



Lubbock, Texas ★ April 7-9, 2024



**Exhibitor & Sponsorship
Opportunities**

Annual Conference

Advancement - Jamie Kim and Kellen Lewis
advancement@tacac.org

Conference - Rob Mooring and Elizabeth Jones
conference@tacac.org

www.tacac.org/conference

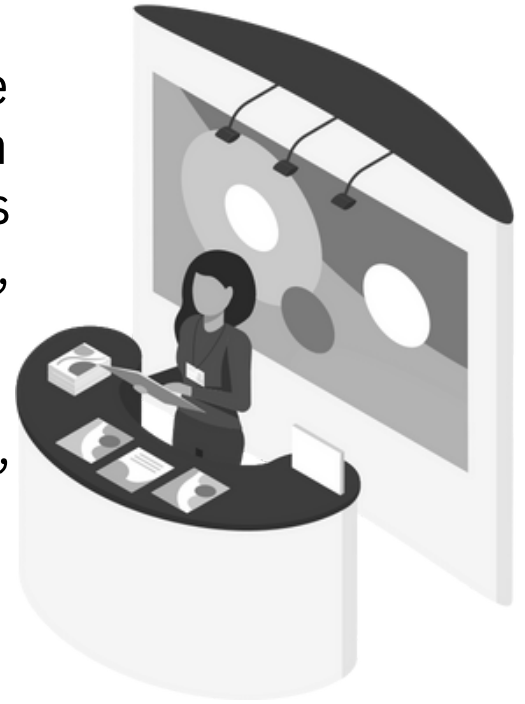
HOPE

Lubbock, Texas ★ April 7-9, 2024



Our 44th annual conference theme is HOPE. HOPE embodies optimism and a belief that positive outcomes are possible. Hope can be a feeling, a person, a story, a call to action.

We need to define what gives us HOPE...in TACAC, in our profession, in our students, in our own lives.



Exhibitor Opportunity

\$750 - One 6-ft skirted table

**The exhibitor fee does not include a conference registration*

Exhibitor Exclusives

- Logo listed on the mobile app
- One pre-conference email to conference registrants
- Exhibitor Hall is located in the main foyer next to Conference Registration
- Room block access
- You are welcome to bring as many people as needed to staff your table. If you want to participate in conference sessions, meals and social, registration is required at the TACAC member rate.



Lubbock, Texas ★ April 7-9, 2024



It is through your generous support that TACAC can provide high-quality programming for Texas high school counselors and post-secondary educators!

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All Sponsorship Exclusives

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- Logo listed on the mobile app
- Pre and post-conference contact lists
- Hyperlinked logo on TACAC website and conference event registration
- One push notification in the conference app
- Signage at event
- Verbal recognition at conference



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SPONSORSHIP OPPORTUNITIES

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Bluebonnet - \$7,500 - Each

- **College Fair Premier Sponsor (Tuesday)**

- Logo included on all marketing communications
- Signage at the event
- Logo on the fair bag
- Promo materials inside the fair bag
- One complimentary conference registration

- **Conference Social and Final 4 Lounge**

- Logo included on all marketing communications
- Signage at the event
- One complimentary conference registration
- Personalized table tent or promotional materials on the tables
- Sponsor highlight and thank you
- Photobooth Logo

-Sold - Texas Tech

HOPE

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SPONSORSHIP OPPORTUNITIES



Primrose - \$5,000 - Each

- Conference Registration **-Sold - StriveScan**
- Mobile App
- Welcome Reception



Lantana - \$3,000 - Each

- Middle Management Institute
- Lanyards **-Sold - Missouri**
- Conference Fellows **-1 Sold - College Board**
(3 sponsor opportunities)



Verbena - \$2,000 - Each

- Sweet and Coffee Bar **-Sold - UT Austin**
- Counselor Card Swap **-Sold - Educate Texas**
- Hotel Key Card Sleeves **-Sold - SMU**



Sunflower - \$1,000 - Each

- Conference Session (6 available)
- Conference Tote Bag (4 available)
- Raffle Room
- First Timers Session
- College Fair Student Bags (3 available)

-Sold - UH and Arkansas

**-Sold - UH
and Arkansas**



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SPONSORSHIP EXCLUSIVES

All Sponsors

- Logo listed in Mobile App under sponsors
- Sponsor highlight and thank you from TACAC
- Logo included on TACAC website
- One pre-conference email to conference registrants
- Signage at Conference
- Social media highlight
- One push notification in the conference app

Mobile App Exclusives (\$5,000)

- Premier logo in the app banner

Welcome Reception Exclusives (\$5,000)

- Personalized table tent
- PowerPoint slide
- 90s video or speaking at the opening session

Middle Management Institute Exclusives (\$3,000)

- Half-day program on Sunday
- Personalized table tent or promotional materials on the tables
- Personalized PowerPoint Slide and thank you
- 90s video or speaking opportunity



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SPONSORSHIP EXCLUSIVES

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Conference Fellows Exclusives (\$3,000)

- Sponsorship covers registration, hotel, and travel for conference fellows
- Introduction at Conference Fellows Meet & Greet

Coffee & Sweet Bar Exclusives (\$2,000)

- Personalized napkins
- Personalized coffee cup sleeves
- Signage

Conference Session Exclusives (\$1,000)

- 6 conference sessions available between day 1 and day 2 session session blocks
- We encourage your session to include a TACAC member who is using your product/services