



Literacy looks like this



Literacy looks like this



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LITERACY TEXAS

ANNUAL★CONFERENCE

AUGUST 5 & 6, 2025

PRE-CONFERENCE ACTIVITIES AUGUST 4



Literacy looks like this



Literacy looks like this

**SPONSOR &
EXHIBITOR
OPPORTUNITIES
IN 2025**

LITERACY LOOKS LIKE THIS

Dear friends,

The 2025 conference theme is *Literacy Looks Like This*, where we explore the beautiful diversity found under the literacy umbrella. Sometimes literacy looks like a serious conversation happening during ABE or ESL instruction. Sometimes it looks like an “aha” moment during a workforce development skills training where a concept finally clicks. Sometimes it looks like two students congratulating one another with high fives after reaching a goal. While there are a lot of different ways we can picture adult literacy in Texas, one common thread woven through each of those scenarios is something you can’t see: a strong support system in place that makes all of those moments happen.

The students are doing the hard work they need to do in order to move forward toward their goals, but they couldn’t get there without strong organizations, and those organizations would not be strong without the tools YOU provide. We feel fortunate that our annual conference is a perfect place to make that connection.

Each year, we do our best to help our exhibitors and sponsors build relationships with organizations across the state. Our goal is for our conference to be one of your most valued events of the year, and we have taken to heart every bit of feedback we have received. Because of that, we have made some changes this year with you in mind, including the option to set up in the main ballroom where our general sessions and meals will take place. We have also added an additional sponsorship opportunity (pre-conference sessions) and will give exhibitors and sponsors a bigger presence on our app.

We can’t wait for you to join us in San Marcos on August 4 - 6 for our biggest and best conference yet.

Thank you for being on Team Literacy!



Dr. Jenny McCormack Walker
Executive Director, Literacy Texas

Literacy Texas Annual Conference 2025

Monday, August 4 (pre-conference activities)
Tuesday, August 5 & Wednesday, August 6

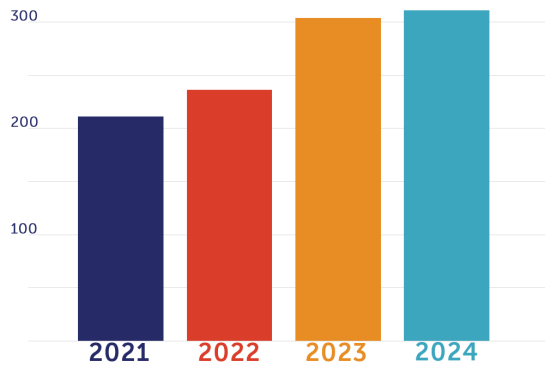
“Literacy looks like this” | LiteracyTexas.org/Conference

Embassy Suites: 1001 E. McCarty Lane, San Marcos, TX 78666



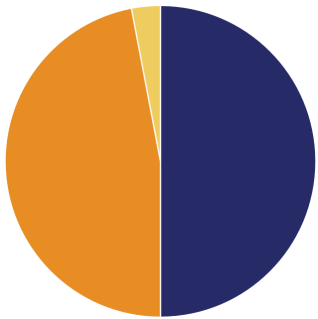
WHY CHOOSE THE LITERACY TEXAS ANNUAL CONFERENCE?

Attendee rating for 2024 conference



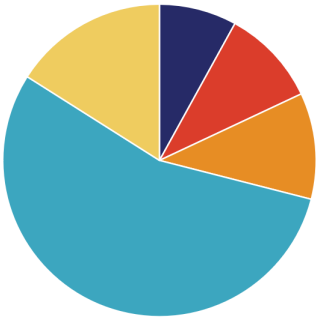
Growth in conference attendance over the last 4 years

WHO ATTENDS THE CONFERENCE?



50% Administrators
47% Instructors
3% Other

I WAS ABLE TO FIND A SESSION THAT WAS OF INTEREST TO ME IN EVERY TIMESLOT. I LEARNED SOMETHING IN EVERY SESSION. THANK YOU!



55% Nonprofits
11% Libraries
10% ISDs
8% Colleges & Universities
16% Other

THE CONFERENCE WAS VERY WELL ORGANIZED AND THE PRESENTERS WERE ALL VERY KNOWLEDGEABLE IN THEIR FIELDS. FANTASTIC WORK!

Data is from conference attendance records and post-event surveys. Attendee quotes are from 2024.

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.



