

LITERACY TEXAS ANNUAL CONFERENCE



2023 EXHIBITOR INFORMATION



Welcome back to College Station!

Our first year at the Hilton College Station & Conference Center was even more successful than we dared hope. We're overjoyed to be returning to this wonderful location for the second year, with an expanded program and a new 2023 theme: **Literacy Unleashed**.

We're looking forward to more great learning alongside literacy professionals from multiple fields: Adult and family literacy providers; instructors; immigration and citizenship specialists; and library staff, among many others. And as in 2022, we know we'll see folks from across the state – from El Paso and Beaumont; Amarillo and Edinburg, and everywhere in between!

I believe we provide exhibitors with an exceptional opportunity to engage and connect with the Texas literacy community in its great diversity, and I look forward to welcoming you to the 2023 Literacy Texas Annual Conference. **Your commitment to literacy provides a brighter future for thousands of Texas families, and I am grateful.**

I wholeheartedly appreciate your ongoing support of literacy in Texas.



Steve Banta
Executive Director, Literacy Texas

Literacy Texas Annual Conference 2023: Tuesday, August 1 & Wednesday, August 2
Hilton College Station & Conference Center - 801 University Drive East, College Station, TX 77840
"Literacy Unleashed" | LiteracyTexas.org/Conference

WHY CHOOSE THE LITERACY TEXAS ANNUAL CONFERENCE?



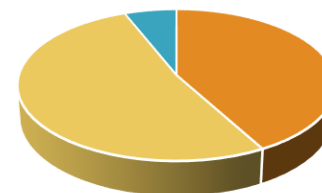
Attendee rating for 2022 conference

ONE OF THE
BEST YET!

ABOUT CONFERENCE ATTENDEES

280 average
attendance

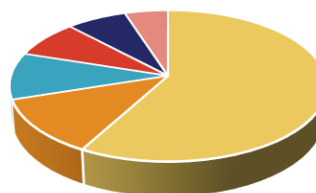
52% Administrators
42% Instructors
6% Other



DIVERSE &
INFORMATIVE

165 organizations
represented

ALL SESSIONS
WERE VERY
ENGAGING



58% Nonprofits
12% Colleges & Universities
10% ISDs
8% Workforce Boards
7% Libraries
5% Other

ABOUT LITERACY TEXAS

We believe every person in Texas has a right to literacy. We understand that literacy is more than just reading and writing: it is competency and understanding; it is achieving goals to reach our full potential as members of our shared society.

Our mission is to connect and equip Texas adult and family literacy programs through resources, training, networking, and advocacy.

*Data is averaged
from conference
attendee surveys
in 2022, 2021,
and 2020.*

*Attendee quotes
are from 2022.*



TRAFFIC BUILDERS & SPECIAL EVENTS IN 2023

We value your participation and we listened to all your ideas from 2022 – thank you! Here's how we're building extra value into the 2023 conference for every exhibitor.

CHOOSE YOUR EXHIBITOR ZONE

We heard you – you want to be where the food is! And we're making it happen. We've concentrated all the conference activity into the area around the ballroom and the east corridor, meaning more people right where you are – all day long. Additionally, the general meeting and meal space is now combined with the Exhibitor Hall, with added exhibitor space in the east corridor and Promenade just outside. Find specifics and a detailed floorplan on page 5.

EXHIBITOR HALL GRAND OPENING & VIP RECEPTION + PHOTOBOOTH

We're encouraging conference guests to arrive on Monday afternoon, and once again, everyone's invited to the VIP Reception to kick off our time together. The reception will double as the Grand Opening for exhibitors – so set up Monday and be ready for guests.

“VENDOR LIGHTNING ROUNDS” ARE BACK – AND IMPROVED!

“Vendor Lightning Rounds” made their debut in 2022, and overwhelmingly, conference attendees told us to bring them back in 2023. Quick presentations (5–7 minutes) to small groups at your exhibitor table during a dedicated time on Tuesday evening; bring door prizes to sweeten the deal before everyone gets their Dinner Dollars and heads out on the town.

HANGOUT SPACE & REFRESHMENTS

Refreshment stand in the “pre-function area” plus hangout space in the main dining room between sessions bring attendees to you throughout the day, whether you choose the ballroom or corridor.

