



LITERACY TEXAS
ANNUAL★CONFERENCE
JULY 30 & 31, 2024

**SPONSOR & EXHIBITOR
OPPORTUNITIES 2024**

We're back in San Marcos!

The Literacy Texas Annual Conference has been growing at such a rapid rate, we outgrew our previous venue a year ahead of schedule. The conference was held at the Embassy Suites in San Marcos for many years in the past, and I'm delighted that we'll be back there this year.

Our theme in 2024 is **Literacy and Beyond**. We're planning more than 60 breakout sessions for 350+ guests, exploring the many ways the world can open up for Texas adults and families once they've achieved the literacy level they want and need.

We're expecting attendees from across the great state of Texas – and beyond! – from all kinds of literacy backgrounds: nonprofits and faith-affiliated groups; corrections; library programs; ISDs; workforce boards; training programs – and so many more.

It may be my first conference at the helm of Literacy Texas, but I've been attending for many years, and I know that this event offers exhibitors and sponsors a stellar opportunity to connect with folks across the Texas adult and family literacy field in its great and beautiful diversity. I'm so much looking forward to welcoming you to the 2024 Literacy Texas Annual Conference. **Your support of our state's literacy community provides a brighter future for thousands of Texas families, and I am grateful.**

Thank you! I'll see you in San Marcos!



Jenny McCormack Walker
Dr. Jenny McCormack Walker
Executive Director, Literacy Texas



WHY CHOOSE THE LITERACY TEXAS ANNUAL CONFERENCE?



Attendee rating for 2023 conference

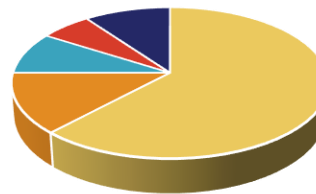
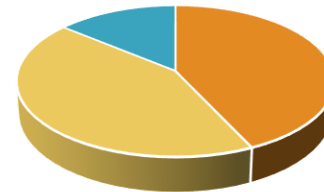
OUTSTANDING
- THANK YOU

ABOUT CONFERENCE ATTENDEES

250 average attendance

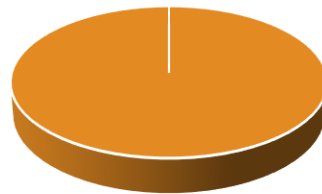
108 organizations represented

43% Administrators
43% Instructors
14% Other



62% Nonprofits
13% Colleges & Universities
9% ISDs
6% Workforce Boards
10% Other

GREAT
INFORMATION,
VERY INFORMED
PRESENTERS



100% of attendees
would recommend the
conference to others

PRESENTERS
WERE FIRST
CLASS

ABOUT LITERACY TEXAS

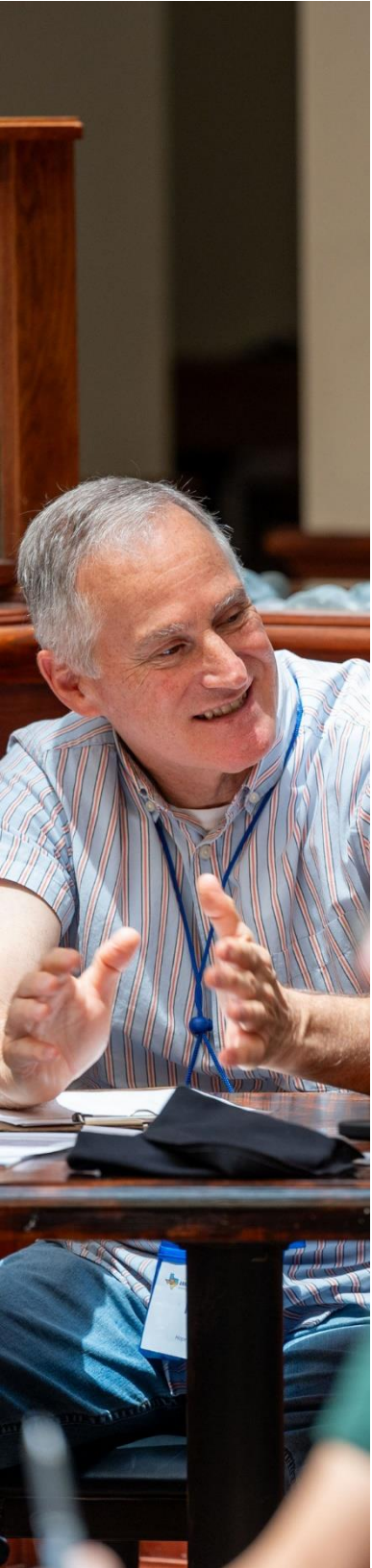
We believe every person in Texas has a right to literacy. We understand that literacy is more than just reading and writing: it is competency and understanding; it is achieving goals to reach our full potential as members of our shared society.

