



Blue print

137th Annual Convention & Expo
June 11-14, 2023
Irving Convention Center, Irving, Texas



*Everyone has a role.
That's how we roll!*

Show Floor

| BOOTH TYPE | Member Rate* | Non-Member Rate | # Badges Issued |
|-------------------|--------------|-----------------|-----------------|
| 10' x 10' inline | \$850.00 | \$1,350.00 | 2 |
| 10' x 10' corner | \$900.00 | \$1,400.00 | 2 |
| 10' x 20' end cap | \$1,950.00 | \$2,450.00 | 4 |
| 20' x 20' | \$2,300.00 | \$2,800.00 | 8 |
| 20' x 30' | \$3,050.00 | \$3,550.00 | 12 |
| 20' x 50' | \$3,200.00 | \$3,700.00 | 20 |

Booths D, J, and L are for vehicles only.

*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 10x10 booth
- Listing in the *Texas Director* magazine
- Daily aisle maintenance
- Perimeter security

Exhibitor Setup

Tuesday, June 13 | 8:00 am – 5:00 pm

Exhibit Hours

Wednesday, June 14 | 9:00 am – 3:00 pm

Breakdown

Wednesday, June 14 | 3:01 pm – 5:00 pm

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 in your application.

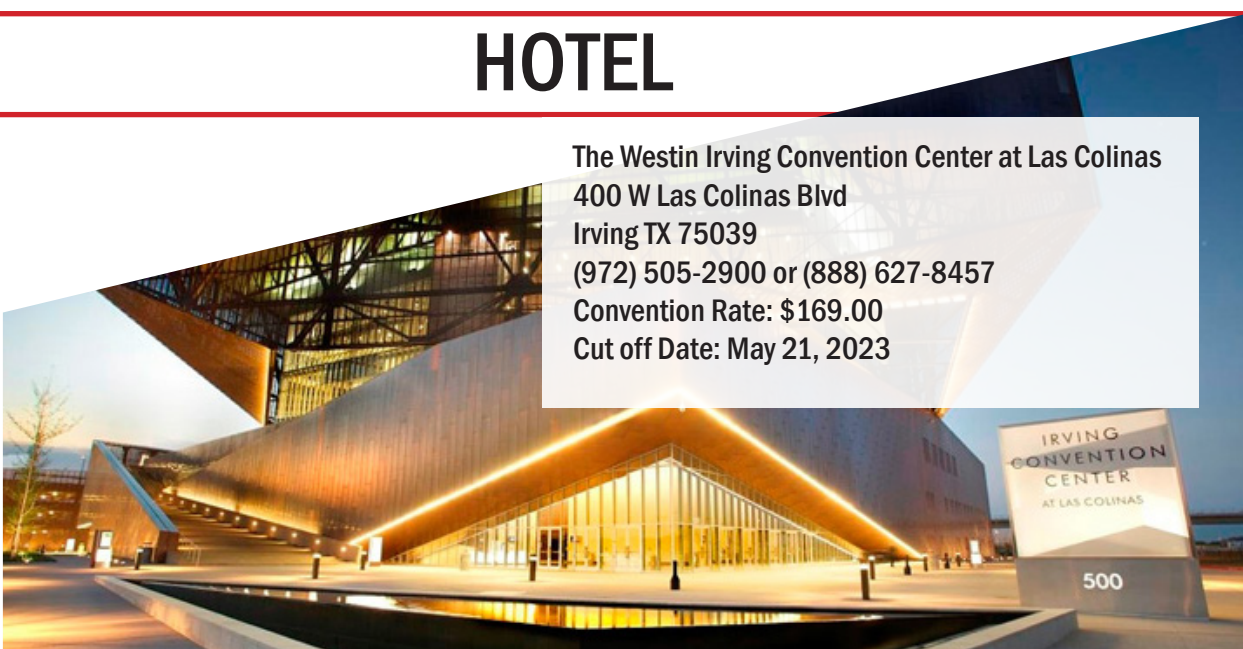
Drape Color: **Blue** and **White**

Side Drape Color: **Blue**

Carpet Color: **Red**

HOTEL

The Westin Irving Convention Center at Las Colinas
 400 W Las Colinas Blvd
 Irving TX 75039
 (972) 505-2900 or (888) 627-8457
 Convention Rate: \$169.00
 Cut off Date: May 21, 2023



Registration & Badges

Exhibitors will receive two badges per 10x10 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 the Gala and Awards Banquet. Information on how to purchase tickets will be included in your confirmation packet.

Secure Your Booth Now

Register online (<https://tfda.memberclicks.net/exhibitor-information>) or complete and send the Application for Exhibit Space along with payment to TFDA, PO Box 81741, Austin, TX 78708-1741 as soon as possible. Assignment of booth space will be on a first come, first served basis.

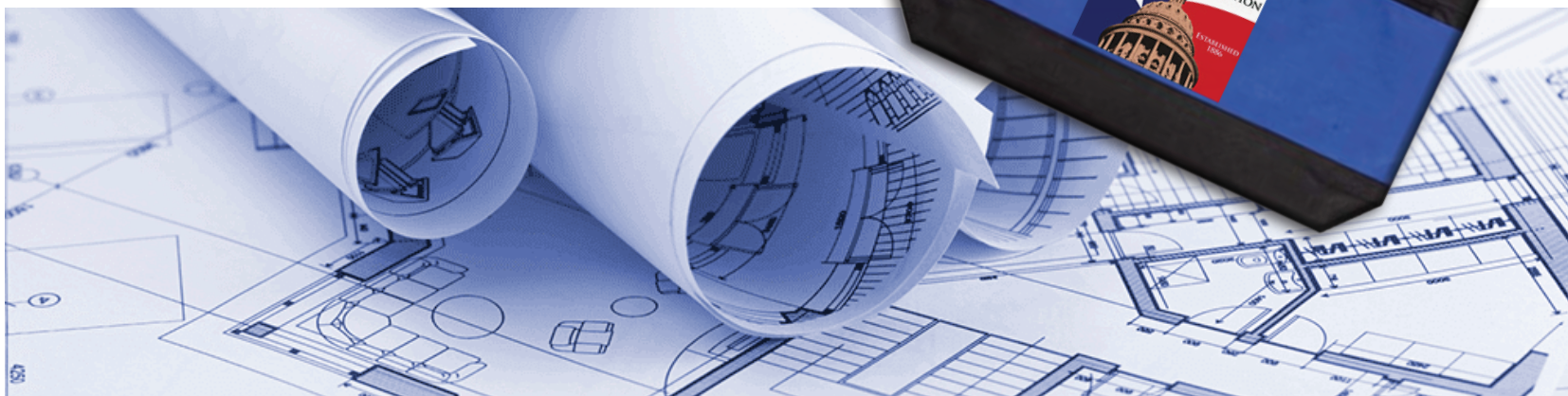
Exhibitor Service Kits

GEMS, our official service contractor will provide confirmed exhibitors an electronic Exhibitor Service Kit no later than May 1, 2023. 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? Have an item stuffed in each attendee convention bag! For \$500, you may have an item stuffed in each attendee convention bag. Approved items include a pen, small note pad, flyer, etc. Please contact sherri@tfda.com.

In order to participate, you must provide 300 items to the TFDA office no later than May 27, 2023.



Sponsorships

\$5,000

Choose One:

- Welcome Party
- Gala Awards Banquet
- Gala Entertainment
- Convention Bags (exclusive) **SOLD**
- Hotel Key Cards (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

\$1000

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

\$3,000

Choose One:

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

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

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 or 512-442-2304 for any questions.

Visit www.tfda.com and become a sponsor today!