

Exhibit, Sponsorship & Vendor **OPPORTUNITIES**

DALLAS, TX. MARCH 20 - 23
XXI CONFERENCE



*CALLING ALL
AGENTS OF CHANGE*

JOIN US TO INSPIRE INNOVATION >>>

12

HOURS EXHIBIT TIME

Attendee Profile:

63%	Higher Education Directors, Deans, Professors, & Instructional Technologists
9%	K-12 Education Service Center Coordinators, Campus Technology Directors
5%	Government/Military Trainers, Consultants, Students
20%	Corporate Representatives

470

2017 ATTENDEES

410 attendees x 5 exhibits-focused events

2000+

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

76%

of attendees are decision-makers, or recommend products for their organization.

Systems Used by Attendees:

- LMS Systems
- One to One Learning
- Gamification
- Artificial Intelligence
- Virtual Reality
- Augmented Reality
- Videoconferencing
- Classroom Audio
- Open Education Resources
- BYOD Campus Policy
- Messaging
- CMS Systems
- Interactive Whiteboards



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/txdla18> before 3/1/18.

Full Booth

\$1500 Before 1/15/18 ★ **\$2000 After 1/15/18**

Package Includes:

- ▶ **10'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 access to all sessions, meals and one year TxDLA membership (additional reps are \$200 each and include all sessions, meals and TxDLA membership)
- ▶ **Logo/Link and 50-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)
- ▶ **Three 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

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Tabletop Booth

\$1000 Before 1/15/18 ★ **\$1500 After 1/15/18**

Package Includes:

- ▶ **6' Skirted Table, Two Chairs** (no pipe/drape, no electricity and no sign)
- ▶ **Wireless Internet** (basic)
- ▶ **One Full Conference Registration** including access to all sessions, meals and one year TxDLA membership (additional reps are \$200 each and include all sessions, meals and TxDLA membership)
- ▶ **Logo/Link and 20-Word Company Description** in the conference attendee mobile app and website
- ▶ **List of Final Attendees** who agree to be contacted (e-mailed following the conference)

À La Carte Item

★ **Vendor Showcase Session (Limited Spots/ Waitlist), \$250 for exhibitors / \$500 for non-exhibitors:** Opportunity to present 50-minute session during a breakout time. *Important: vendor showcase presenters MUST also register for the conference, \$395 non-exhibitors or \$200 for exhibitors.

Tiered Partnership Packages

Partnerships give your company additional exposure. Show your support of our long-standing professional organization of professionals through one of these options, or call 512.402.7797 to customize a package (including in-kind equipment sponsorships) for your company. The deadline for sponsorships to be included in conference materials is **March 1, 2018**.

Diamond Partner: \$13,000 (\$10,000 cash minimum)

- **Choice of Sponsorship** (1st come, 1st served):
 1. Introduce Day 2 speaker and 5 minute spotlight (1 available)
 2. Innovation Station and 5 minute spotlight (1 available)
- **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 (no A/V provided by TxDLA)
- Opportunity to **present a 50-minute Vendor Showcase Session**
- One Complimentary Registration to **Fall Leadership Workshop**
- Company **logo printed on attendee bags/packets**
- Company **logo displayed on TxDLA homepage** with link (all year)
- Mobile app **logo included on banner on main activity feed**
- Mobile app **sponsor listing with link to brochure or website**
- Mobile app **sponsored post in activity feed**
- Mobile app **push notification of sponsored event** to attendees
- Potential to work with TxDLA leadership and members to form partnerships, **develop case studies, white papers, surveys and other consultative type activities considered on a case by case basis.**

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

- **Choice of lunch sponsorship**
- **Exhibit Booth** (with all package benefits)
- **Three (3)** additional complimentary **conference registrations**, each with TxDLA memberships (4 total with booth package)
- Opportunity to **present a 50-minute Vendor Showcase Session**
- One Complimentary Registration to **Fall Leadership Workshop**
- Company **logo printed on attendee bags/packets**
- Company **logo displayed on TxDLA homepage** with link (all year)
- Mobile app **sponsor listing with link to brochure or website**
- Mobile app **sponsored post in activity feed**
- Mobile app **push notification of sponsored event** to attendees
- Potential to work with TxDLA leadership and members to form partnerships, **develop case studies, white papers, surveys and other consultative type activities considered on a case by case basis.**

All Partnership Packages Include:

