



H PE

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



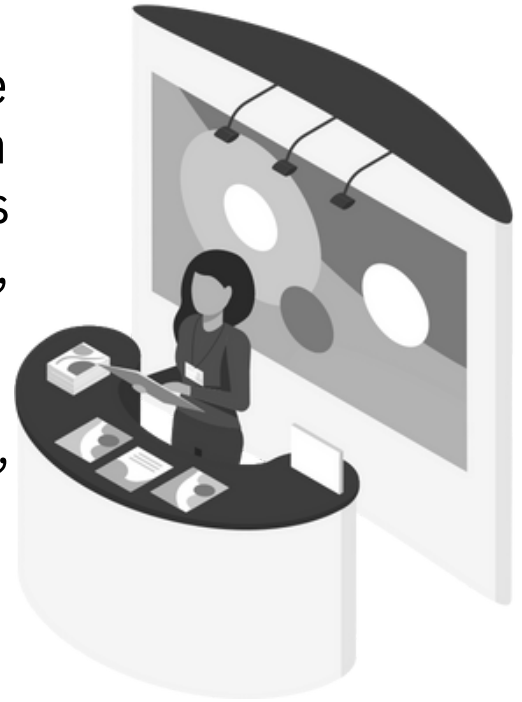


Lubbock, Texas ★ April 7-9, 2024



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!

.....

All Sponsorship Exclusives

.....

- 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





Lubbock, Texas ★ April 7-9, 2024



.....

SPONSORSHIP OPPORTUNITIES

.....



Bluebonnet - \$7,500 - Each

- **College Fair Premier Sponsor (Tuesday)**
 - Logo included on all marketing communications
 - Signage at the event
 - Promo materials inside the fair bag
 - One complimentary conference registration`
- **Conference Communications**
 - Conference email communications
 - 10-12 emails sent
 - Logo and brief introduction included in the communications
 - Conference Social media posts
 - Logo will be added to 10-12 social media posts to Facebook, Instagram, LinkedIn and Twitter
 - One complimentary conference registration





H PE



Lubbock, Texas ★ April 7-9, 2024



SPONSORSHIP OPPORTUNITIES



Primrose - \$5,000 - Each

- Conference Registration (2 days)
- Mobile App
- Welcome Reception
- Conference Social



Lantana - \$3,000 - Each

- Middle Management Institute
- Lanyards
- Final 4 Lounge



Verbena - \$2,000 - Each

- Sweet and Coffee Bar
- Counselor Card Swap
- Hotel Key Card Sleeves



Sunflower - \$1,000 - Each

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





Lubbock, Texas ★ April 7-9, 2024



.....

SPONSORSHIP OPPORTUNITIES

.....

Welcome Reception Exclusives (\$5,000)

- Personalized table tent
- PowerPoint slide
- Sponsor highlight and thank you from TACAC
- 90s video or speaking at the opening session

Conference Social Exclusives (\$5,000)

- Personalized table tent or promotional materials on the tables
- Sponsor highlight and thank you
- Photobooth Logo

Middle Management Institute (\$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

Final Four Lounge Exclusives (\$3,000)

- Personalized table tent or promotional materials on the tables
- Personalized snack
- Signage





Lubbock, Texas ★ April 7-9, 2024



.....

SPONSORSHIP OPPORTUNITIES

.....

Conference Session (\$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