2025 SPONSORSHIP OPPORTUNITIES

2025 SPONSORSHIP PACKAGES

PLATINUM LEVEL · \$10,000 · CONFERENCE PRESENTING SPONSOR

- Recognition as Conference Presenting Sponsor in e-newsletters prior to conference
- Recognition as Conference Presenting Sponsor in conference-related mailings to registrants
- Logo on Literacy Texas website until conference date + two years
- Blog post on LiteracyTexas.org on a literacy-related topic
- Profile in Literacy Texas e-newsletter
- Recognition as Conference Presenting Sponsor in slideshow at plenary sessions
- Recognition as Conference Presenting Sponsor in plenary remarks
- Ad in conference program and conference app
- Complimentary conference entry for up to three people
- Double exhibitor table space

NUMBER AVAILABLE: 1



GOLD LEVEL · \$7,500

- Recognition as Gold-Level Sponsor in e-newsletters prior to conference
- Recognition as Gold-Level Sponsor in conference-related mailings to registrants
- Logo on Literacy Texas website until conference date + two years
- Recognition as Gold-Level Sponsor in slideshow at plenary sessions
- Recognition as Gold-Level Sponsor in plenary remarks
- Ad in conference program and conference app
- Complimentary conference entry for two people
- Double exhibitor table space

NUMBER AVAILABLE: 4



**HAVE A QUESTION?
READY FOR NEXT STEPS?
GET IN TOUCH:
903-392-9802
EVENTS@LITERACYTEXAS.ORG**

2025 SPONSORSHIP PACKAGES (CONTINUED)

SILVER LEVEL • \$5,000

- Recognition as Silver-Level Sponsor in e-newsletters prior to conference
- Recognition as Silver-Level Sponsor in conference-related mailings to registrants
- Logo on Literacy Texas website until conference date + two years
- Recognition as Silver-Level Sponsor in slideshow at plenary sessions
- Ad in conference program and conference app
- Complimentary conference entry for two people
- Single exhibitor table space

NUMBER AVAILABLE: 6

BRONZE LEVEL • \$3,000

- Recognition as Bronze-Level Sponsor in e-newsletters prior to conference
- Recognition as Bronze-Level Sponsor in conference-related mailings to registrants
- Logo on Literacy Texas website until conference date + two years
- Recognition as Bronze-Level Sponsor in slideshow at plenary sessions
- Complimentary conference entry for one person
- Single exhibitor table space

NUMBER AVAILABLE: 10



FIND MORE INFO ON THE
LITERACY TEXAS WEBSITE:
LITERACYTEXAS.ORG/SPONSOR



2025 A-LA-CARTE SPONSORSHIP OPPORTUNITIES

CONFERENCE VIP RECEPTION HOST • \$8,000 • 1 REMAINING

Official Conference & Exhibitor Grand Opening with light bites and drinks for all attendees

Gold-level sponsorship benefits, plus:
Signage at VIP Reception recognizing you as VIP Reception Host
Recognition in conference program as VIP Reception Host
Verbal recognition as VIP Reception Host in welcoming remarks

LUNCH PATRON • \$7,000 • 2 REMAINING

The heart of the conference, with keynotes, networking, and more

Silver-level sponsorship benefits, plus:
Signage in dining room recognizing you as Lunch Patron

“DINNER DOLLARS” CHAMPION • \$6,000 • 2 REMAINING

Popular Day 1 evening dinner encouraging local San Marcos dining

Silver-level sponsorship benefits, plus:
Recognition in conference program as Dinner Dollars Champion

PRE-CONFERENCE SPONSOR • \$3,500 • 4 REMAINING

New in 2025 - special in-depth sessions on Monday, before the main show begins

Bronze-level sponsorship benefits, plus:
Signage in breakout rooms recognizing you as Pre-Conference Sponsor

REFRESHMENT SPONSOR • \$1,500 • 3 REMAINING

Snack and coffee station for morning and afternoon tea

Signage at refreshment station recognizing you as Refreshment Sponsor
Recognition in conference program as Refreshment Sponsor

WIFI PROVIDER • \$1,200 • 0 REMAINING

Essential internet for all attendees

Naming rights to wifi password throughout conference
Recognition in conference program as Wifi Provider

PHOTOBOOTH SPONSOR • \$1,000 • 0 REMAINING

Popular photobooth with costumes and themed backdrop at VIP Reception

Signage at photobooth recognizing you as Photobooth Sponsor
Recognition in conference program as Photobooth Sponsor

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





2025 EXHIBITOR OPPORTUNITIES

2025 TRAFFIC BUILDERS & SPECIAL FEATURES

We work hard every year to make sure the conference lives up to your highest expectations! Here’s how we’re making the 2025 conference a great-value experience for every exhibitor.