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 2023, 2022, and 2021.
Attendee quotes are from 2023.*



2024 SPONSORSHIP OPPORTUNITIES



2024 SPONSORSHIP PACKAGES & BENEFITS

PLATINUM - \$10,000 – CONFERENCE PRESENTING SPONSOR

- ★ Recognition as conference presenting sponsor in e-newsletters prior to conference
- ★ Recognition as conference presenting sponsor in all conference-related mailings
- ★ Logo on Literacy Texas website until conference date + one year
- ★ Blog post on LiteracyTexas.org on a literacy-related topic
- ★ Profile in Literacy Texas e-newsletter
- ★ Recognition as conference presenting sponsor in slideshow at every plenary session
- ★ Recognition as conference presenting sponsor in plenary remarks
- ★ Color, full-page ad in printed conference program (letter-sized)
- ★ Double exhibitor table space (includes conference entry for up to four people)

GOLD - \$5,000

- ★ Recognition as gold-level sponsor in e-newsletters prior to conference
- ★ Recognition as gold-level sponsor in all conference-related mailings
- ★ Logo on Literacy Texas website until conference date + one year
- ★ Recognition as gold-level sponsor in slideshow at every plenary session
- ★ Recognition as gold-level sponsor in slideshow in plenary remarks
- ★ Color, half-page ad in printed conference program (letter-sized)
- ★ Double exhibitor table space (includes conference entry for up to three people)

WE WELCOME YOUR QUESTIONS! CALL US: 903-392-9802

2024 SPONSORSHIP PACKAGES & BENEFITS - CONTINUED

SILVER - \$3,000

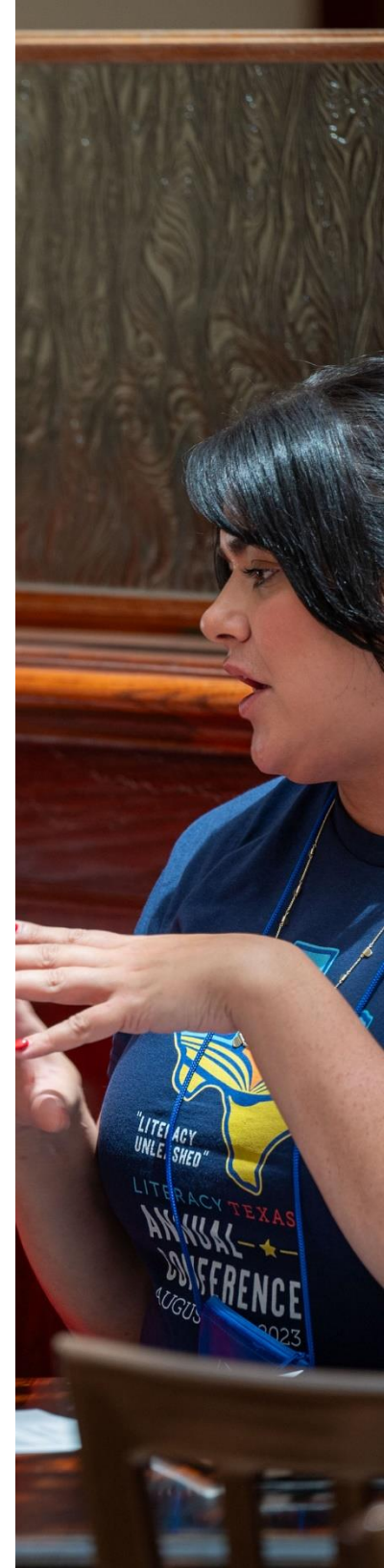
- ★ Recognition as silver-level sponsor in e-newsletters prior to conference
- ★ Recognition as silver-level sponsor in all conference-related mailings
- ★ Logo on Literacy Texas website until conference date + one year
- ★ Recognition as silver-level sponsor in slideshow at every plenary session
- ★ Color, quarter-page ad in printed conference program (letter-sized)
- ★ Single exhibitor table space (includes conference entry for up to two people)

