



LITERACY TEXAS
ANNUAL — ★ —
CONFERENCE
AUGUST 1 & 2, 2022
HILTON COLLEGE STATION & CONFERENCE CENTER



Keynote: Kevin Kling

Award-winning playwright and memoirist Kevin Kling is known for his hilarious recounting of true events on NPR's All Things Considered. His autobiographical series are as entertaining as they are true to life: hopping freight trains, getting hit by lightning, performing his learned play in Czechoslovakia, growing up in Mississippi, and eating things before knowing what they are.

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SPONSOR & EXHIBITOR INFORMATION



I'm delighted to be looking ahead to another in-person conference this year.

Our new location, the Hilton College Station & Conference Center, places us nicely between many major population centers in Texas, including Dallas-Fort Worth, Austin, San Antonio, Houston, and Waco, and we're looking forward to welcoming literacy professionals from multiple fields: Adult and family literacy providers; instructors; library staff; immigration and citizenship specialists; among many others.

I believe we provide our sponsors and exhibitors with an exceptional opportunity to engage and connect with folks from across Texas, all passionate about learning, literacy, and the bright future of this state.

Please join us at the 2022 Literacy Texas Annual Conference, where we'll be exploring the theme of Literacy for ALL. I wholeheartedly appreciate your continued support of literacy in Texas.



Steve Banta
Executive Director, Literacy Texas

Literacy Texas Annual Conference 2022 – Monday, August 1 & Tuesday, August 2

Hilton College Station & Conference Center: 801 University Drive East, College Station, TX, 77840

“Literacy for ALL” | [Literacy Texas.org/Conference](https://www.literacytexas.org/conference)

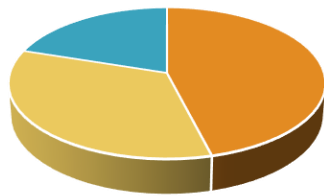
WHY CHOOSE THE LITERACY TEXAS ANNUAL CONFERENCE?

ABOUT CONFERENCE ATTENDEES

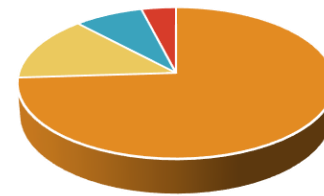
300 average attendance

200 organizations represented

WE ALL CAME BACK MOTIVATED, EXCITED, AND HAD LOTS OF NEW IDEAS

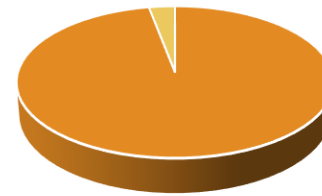


46% instructors
34% administrators
20% both



74% nonprofits
14% community colleges
8% workforce boards
4% ISDs

AMAZINGLY HELPFUL



97% of attendees would recommend conference to others

I ALWAYS RECOMMEND IT

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 2021, 2020, and 2019. Attendee quotes are from the same source.





SPONSORSHIP OPPORTUNITIES

SELECT A SPONSORSHIP PACKAGE...

	PLATINUM SOLD OUT \$5,000	GOLD \$3,500	SILVER \$2,500	BRONZE \$1,000
Number available	10	2	5	10 7
Conference registrations included	4	3	2	1
Recognition in conference-related emails	★	★	★	★
Recognition during plenary remarks	★	★	★	★
Logo on Literacy TX website until conference date + one year	★	★	★	★
Logo in slideshow at every plenary session	★	★	★	★
Table space in Exhibitor Hall	Double	Double	Single	Single
Your materials displayed on the on-site check-in table	★	★	★	
Ad in full-color conference program	Full page	Half page	Half page	
Blog post on LiteracyTexas.org on a literacy-related topic	★	★		
Profile in Literacy Texas newsletter	★			
Recognition as Conference Presenting Sponsor	★			



LOCK IN YOUR SPONSORSHIP: [CLICK HERE TO GO TO THE ONLINE FORM](#)