CENTRAL LOCATION

We know your top request is to be near the food, and every year we do what we can to make that happen. In 2025, we’ll use one large space for all plenary sessions and meals – and offer exhibitor booths in that same room. See page 9 for a hotel floorplan showing how everything will be laid out.

CORRIDOR OPTION

Some of you prefer a hallway space, and we have that option available for a limited number of exhibitors. Tell us your preference when you register, and we’ll do our best to accommodate all requests!

EXHIBITOR HALL GRAND OPENING & VIP RECEPTION

Everyone’s invited to the now-traditional 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. Set up Monday and be ready for guests!

EXHIBITOR LIGHTNING ROUNDS

The popular “Exhibitor Lightning Rounds” are back in 2025: 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

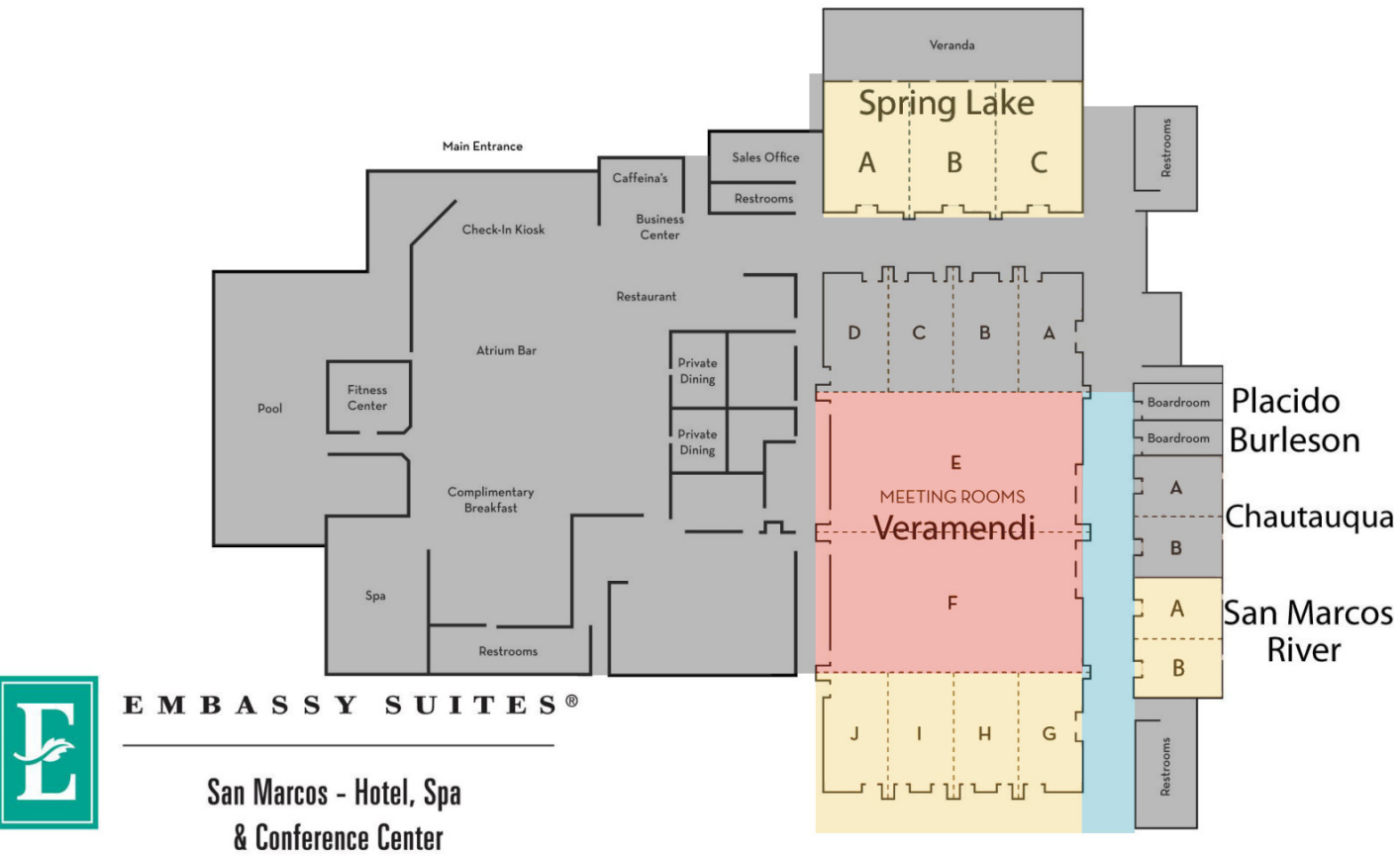
Low-key casual chat-focused breakout sessions – scheduled throughout the conference program and taking place in the Exhibitor Hall for maximum foot traffic even while the conference program is underway.