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

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)
- **Exhibit Booth** (with all package benefits)
- **Two (2)** additional complimentary **conference registrations** with TxDLA membership (3 total with booth package)
- Opportunity to **present a 50-minute Vendor Showcase Session**
- Company **logo displayed on TxDLA homepage** with link (all year)
- Mobile app **sponsor listing with link to brochure or website**
- Mobile app **sponsored post in activity feed**
- Potential to work with TxDLA leadership and members to form partnerships, **develop case studies, white papers, surveys and other consultative type activities considered on a case by case basis.**

Bronze Partner: \$2,500 (cash only)

- **Exhibit Booth** (with all package benefits)
- Opportunity to **present a 50-minute Vendor Showcase Session**
- Mobile app **sponsored post in activity feed**
- Company **logo displayed on TxDLA homepage** with link (all year)
- Potential to work with TxDLA leadership and members to form partnerships, **develop case studies, white papers, surveys and other consultative type activities considered on a case by case basis.**

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

- **Choice of sponsorship** (1st come, 1st served):
 1. Morning Beverages (3 available)
 2. Afternoon Break (1 available)
 3. Dessert with Regional Groups (1 available)
 4. Technology Kiosk (1 available)
- **Exhibit Booth** (with all package benefits)
- Opportunity to **present a 50-minute Vendor Showcase Session**
- Mobile app **sponsor listing with link to brochure or website**
- Mobile app **sponsored post in activity feed**
- Company **logo displayed on TxDLA homepage** with link (all year)
- Potential to work with TxDLA leadership and members to form partnerships, **develop case studies, white papers, surveys and other consultative type activities considered on a case by case basis.**

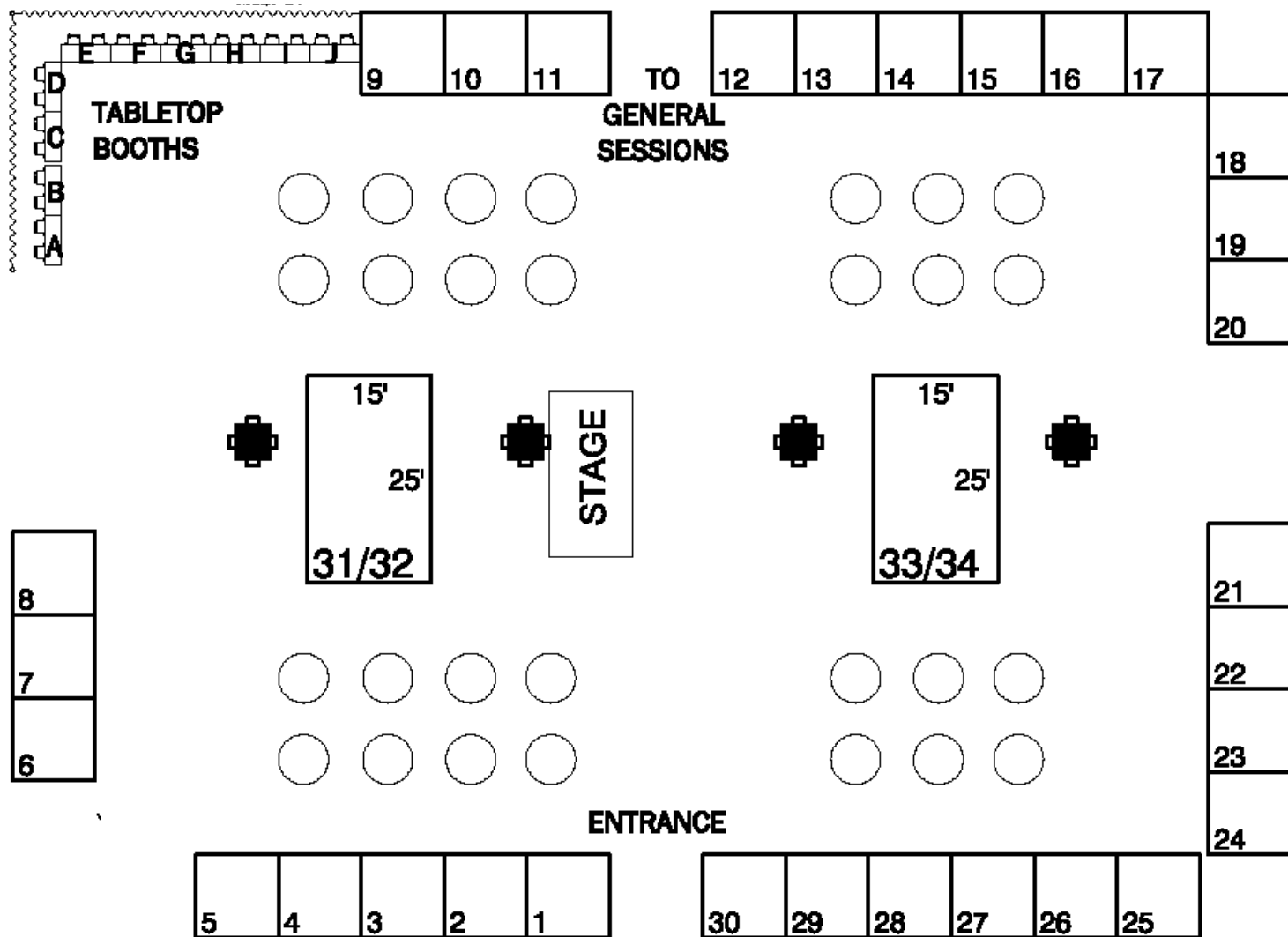
Note: Individual sponsorship reservations are assigned by TxDLA on a first priority receipt of signed contract and payment. Every effort will be made to respect each sponsor's choice whenever possible, but TxDLA's decision will be final.