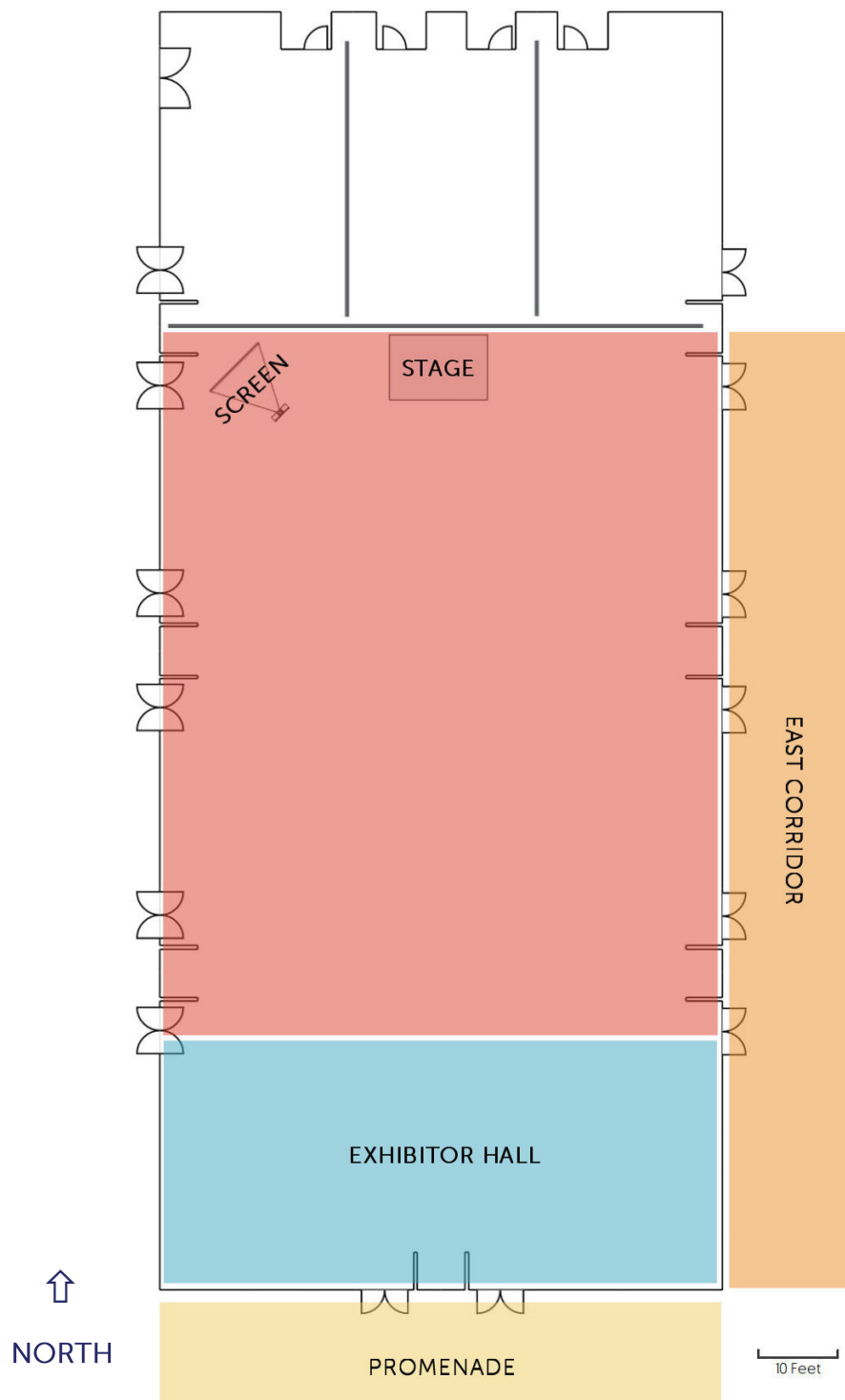
“GROUP CHAT IRL” BREAKOUT SESSIONS

Low-key casual chat-focused breakout sessions – scheduled throughout the conference program and taking place in the Exhibitor Hall for maximum foot traffic even during the program.



HOTEL FLOORPLAN





EXHIBITOR SPACE 2023:

BLUEBONNET GRAND BALLROOM 1-4 + EAST CORRIDOR

We listened to your requests, and the general meeting and meal space is combined with the Exhibitor Hall this year.

When selecting your location, choose from three zones, as shown on the floorplan to the left and listed below. Indicate your preferred zone when you register. Full payment is required for your preferred location to be confirmed and held for you, and all choices are dependent upon availability.

	Round-table plenary seating (not available to exhibitors)
	Exhibitor Blue Zone: Exhibitor Hall
	Exhibitor Yellow Zone: Promenade
	Exhibitor Orange Zone: East Corridor

EXHIBITOR TIMELINE

Mar. 15	Exhibitor registration opens online
Jun. 30	Early bird exhibitor prices end
Jul. 10	Print deadline for inclusion in program
Jul. 21	Deadline for inclusion in conference slideshow
Jul. 24	Exhibitor registration closes
Jul. 26	All fees due
Jul. 31	Exhibitor arrival and set-up

2023 EXHIBITOR PACKAGES

	SOLD OUT		SOLD OUT	
	PREMIUM DOUBLE	PREMIUM SINGLE	STANDARD DOUBLE	STANDARD SINGLE
Regular (paid after June 30, 2023)	\$1,200	\$900	\$900	\$500
Early bird (paid on or before June 30, 2023)	\$950	\$750	\$750	\$400
Special pricing for 501(c)(3)s	-	-	\$650	\$350
Number of exhibitors who may attend*	2	1	1	1
Breakfast on Day 1 and lunch both days	★	★	★	★
Access to exhibitor wifi network	★	★	★	★
Participation in "Vendor Lightning Rounds"	★	★	★	★
Electrical hookup at exhibitor table	★	★	★	★
Table in one of three Exhibitor Zones (6ft, draped, two chairs + wastebasket)	2	1	2	1
Guest Literacy TX blog post on literacy topic	★	★		
Profile in Literacy TX newsletter	★	★		
Promotion on Literacy TX social media platforms	★	★		

♦ Additional exhibitor registrations are available for \$75, which includes breakfast on Day 1 and lunch on both days. Exhibitors attending on this type of reduced registration may not attend any breakout sessions.