...OR CHOOSE YOUR OWN ADVENTURE



	#	\$	BENEFITS
SOLD OUT Monday Night Dinner	3	\$2,500	Logo on the Literacy Texas website Recognition in Literacy Texas newsletter Name and logo on all dinner vouchers
SOLD OUT Conference VIP Reception	1	\$2,000	Signage at reception recognizing you as sponsor Logo on the Literacy Texas website Recognition in Literacy Texas newsletter
Wifi	1	\$1,000	Recognition as wifi sponsor Naming rights to wifi password throughout the conference
Charging Station	1	\$1,000	Signage at charging station recognizing you as sponsor Name and logo in printed program as charging station sponsor
SOLD OUT Photobooth	1	\$1,000	Signage at photobooth recognizing you as sponsor Name and logo in printed program as photobooth sponsor
Neck wallet and lanyards	1	\$800	Name and logo on all name tags
Exhibitor Hall Refreshment Station	1	\$800	Signage at Exhibitor Hall refreshment station recognizing you as sponsor Name and logo in printed program as refreshment station sponsor
Full-page program ad	10	\$500	One full-page ad in the printed conference program (letter size, distributed to all registrants)
Second Refreshment Station	1	\$400	Signage at second refreshment station recognizing you as sponsor Name and logo in printed program as refreshment station sponsor
SOLD OUT Award Winner	4	\$300	Recognition in printed program as award winner sponsor
Half-page program ad	20	\$300	One half-page ad in the printed conference program (letter size, distributed to all registrants)
SOLD OUT Hotel Room Scholarship	20	\$250	Recognition in printed program as room scholarship sponsor

HAVE A QUESTION? WANT TO DISCUSS? CALL US: 888-577-9347



EXHIBITOR OPPORTUNITIES

TRAFFIC BUILDERS & SPECIAL EVENTS

We value every exhibitor and want to treat you as the VIPs you are. We've worked hard to build extra value into the 2022 conference for every sponsor.

CENTRAL LOCATION

As you'll see on the hotel floorplan (page 9), we've dedicated a significant central section of the conference space to the Exhibitor Hall – Bluebonnet Grand Ballroom, rooms 1 - 6. With breakout sessions on both sides, we anticipate constant movement around and through the hall as people make their way to their next session.

LOUNGE, REFRESHMENTS, & CHARGING STATION

We've reserved space for a lounge and coffee area in the very center of the Exhibitor Hall, and added the primary refreshment stand to the same location. A few steps away is a charging station for electrical devices – sure to bring people in at all times of day.

“VENDOR LIGHTNING ROUND” BREAKOUT SESSIONS

Offered to all exhibitors while availability remains, “Vendor Lightning Rounds” are dedicated breakout sessions with up to 5 vendor presentations, back-to-back, grouped into similar topic areas. With prizes as an incentive to attendees to learn about your products, this replaces the “Vendor Bingo Card” approach.

EXHIBITOR HALL GRAND OPENING & VIP RECEPTION

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

DEDICATED MID-MORNING VISITOR TIMES

A 30-minute slot in the schedule with no competing events, mid-morning on both conference days, encourages more visitors and gives time for conversations.

PHOTO BOOTH

One of the most popular features of the 2021 conference, we're bringing the photo booth back in 2022 – and placing it right inside the Exhibitor Hall, near the charging station.