All Partnership Packages Include:

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

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Floorplan





Location and Accommodations

The conference will be held at the Sheraton Dallas Hotel, 400 North Olive Street, Dallas, TX 75201. For reservations, please call 888-627-8191, and identify yourself with the TxDLA Conference. The TxDLA room rate of \$166 will be honored through February 27, 2018.

Decorator Information

Professional decoration of the Exhibit Hall will be provided by Freeman Decorating. Freeman 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 Freeman.

Engagement Opportunities

More than anything else, exhibitors are strongly encouraged to participate in ALL of the conference activities by attending sessions, sitting with attendees during meals and networking functions. Your booth includes access to these functions. This is the BEST way to make contacts.

Exhibitors are also 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. 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.

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Conference Schedule

(Exhibitor Events Highlighted in RED)

Tuesday, March 20

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

Wednesday, March 21

- Opening Keynote and Awards 9:00-10:35am
- Breakout Sessions 11:00-11:50am
- Exhibits Open 12:00-5:00pm
- Lunch with Exhibitors 12:00-1:00pm
- Breakout Sessions, Regional Groups 1:00-3:50pm
- Mixer with Exhibitors 3:50-4:30pm
- Breakout Sessions 4:30-5:20pm
- Open Night for Meet-Ups, Receptions 5:30pm-?