BRONZE - \$2,000

- ★ Recognition as bronze-level sponsor in e-newsletters prior to conference
- ★ Recognition as bronze-level sponsor in all conference-related mailings
- ★ Logo on Literacy Texas website until conference date + one year
- ★ Recognition as bronze-level sponsor in slideshow at every plenary session
- ★ Single exhibitor table space (includes conference entry for one person)

2024 PRINTED PROGRAM ADVERTISING OPPORTUNITIES

\$	AD TYPE	AD SPECS
\$500	Full-page program ad	Program is in full color, portrait, 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 (portrait) Half-page: 2,550 px wide, 1,650 px tall (landscape)
\$200	Quarter-page program ad	Quarter-page: 1,275 px wide, 1,650 px tall (portrait) Print deadline: 5 pm July 8, 2023. Space limitations apply.



2024 A-LA-CARTE SPONSORSHIP OPPORTUNITIES

\$	DETAILS	BENEFITS
Conference VIP Reception Host		
\$8,000	Official Conference & Exhibitor Grand Opening with light bites and drinks for all attendees	Gold-level sponsorship benefits, plus: <ul style="list-style-type: none">- Signage at VIP Reception recognizing you as VIP Reception Host- Recognition in printed conference program as VIP Reception Host- Verbal recognition as VIP Reception Host in welcoming remarks
"Dinner Dollars" Champion		
\$6,000	Very popular Day 1 evening dinner encouraging local San Marcos dining	Gold-level sponsorship benefits, plus: <ul style="list-style-type: none">- Recognition in printed conference program as Dinner Dollars Champion
Student & Volunteer Awards Patron		
\$2,000	Travel and trophy costs for annual award winners	<ul style="list-style-type: none">- Recognition in printed conference program as Awards Patron- Recognition in remarks from podium at Awards Luncheon
Refreshment Sponsor		
\$1,200	Refreshment station with morning and afternoon tea, coffee, and snacks	<ul style="list-style-type: none">- Signage at refreshment station recognizing you as Refreshment Sponsor- Recognition in printed conference program as Refreshment Sponsor
Photobooth Sponsor		
\$800	Popular photobooth with costumes at VIP Reception	<ul style="list-style-type: none">- Signage at photobooth recognizing you as sponsor- Recognition in printed program as Photobooth Sponsor
Wifi Provider		
\$1,000	Wifi throughout hotel for use by attendees	<ul style="list-style-type: none">- Naming rights to wifi password throughout the conference- Recognition in printed program as Wifi Provider

HAVE A QUESTION? WANT TO DISCUSS? CALL US: 903-392-9802



2024 EXHIBITOR OPPORTUNITIES



TRAFFIC BUILDERS & SPECIAL EVENTS IN 2024

We always want the Literacy Texas conference to be your best conference experience of the year! Here's how we're building value into the 2024 conference for every exhibitor.

CENTRAL LOCATION

This year's Exhibitor Hall will be connected to the plenary space - meaning more people right where you are, throughout the day. Find specifics and a detailed floorplan on pages 9 & 10.

EXHIBITOR HALL GRAND OPENING & VIP RECEPTION

Three years = tradition, right?! For the third year running, everyone's invited to the VIP Reception on Monday evening to kick off our time together, and as in the past, 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!

The popular "Vendor Lightning Rounds" are back for 2024. Quick presentations (5–7 min.) to three small groups at your exhibitor table during a dedicated time on Tuesday evening; bring door prizes to sweeten the deal before everyone heads out to dinner.

