

# Exhibit, Sponsorship & Vendor OPPORTUNITIES

**TxDLA**  
Texas Distance Learning Association

THE SPIRIT

— of —

Adventure

*20 years of exploring uncharted territories*

March 28 to 31 at Moody Gardens in Galveston, Texas

# 12

HOURS EXHIBIT TIME

## Attendees:

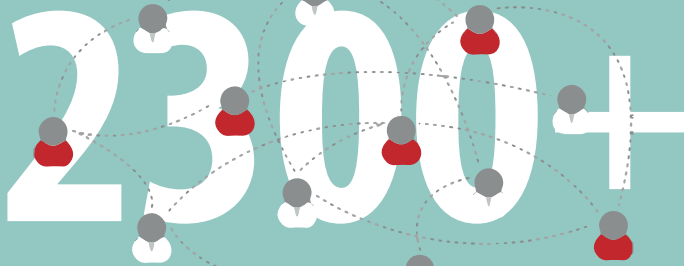
63%	Higher Education Directors, Deans, Professors, & Instructional Technologists
17%	K-12 Education Service Center Coordinators, Campus Technology Directors
8%	Government/Military Trainers, Consultants, Students
12%	Corporate Representatives

# 460

2016 ATTENDEES

460 attendees x 5 exhibits-focused events

# 2300+



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

# 76%

of attendees are decision-makers, or 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/txdla2017> before 3/10/17.**

## Systems Used by Attendees:

**77%** Videoconferencing

**85%** LMS System

**75%** Classroom Audio

**61%** Instant/Unified Messaging

**53%** CMS System

**50%** Interactive Whiteboards

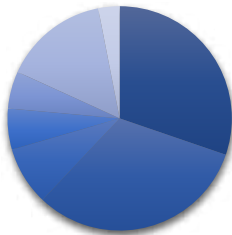
**69%** BYOD Policy on Campus

**85%** One to One Learning

**44%**  
**DECISION MAKERS**

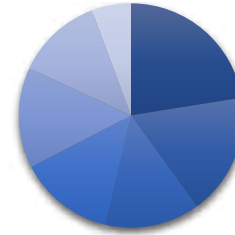
**76%**  
**RECOMMEND PRODUCTS**

## 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 Design (14%)
- Instructional / Technology Support (13%)

## Full Booth

**\$1500 Before 1/27/17 ★ \$2000 After 1/27/17**

### 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 1/27/17 ★ \$1500 After 1/27/17**

### 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 Items

- ▶ **★ Vendor Showcase Session, \$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)
- ▶ **★ Placement in Virtual Attendee Bag, \$100 for exhibitors / \$200 for non-exhibitors:** Digital content, ad or discount in virtual attendee bag

# 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 10, 2017**.

## **Ambassador Partner: \$13,000** (\$10,000 cash minimum)

- **Choice of keynote sponsorship** (1st come, 1st served): introduce speaker and 5 minute spotlight
- **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**
- **Placement in Virtual Attendee Bag**
- 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

## **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**
- **Placement in Virtual Attendee Bag**
- 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

### **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. Closing Lunch (1 available)
  2. Mobile App (1 available)
  3. 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**
- **Placement in Virtual Attendee Bag**
- 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**

## 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. Afternoon Break (1 available)
  4. Dessert with Regional Groups (1 available)
  5. Dessert with Exhibitors (1 available)
- **Exhibit Booth** (with all package benefits)
- Opportunity to **present a 50-minute Vendor Showcase Session**
- **Placement in Virtual Attendee Bag**
- 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)

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

- 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
- Opportunity to **present a 50-minute Vendor Showcase Session**
- **Placement in Virtual Attendee Bag**
- Mobile app **sponsored post in activity feed**

