



# 138<sup>th</sup> Annual *Convention* & EXPO 2024 | ATX June 9 – 12

Become a Part of

## SOMETHING GREATER



# 2024 EXHIBITOR PROSPECTUS





# EXHIBIT FLOOR

BOOTH TYPE	Member Rate*	Non-Member Rate	# Badges Issued
8' x 10' in-line	\$900.00	\$1,400.00	2
8' x 10' corner	\$950.00	\$1,450.00	2

\*Member Rate Discount is available to Vendor Associate members only. Join today and save!

Booth fees include the following:

- Standard 8' back drape and 3' side drape
- Standard 7" x 44" booth identification sign
- Two exhibitor badges per booth. (Additional badges available for \$25 per person)
- Listing in the *Texas Director* magazine and the TFDA website
- Daily aisle maintenance
- Perimeter security

Booths are assigned based on receipt of your application and payment. Every attempt will be made to assign booths based on your preferences as specified on your application.

Drape Color: Teal/Champagne

Carpet Color: Black

#### Exhibitor Setup

Tuesday, June 11 | 8:00 am – 5:00 pm

#### Exhibit Hours

Wednesday, June 12 | 10:00 am – 4:00 pm

#### Breakdown

Wednesday, June 12 | 4:00 pm – 5:00 pm

## HOTEL



Renaissance Hotel Austin  
 9721 Arboretum Boulevard  
 Austin, TX 78759  
 (512) 343-2626  
 Convention Rate: \$239.00  
 Cut off Date: May 20, 2024



# REGISTRATION & BADGES



Exhibitors will receive two badges per booth. Name Badge Request Forms are included. There is an additional charge of \$25.00 for each additional name badge requested.

You will also have an opportunity to purchase tickets to Top Golf, Wine & Dine and Gala.

## Secure Your Booth Now

Register online at [www.tfda.com](http://www.tfda.com) or complete and send the Application for Exhibit Space along with payment to TFDA, 4419 Frontier Trail, Ste.108, Austin, TX 78745 as soon as possible. Assignment of booth space will be on a first come, first served basis.

Right of first refusal of booth space applies through March 1 to all those who exhibited in 2023



## Exhibitor Service Kits

GEMS, our official service contractor will provide confirmed exhibitors an electronic Exhibitor Service Kit no later than May 1, 2024. The kit will contain forms for ordering furniture, carpet, utilities, AV equipment, shipping and storage information, etc.



## It's In The Bag!

Want to reach attendees before the Expo hall opens? For \$500, you may have an item stuffed in each attendee convention bag. Approved items include pens, small note pad, flyer, etc. Please contact [sherri@tfda.com](mailto:sherri@tfda.com).

In order to participate, you must provide 300 items to the TFDA office no later than May 24, 2024.



7,500

General Session/Breakfast (exclusive)  
Convention Program (exclusive)

Benefits:

Logo & Link on website—12 months  
Name & logo displayed on convention promotional materials  
and on main convention signage  
One promotional email to members  
Quarterly recognition in the *Texas Director*  
One set of member mailing labels  
Continued thanks onsite via announcements

5,000

Choose One:  
Welcome Party  
Awards Gala  
Gala Entertainment  
Convention Bags (exclusive)  
Hotel Key Cards (exclusive)

Benefits:

Logo & Link on website—12 months  
Name & logo displayed on convention promotional materials  
and on main convention signage  
One promotional email to members  
Quarterly recognition in the *Texas Director*  
One set of member mailing labels  
Continued thanks onsite via announcements

Your sponsorship enables TFDA to continue to produce high-quality educational and networking events. We appreciate your support and strive to promote your company's sponsorship before, during and after the convention!

Contact Sherri Beck at [sherri@tfda.com](mailto:sherri@tfda.com) or  
(512) 442-2304 for any questions.



# SPONSORSHIPS

3,000

Choose One:

Refreshment Break  
President's Reception  
Past Presidents/Former First Spouse Luncheon  
Fifty-Year Licensee Awards Luncheon  
Badge Lanyards

Benefits:

Logo & Link on website—6 months  
Name & logo displayed on convention promotional  
materials and on main convention signage  
One promotional email to members  
Quarterly recognition in the *Texas Director*  
One set of member mailing labels  
Continued thanks onsite via announcements

1,500

Choose One:

Educational Programs  
Service of Remembrance  
Quarter Century Club  
Emerging Leaders Event

Benefits:

Logo & Link on website—3 months  
Name & logo displayed on convention promotional  
materials and on main convention signage  
One set of member mailing labels  
Continued thanks onsite via announcements

Visit [www.tfda.com](http://www.tfda.com) and become a sponsor today!