ADVERTISING OPPORTUNITIES IN 2025

The 2025 conference program is full color, portrait, letter-sized, and available to all conference attendees online via a PDF reader. Each program ad purchased includes an additional ad, at no extra charge, within the conference app.

- \$500** Full-page program ad + complimentary ad in conference app
- \$400** Half-page program ad + complimentary ad in conference app
- \$300** Quarter-page program ad + complimentary ad in conference app





- Exhibitor Hall, plenary and meal space, refreshments, lounge area
- Corridor - available to exhibitors by request (space permitting)
- Breakout spaces

EXHIBITOR HALL FEATURES

- Main plenary and meal space
- Photobooth during VIP Reception
- Lounge area for attendees
- Refreshment station
- Charging station

FIND MORE INFO ON THE LITERACY TEXAS WEBSITE:
[LITERACYTEXAS.ORG/EXHIBIT](https://literacytexas.org/exhibit)



PREMIUM DOUBLE • \$1,500 REGULAR • \$1,200 EARLY BIRD

- Exhibitor attendance for two people
- Lunch both days (breakfast included with Embassy hotel stay)
- Access to exhibitor wifi network
- Participation in “Exhibitor Lightning Rounds”
- Electrical hookup at exhibitor space
- 2 x tables in Exhibitor Hall or Corridor
- Guest Literacy Texas blog post on literacy-related topic
- Profile in Literacy Texas e-newsletter
- Promotion on Literacy Texas social media platforms

PREMIUM SINGLE • \$1,100 REGULAR • \$900 EARLY BIRD

- Exhibitor attendance for one person
- Lunch both days (breakfast included with Embassy hotel stay)
- Access to exhibitor wifi network
- Participation in “Exhibitor Lightning Rounds”
- Electrical hookup at exhibitor space
- 1 x table in Exhibitor Hall or Corridor
- Guest Literacy Texas blog post on literacy-related topic
- Profile in Literacy Texas e-newsletter
- Promotion on Literacy Texas social media platforms

STANDARD DOUBLE • \$1,100 REGULAR • \$900 EARLY BIRD • \$750 NONPROFIT

- Exhibitor attendance for one person
- Lunch both days (breakfast included with Embassy hotel stay)
- Access to exhibitor wifi network
- Participation in “Exhibitor Lightning Rounds”
- Electrical hookup at exhibitor space
- 2 x tables in Exhibitor Hall or Corridor

STANDARD SINGLE • \$700 REGULAR • \$500 EARLY BIRD • \$400 NONPROFIT

- Exhibitor attendance for one person
- Lunch both days (breakfast included with Embassy hotel stay)
- Access to exhibitor wifi network
- Participation in “Exhibitor Lightning Rounds”
- Electrical hookup at exhibitor space
- 1 x table in Exhibitor Hall or Corridor

NOTES:

Early bird pricing is good until noon on June 25 2025. Payments must be received in full to qualify. Nonprofit rates are available to registered 501(c)(3)s for standard exhibitor packages. Add-on exhibitor registrations are available for \$100 per person, which includes lunch on both days.

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 noon on Wednesday, June 25, 2025, qualify for early bird rates. All payments must be received by Wednesday, July 23, 2025 or you may forfeit your space at the conference.

Hours of operation: Hours on Tuesday, August 5, 2025 are 7:30 AM to 4:00 PM (5:00 PM for those participating in Exhibitor Lightning Rounds) and Wednesday, August 6, 2025 from 7:30 AM to 1:00 PM. Set-up of exhibits begins at 12:00 PM on Monday, August 4, 2025 and exhibitors shall have their exhibit completely assembled and ready to be viewed by guests no later than 5:00 PM on Monday, August 4, 2025. There is a Grand Opening Reception planned for all attendees on Monday, August 4, 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 6, 2025. 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 2025 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 2025 Literacy Texas Annual Conference, exhibitor may be entitled to a refund on the following schedule.

Written cancellation received by June 6, 2025, exhibitor is entitled to an 80% refund.

Written cancellation received by July 7, 2025, exhibitor is entitled to a 50% refund.

If exhibitor cancels on or after July 17, 2025, exhibitor will not receive a refund.



P.O. Box 111, Texarkana, TX 75504 | 903-392-9802
info@literacytexas.org | **LITERACYTEXAS.ORG**