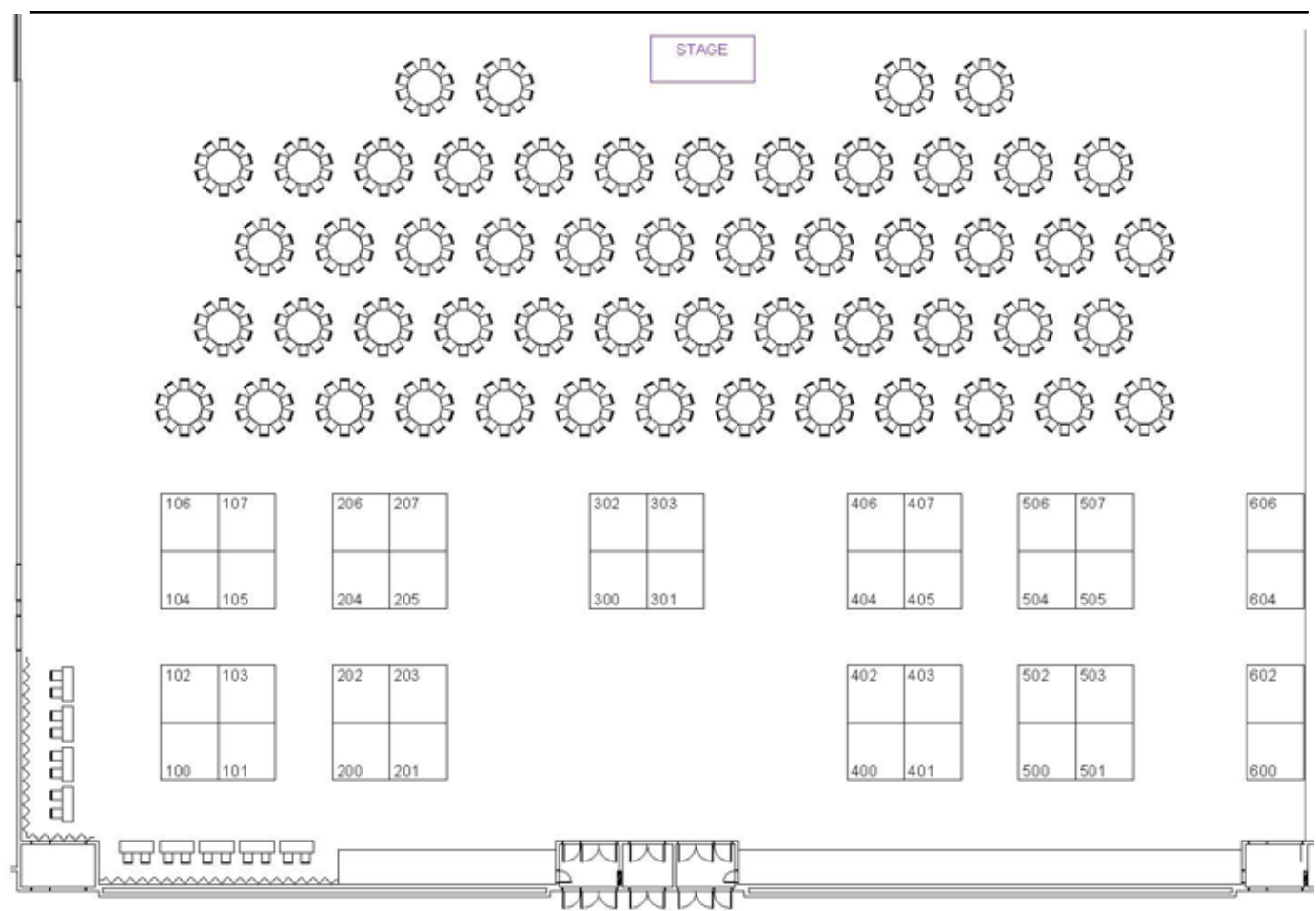
Note: Individual sponsorship reservations are assigned by TxDLA on a first priority receipt of signed contract and payment. Every effort will be made to respect each sponsor's choice whenever possible, but TxDLA's decision will be final.

### 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 Moody Gardens Hotel, Seven Hope Blvd., Galveston, TX 77554. For reservations, please call 888.388.8484, and identify yourself with the TxDLA Conference. The TxDLA room rate of \$149 will be honored through March 3, 2017.