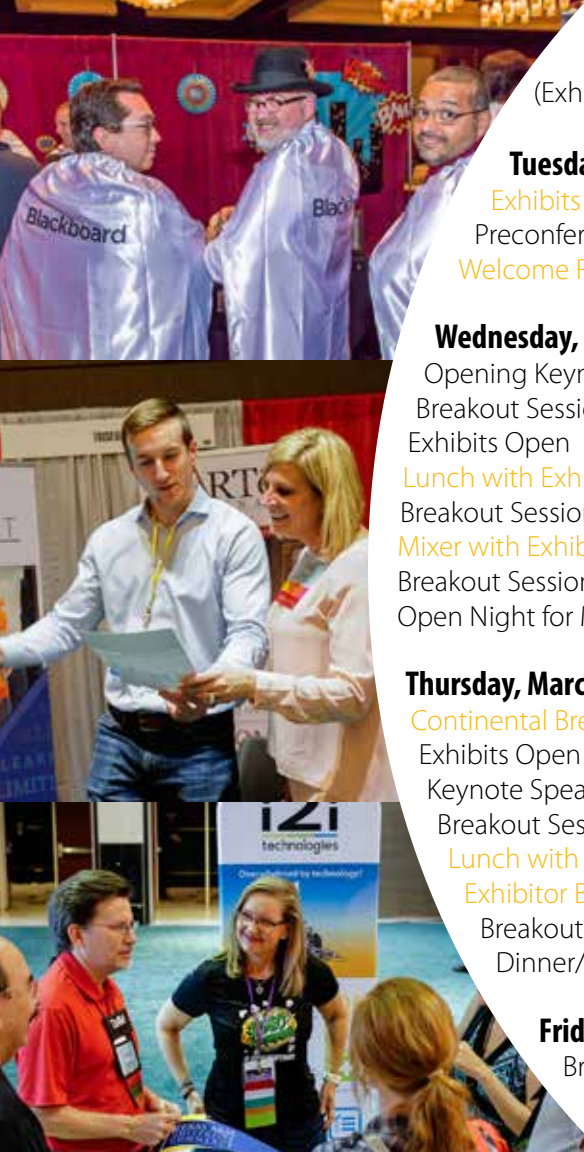
Thursday, March 22

- Continental Breakfast with Exhibitors 8:00-8:50am
- Exhibits Open 8:00am-1:00pm
- Keynote Speaker 9:00-9:50am
- Breakout Sessions 10:00-11:50am
- Lunch with Exhibitors / Prizes 12:00-1:00pm
- Exhibitor Breakdown 1:00pm
- Breakout Sessions 1:00-4:50pm
- Dinner/Entertainment 7:00-11:00 pm

Friday, March 23

- Breakout Sessions 9:00-10:50am
- Closing Session 11:00am-12:00pm

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Before March 1



Alamo Colleges
Alief ISD
American Public University System
Angelina College
Angelo State University
Apollidon Learning
Ashford University
Austin Community College
Blinn College
Bloomsburg University
BTX Technologies
Chemeketa Community College
Clear Creek ISD
Coastal Bend College
College of the Mainland
Collin College
Collin County Community College
Conroe Independent School District
Dallas County Community Colleges
Del Mar College
Department of State Health Services
El Paso Community College
Engineering Academic and Student Affairs - Remote Learning & Outreach Department
Galveston College
Garland ISD
Health and Human Services Commission
Henrichs Media Group
Houston Community College
Howard College
Huffman ISD
iICF
Inter American University
Iowa State University
Jacksonville College
Kilgore College
Lamar University
Laredo Community College
Lee College
Lone Star College - CyFair
Lone Star College - University Park
Lovejoy ISD
Marci Powell & Associates
McLennan Community College
Midland College
Missional Wisdom Foundation
NASA
NETnet

Newman International Academy
Northeast Texas Community College
OptumRx
Organic Learning Ranch
Our Lady of the Lake University
Panhandle-Plains Historical Museum
Panola College
Paris Junior College
Pearland ISD
Prairie View A&M University
Region 4 Education Service Center
Region 5 Education Service Center
Region 7 Education Service Center
Region 10 Education Service Center
Region 11 Education Service Center
Region 13 Education Service Center
Region 14 Education Service Center
Region 15 Education Service Center
Region 16 Education Service Center
Region 17 Education Service Center
Rose & Smith Associates
Sam Houston State University
San Angelo State University
San Jacinto College
SCKEN
SHSU Online
South Texas College
Spring ISD Virtual Learning Program
St. Mary's University
St. Philip's College
Stephen F. Austin State University
SUPERNet Consortium
Tarrant County College
Temple College
Tennessee Board of Regents
TETN
Texas A&M International University
Texas A&M System
Texas A&M University
Texas A&M University - Central Texas
Texas A&M University - Commerce
Texas A&M University - Corpus Christi
Texas A&M University - Kingsville
Texas A&M University at Galveston
Texas Computer Education Association (TCEA)
Texas Department of Family & Protective Services
Texas Department of Transportation

Texas Engineering Extension Service
Texas Higher Education Coordinating Board
Texas Lutheran University
Texas Office of the Attorney General
Texas School for the Blind and Visually Impaired
Texas Southmost College
Texas State University - San Marcos
Texas Tech University
Texas Tech University ISD
Texas Wesleyan University
Texas Woman's University
Texas Workforce Commission
The Bush School at Texas A&M University
The Northeast Texas Consortium of Colleges & Universities
The University of Alabama
Trinity Valley Community College
TTUHSC El Paso
Tyler Junior College
University of Dallas
University of Houston - Clear Lake
University of Houston - Downtown
University of Houston - Victoria
University of North Texas
University of North Texas at Dallas
University of St Thomas - Houston
University of Texas at Austin
University of Texas at Dallas
University of Texas at El Paso
University of Texas at San Antonio
University of Texas at Tyler
University of Texas Medical Branch, Pediatrics
University of Texas Rio Grande Valley
University of Texas School of Public Health
University of Texas, Marine Science Institute
UT Health-SBMI
Victoria College
Virtual College of Texas
Walden University
Weatherford College
West Texas A&M University
Wharton County Junior College



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