISD
Coastal Bend College
Collin County Community College
Corpus Christi ISD
Cypress-Fairbanks ISD
Dallas County Community College District
Dallas County Schools
Dallas ISD
Del Mar College
Denton ISD
Eastfield College
El Centro College
El Paso Community College
Fort Worth Museum of Science and History
Frenship ISD
Garland ISD
Grayson County College
Hardin-Simmons University
Harris County Department of Education
Hill College
Houston Community College System
Howard College
Kaplan University
Kilgore College
Lamar University
Lee College
Little Elm ISD
Lone Star College System
Lovejoy ISD
Manhattan School of Music
McLennan Community College
Midland College

Navarro College
North Central Texas College
Northeast Lakeview College
Northside ISD
Northwest Vista College
Our Lady of the Lake University
Panola College
Paris Junior College
Prairie View A&M University
Region 2 Education Service Center
Region 4 Education Service Center
Region 5 Education Service Center
Region 6 Education Service Center
Region 7 Education Service Center
Region 8 Education Service Center
Region 10 Education Service Center
Region 11 Education Service Center
Region 14 Education Service Center
Region 15 Education Service Center
Region 17 Education Service Center
Region 20 Education Service Center
Richardson ISD
Sam Houston State University
San Jacinto College
South Plains College
South Texas College
Southern Regional Education Board
St. Philip's College
Stephen F. Austin State University
Tarrant County College District
Tarrant County Government
Temple College
Texas Education Telecommunications Network
Texas A&M International University
Texas A&M System
Texas A&M University
Texas A&M University - Central Texas
Texas A&M University - Corpus Christi
Texas A&M University - Kingsville
Texas A&M University - Texarkana
Texas A&M University at Galveston
Texas Dept. of Aging & Disability Services

Texas Dept. of Assistive & Rehabilitative Services
Texas Dept. of Family & Protective Services
Texas Dept. of Transportation
Texas Engineering Extension Service
Texas Higher Education Coordinating Board
Texas Juvenile Justice Department
Texas School for the Blind and Visually Impaired
Texas Southmost College
Texas State Technical College Waco
Texas State Technical College-West Texas
Texas State University - San Marcos
Texas Tech University
Texas Tech University ISD
Texas Tech Worldwide eLearning
Texas Virtual School Network
Texas Woman's University
Trinity Valley Community College
Tyler ISD
Tyler Junior College
University of Houston - Clear Lake
University of Houston-Victoria
University of North Texas
University of North Texas - Dallas
University of Texas - Pan American
University of Texas at Arlington
University of Texas at Dallas
University of Texas at El Paso
University of Texas at Tyler
University of Texas Health Science Center at Tyler
University of Texas Medical Branch
University of Texas of the Permian Basin
University of Texas System
University of Texas, Marine Science Institute
UT Health Northeast
Vernon College
Virtual College of Texas
Walden University
Wayland Baptist University
Weatherford College
West Texas A&M University
Western Governor's University - Texas
Wharton County Junior College



823 Congress Avenue, Suite 230

Austin, Texas 78701

Phone: 512.402.7797

www.txdla.org

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