



140th Annual
Convention
& EXPO 2026

Allen, Texas | June 7 - 10

New Year,
New Venue,



Tradition

Lights Our Path

Innovation

Leads the Way

*Marriott Dallas Allen
Hotel & Convention Center
June 7-10, 2026*

2026
Exhibitor
Prospectus

New Schedule,
New Beginnings.

Show Floor

**Early Bird Pricing
thru Feb. 28
+\$100 after**

NEW!

**2 Days of
Exhibits**

Prices valid through 2/28/2026

BOOTH TYPE	Member Rate*	Non-Member Rate	# Badges Issued
10' x 10' inline	\$950.00	\$1,500.00	2
10' x 10' corner	\$1,000.00	\$1,550.00	2
10' x 20' end cap	\$2,050.00	\$2,600.00	4
20' x 20'	\$2,400.00	\$2,950.00	6
20' x 30'	\$3,150.00	\$3,700.00	8
20' x 50'	\$3,300.00	\$3,850.00	12

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

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.

Booths X, D, J, & L are for vehicles only.

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

Hotel

EXHIBITOR SETUP

MONDAY, JUNE 8 | 8:00 AM – 5:00 PM

PRE-SHOW RECEPTION

TUESDAY, JUNE 9 | 5:00 – 6:00 P.M.

EXHIBIT HOURS

TUESDAY, JUNE 9 | 6:00 – 8:00 P.M.

WEDNESDAY, JUNE 10 | 10:00 A.M. - 2:00 P.M.

BREAKDOWN

WEDNESDAY, JUNE 10 | 2:00 – 5:00 P.M.



**Marriott Dallas Allen Hotel &
Waters Creek Convention Center
Allen, TX 75013
(469) 675-0800
\$189.00 per night**

Registration & Badges



Exhibitors will receive a designated number of badges per booth size selected. Name Badge Request Forms are included. A limited number of badges are available for an additional charge of \$25.00 for each additional name badge above the allotted amount 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 www.tfda.memberclicks.net/2026-exhibitor-information or complete and send the Application for Exhibit Space along with payment to TFDA, 4419 Frontier Trail, Suite 108, Austin, TX 78745. 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, 2026. 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 only \$500 you may have one (1) item placed in each attendee convention bag! Items may include a pen, small note pad, flyer, etc. Please contact scott@tfda.com.

In order to participate, you must provide 300 items to the host hotel one week prior to the show.



Sponsorships

\$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 on-site via announcements

\$3,000

Choose One:

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

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

\$5,000

Choose One:

Welcome Party
Awards Gala
Convention Bags (**SOLD**)
Hotel Key Cards (exclusive)
Badge Lanyards (**SOLD**)

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*
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Continued thanks on-site 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 and become a sponsor today!

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 Scott McClure at scott@tfda.com or
(512) 442-2304 for any questions.