FIND FLOORPLANS AND EXHIBITOR HALL LAYOUT ON THE NEXT 2 PAGES



HOTEL FLOORPLAN



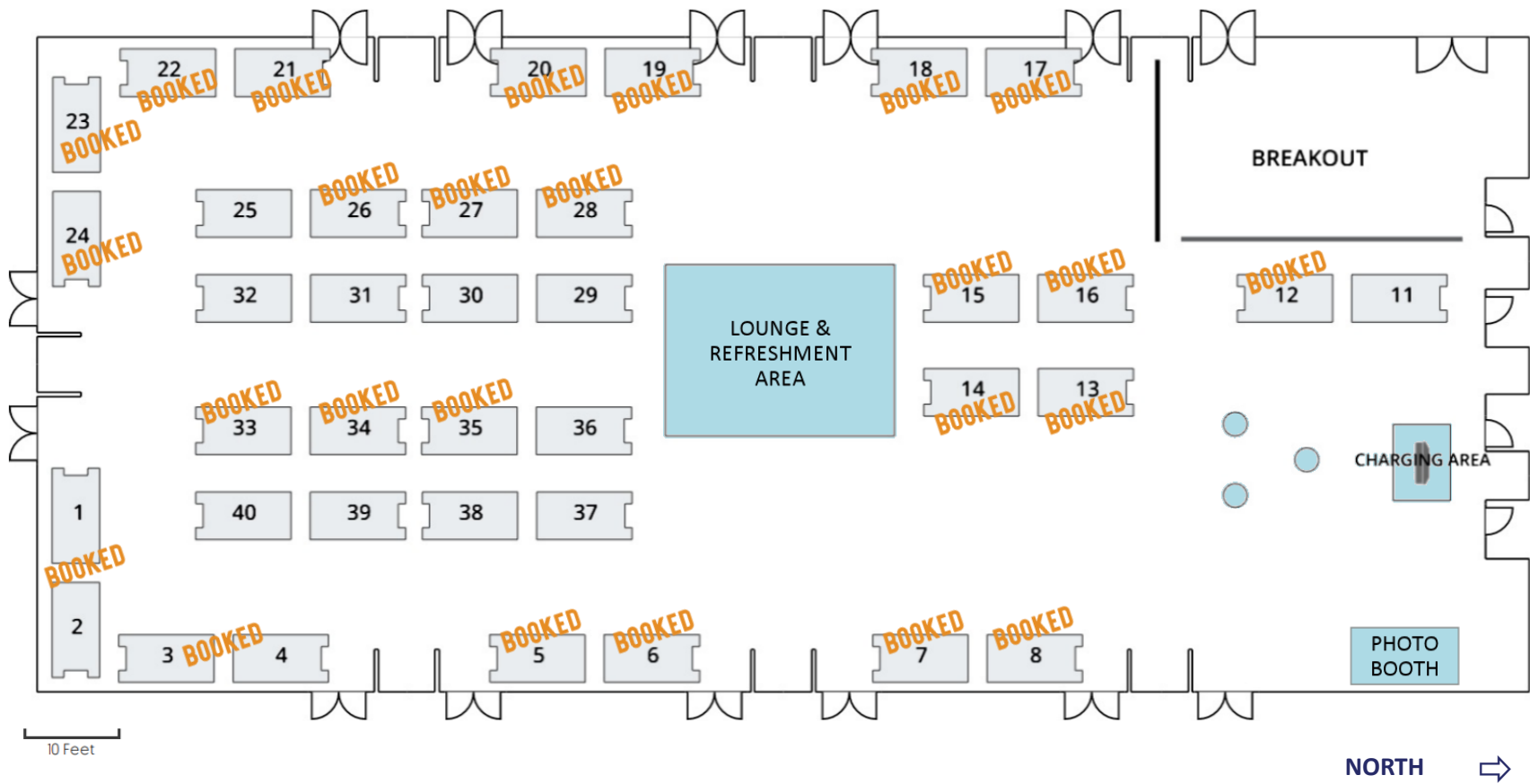
Hilton

COLLEGE STATION &
CONFERENCE CENTER



CONFERENCE SPACE HIGHLIGHTED IN ORANGE

EXHIBITOR HALL: BLUEBONNET GRAND BALLROOM 1-6



EXHIBITOR HALL FEATURES:

- ★ Photo booth
- ★ Lounge area for guests
- ★ Charging station
- ★ Multiple access points
- ★ Refreshment station
- ★ Complimentary wifi

EXHIBITOR PACKAGES

	PREMIUM DOUBLE \$950	PREMIUM SINGLE \$750	STANDARD DOUBLE \$750	STANDARD SINGLE \$400
Special pricing for 501(c)(3)s	-	-	\$650	\$350
Conference registrations included[♦]	2	1	1	1
Inclusion in conference breakfast and lunch both days	★	★	★	★
Access to wifi	★	★	★	★
Slot in a “Vendor Lightning Round” breakout session (as available)	★	★	★	★
Table in Exhibitor Hall (6ft, draped, two chairs + wastebasket)	2	1	2	1
Electrical hookup at exhibitor table*	★	★		
Guest blog post on Literacy TX website on literacy-related topic	★	★		
Profile in Literacy TX newsletter	★	★		
Select preferred location in Exhibitor Hall (subject to availability)	★	★		

♦ Additional exhibitor registrations are available for \$250, which includes breakfast and lunch on both days.

* An electrical hook-up can be added to a standard space for an additional \$35. The Hilton recommends that exhibitors needing power use the table spaces on the perimeter of the room.



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 shall accompany the application form and must be received by Literacy Texas to hold your exhibitor space reservation.

Hours of operation: Hours on Monday, August 1, 2022 are 7:30 am to 5:00 pm and Tuesday, August 2, 2022 from 7:30 am to 1:00 pm. Set-up of exhibits begins at 2:00 pm on Sunday, July 31, 2022 and exhibitors shall have their exhibit completely assembled and ready to be viewed by guests no later than 7:30 am on Monday, August 1, 2022. There is an Exhibitor Hall Grand Opening Reception planned for all attendees on Sunday, 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 Tuesday, August 2, 2022. Attendees will be told during lunch that straight after the lunch break will be their last chance to visit the Exhibitor Hall.

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 2022 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 2022 Literacy Texas Annual Conference, exhibitor may be entitled to a refund on the following schedule.

60-day—If written cancellation is received by June 1, 2022, and if exhibit space is resold, exhibitor is entitled to an 80% refund.

30-day—If written cancellation is received by July 1, 2022, and if exhibit space is resold, exhibitor is entitled to a 50% refund.

Less than 30 days—If exhibitor cancels after July 1, 2022, exhibitor will not receive a refund.