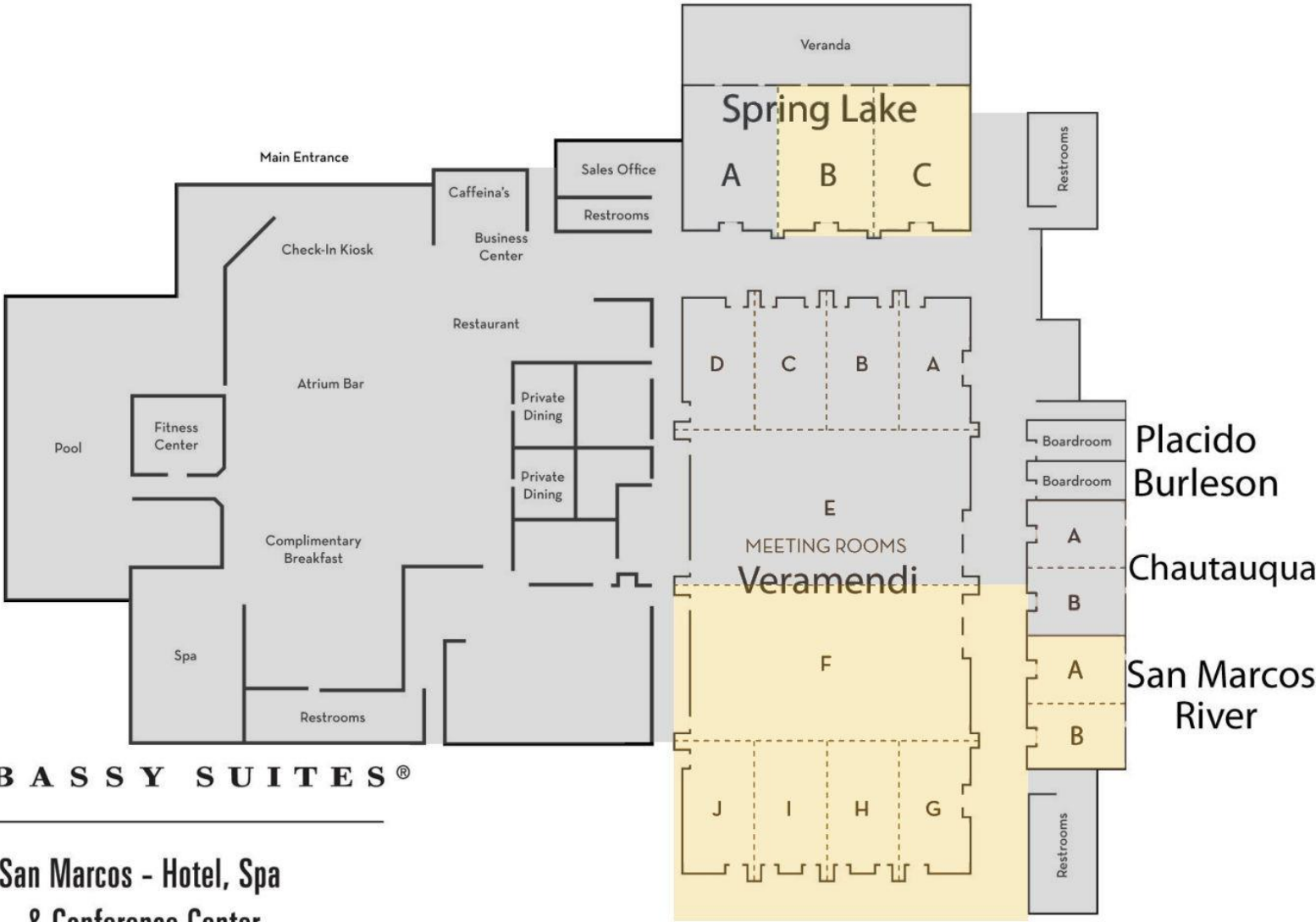
HANGOUT SPACE & REFRESHMENTS + CHARGING STATION

Refreshments throughout the day and a lounging area in the Exhibitor Hall give conference attendees extra reasons to come and visit all y'all!

"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 while the conference program is underway.