## 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 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/txdla2017>**

# Conference Schedule

(Exhibitor Events Highlighted in RED)

## Tuesday, March 28

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

## Wednesday, March 29

Opening Keynote and Awards 9:00-10:35am  
Breakout Sessions 11:10am-12:00pm  
Exhibits Open 12:00-5:00pm  
Lunch with Exhibitors 12:00-1:30pm  
Breakout Sessions, Regional Groups 1:30-4:20pm  
Happy Hour with Exhibitors 4:30-5:30pm

## Thursday, March 30

Continental Breakfast with Exhibitors 8:00-8:50am  
Exhibits Open 8:00am-1:30pm  
Breakout Sessions 9:00-9:50am  
Poster Sessions in Exhibit Hall 10:00-10:40am  
Breakout Sessions 10:45-11:35am  
Lunch with Keynote 11:45am-1:00pm  
Dessert with Exhibitors / Prizes 1:00-1:30pm  
Exhibitor Breakdown 1:30pm  
Breakout Sessions 1:40-4:50pm  
Dinner/Entertainment 7:00 - 11:00 pm

## Friday, March 31

Breakout Sessions 9:00-10:50am  
Closing Keynote/Lunch 11:00am-1:00pm

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**Before March 10**



Alamo Colleges  
Aldine ISD  
Alief ISD  
Angelina College  
Angelo State University  
Austin Community College  
Beeville ISD  
Blinn College  
Brazosport College  
Carroll ISD  
Coastal Bend College  
Collin College  
Columbia-Brazoria ISD  
Cypress-Fairbanks ISD  
Dallas County Community College District  
Del Mar College  
DeVry University  
DLI English Language Center  
El Paso Community College  
Fort Worth ISD  
Galveston College  
George West ISD  
Glen Rose ISD  
Goodpasture Christian School  
Hardin-Simmons University  
Harris College  
Hays CISD  
Houston Community College System  
Howard College  
Huffman ISD  
Huston-Tillotson University  
Indiana University  
Iowa State University  
K12 Inc  
K12 Texas Virtual Academy  
Kaplan University  
Kilgore College  
Lamar University  
Laredo Community College  
Lone Star College System  
McLennan Community College  
Midland College  
Missionary Wisdom Foundation  
Moffitt Cancer Center  
Natural Resources Conservation Services  
North Central Texas College  
Northeast Texas Consortium of Colleges & Universities

Northeast Lakeview College  
Northeast Texas Community College  
Northwest Vista College  
Office of Insured Employee Counsel  
Our Lady of the Lake University  
Panola College  
Paris Junior College  
Pearland ISD  
Perot Museum of Nature and Science  
Prairie View A&M University  
Purdue University  
Region 2 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  
Region 20 Education Service Center  
Sam Houston State University  
San Jacinto College  
South Plains College  
South Texas College  
St. Philip's College  
Stephen F. Austin State University  
Sweeny ISD  
Tarleton State University  
Tarrant County College District  
Temple College  
Texas Education Telecommunications Network  
Texas A&M International University  
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 - Texarkana  
Texas A&M University at Galveston  
Texas Association of School Business Officials  
Texas Commission on Law Enforcement Officer Standards & Education  
Texas Computer Education Association  
Texas Dept. of Assistive & Rehabilitative Services  
Texas Dept. of Family & Protective Services

Texas Dept. of Transportation  
Texas Engineering Extension Service  
Texas Health and Human Services Commission  
Texas Higher Education Coordinating Board  
Texas Juvenile Justice Department  
Texas Office of the Attorney General  
Texas School for the Blind and Visually Impaired  
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 Woman's University  
Texas Workforce Commission  
Trinity Valley Community College  
Tyler Junior College  
University of Dallas  
University of Houston - Clear Lake  
University of Houston - Hilton College  
University of Houston - Victoria  
University of North Texas  
University of North Texas - Health Science Center  
University of Texas at Brownsville  
University of Texas at Dallas  
University of Texas at El Paso  
University of Texas at Tyler  
University of Texas Medical Branch  
University of Texas of the Permian Basin  
University of Texas Rio Grande Valley  
University of Texas San Antonio  
University of Texas System  
University of Texas, Marine Science Institute  
UT Health Northeast  
UT High School  
Virtual College of Texas  
Walden University  
Wayland Baptist University  
Weatherford College  
West Texas A&M University  
Western Governor's University - Texas  
Western Texas College  
Wharton County Junior College



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Austin, Texas 78701

Phone: 512.402.7797

[www.txdla.org](http://www.txdla.org)

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