2023 PRINTED PROGRAM ADVERTISING OPPORTUNITIES

\$	AD TYPE	AD SPECS
\$500	Full-page program ad	Program is in full color, letter sized, distributed to all attendees. Complete ad may be submitted as a PNG or JPG, at 300dpi.
\$300	Half-page program ad	Full page: 2,550 px wide, 3300 px tall Half-page: 2,550 px wide, 1,650 px tall
\$200	Quarter-page program ad	Quarter-page: 1,275 px wide, 1,650 px tall Print deadline: 5 pm July 10, 2023. Space limitations apply.

HAVE A QUESTION? READY FOR NEXT STEPS? CALL US: 817-554-2007



THE FINE PRINT

Exhibitor space: Literacy Texas reserves the right to reject any applicant or exhibitor and will refund the amount paid for that space. Literacy Texas will do their best to honor all specific space requests but reserves the right to assign, designate, or change your exhibitor location if necessary.

Payment: Payment for exhibitor spaces must be received by Literacy Texas to hold your exhibitor space reservation. Payments received on or before June 30, 2023, qualify for early bird rates. All payments must be received by July 26, 2023 or you may forfeit your space at the conference.

Hours of operation: Hours on Tuesday, August 1, 2023 are 7:30 am to 4:00 pm (5:00 pm for those participating in Vendor Lightning Rounds) and Wednesday, August 2, 2023 from 7:15 am to 1:00 pm. Set-up of exhibits begins at 10:00 am on Monday, July 31, 2023 and exhibitors shall have their exhibit completely assembled and ready to be viewed by guests no later than 5:00 pm on Monday, July 31, 2023. There is an Exhibitor Hall Grand Opening Reception planned for all attendees on Monday, July 31, between 5:30 pm and 7:00 pm. Exhibitors are invited to attend and encouraged to have their exhibits ready for viewing by guests at that time, and set-up must pause during the event. Exhibitors should not begin disassembling their exhibit until after 1:00 pm on Wednesday, August 2, 2023. Attendees will be told during lunch that straight after the lunch break will be their last chance to visit exhibitors.

Interference prohibited: Excessive noise, bothersome lighting, or other use by exhibitor which interferes with the exhibitor space used by other exhibitors is prohibited, as is the creation or maintenance by exhibitor of any dangerous or hazardous condition or situation. The aisles belong to the conference. Neither exhibitor nor advertising material shall protrude into the aisles. Display shall not exceed 8 feet in height without conference coordinators' approval.

Services not provided: Literacy Texas does not provide equipment, decoration, labor, carpenters, storage for exhibit materials, special lighting, gas, water supply, or other related services. All arrangements for these items must be made by the

exhibitor, and exhibitor shall defend, indemnify, and hold harmless Literacy Texas for any and all claims, losses, damages, injuries or other charges which may occur from such arrangements made by exhibitor.

Security: Materials left out overnight may be exposed. The Exhibitor Hall will be closed after hours, however Literacy Texas assumes no liability for exhibits, their contents, or personnel.

Insurance not provided: Exhibitor acknowledges Literacy Texas provides no insurance covering exhibitor's property. It is exhibitor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft, and any other insurance it may need to cover any losses it may suffer at the 2023 Literacy Texas Annual Conference.

Indemnification: Exhibitor shall defend, indemnify, and hold harmless Literacy Texas and their designated agents, employees and/or contractors, from and against any and all claims, losses, damages, injuries, penalties, governmental charges or fines in any amount arising out of or caused by exhibitor's use of the premises, the conduct of exhibitor's business or from any activity or work done, permitted, or suffered by exhibitor in or around the premises, including but not limited to, the installation, operation, maintenance or removal of exhibits.

Assignment prohibited: Exhibitor shall not assign any portion of its exhibit space to any individual, partnership, corporation, company, firm, or entity, without the prior written consent of Literacy Texas.

Cancellation Policy: If exhibitor is not able to attend the 2023 Literacy Texas Annual Conference, exhibitor may be entitled to a refund on the following schedule.

60-day—If written cancellation is received by May 31, 2023, and if exhibit space is resold, exhibitor is entitled to an 80% refund.

30-day—If written cancellation is received by June 30, 2023, and if exhibit space is resold, exhibitor is entitled to a 50% refund.

Less than 30 days—If exhibitor cancels on or after July 1, 2023, exhibitor will not receive a refund.