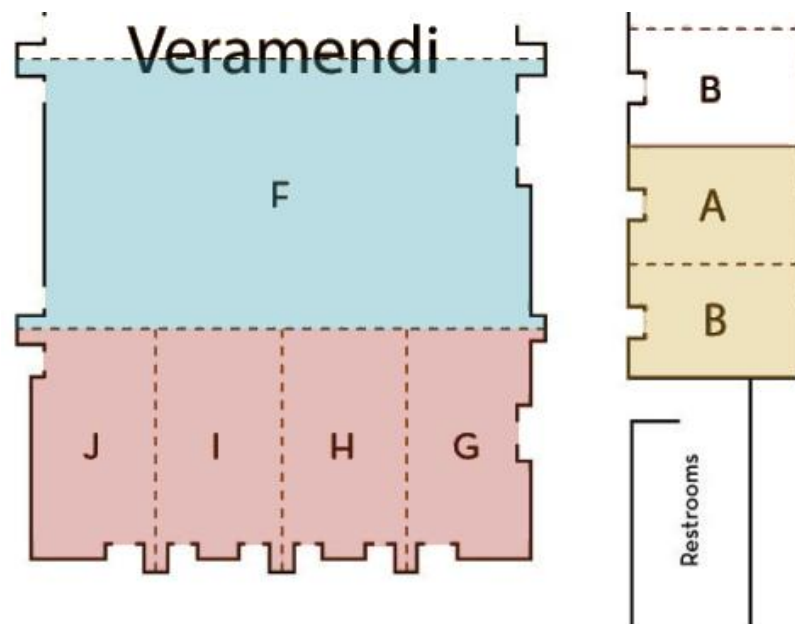
HOTEL FLOORPLAN - EXHIBITOR HALL IN VERAMENDI F



EMBASSY SUITES®

San Marcos - Hotel, Spa
& Conference Center

CONFERENCE SPACE HIGHLIGHTED IN YELLOW



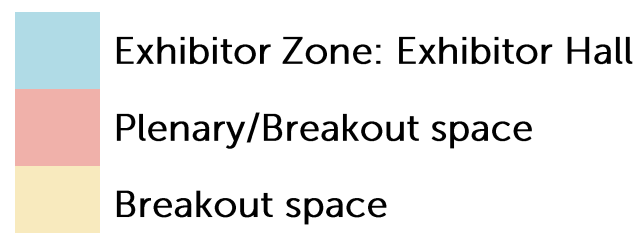
EXHIBITOR SPACE 2024:

VERAMENDI F

In our new, larger venue, we're able to offer a large exhibitor space in Veramendi F.

Doors in the airwalls separating Veramendi F from the plenary space in Veramendi G – J can be opened when breakouts are not in session, allowing immediate access to the Exhibitor Hall.

All refreshments are planned to be served in the Exhibitor Hall.



EXHIBITOR HALL FEATURES

- ★ Photo booth during VIP reception
- ★ Lounge area for guests
- ★ Refreshment station
- ★ Charging station
- ★ Doors in the airwall between Veramendi F and Plenary/Breakout space can be opened when breakouts not in session

EXHIBITOR TIMELINE

- | | |
|---------|--|
| Mar. 15 | Exhibitor registration opens online |
| Jun. 30 | Early bird exhibitor prices end |
| Jul. 8 | Print deadline for inclusion in program |
| Jul. 19 | Deadline for inclusion in conference slideshow |
| Jul. 24 | Exhibitor registration closes |
| Jul. 22 | All fees due |
| Jul. 29 | Exhibitor arrival and set-up |



2024 EXHIBITOR PACKAGES

	PREMIUM DOUBLE	PREMIUM SINGLE	STANDARD DOUBLE	STANDARD SINGLE
Regular (paid in full after June 30, 2024)	\$1,200	\$900	\$900	\$500
Early bird (paid in full on or before June 30, 2024)	\$950	\$750	\$750	\$400
Special pricing for 501(c)(3)s	–	–	\$650	\$350
Number of exhibitors who may attend[♦]	2	1	1	1
Lunch both days (breakfast included with Embassy hotel stay)	★	★	★	★
Access to exhibitor wifi network	★	★	★	★
Participation in “Vendor Lightning Rounds”	★	★	★	★
Electrical hookup at exhibitor table	★	★	★	★
Table in Exhibitor Hall (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 lunch on both days.
Exhibitors attending on this type of reduced registration may not attend any breakout sessions.

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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 in full on or before June 30, 2024, qualify for early bird rates. All payments must be received by July 22, 2024 or you may forfeit your space at the conference.

Hours of operation: Hours on Tuesday, July 30, 2024 are 7:00 am to 4:00 pm (5:00 pm for those participating in Vendor Lightning Rounds) and Wednesday, July 31, 2024 from 7:15 am to 1:00 pm. Set-up of exhibits begins at 12:00 pm on Monday, July 29, 2024 and exhibitors shall have their exhibit completely assembled and ready to be viewed by guests no later than 5:00 pm on Monday, July 29, 2024. There is an Exhibitor Hall Grand Opening Reception planned for all attendees on Monday, July 29, 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, July 31, 2024. Attendees will be told during lunch that straight after the lunch break will be their last chance to visit exhibitors. Schedule is subject to change.

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 2024 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 2024 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, 2024, and if exhibit space is resold, exhibitor is entitled to an 80% refund.

30-day—If written cancellation is received by June 30, 2024, 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, 2024, exhibitor will not receive a refund.