

TLA 2027 Exhibitor Add-Ons

YOUR VOICE
OUR COMMUNITY
TLA★2027
TEXAS LIBRARY ASSOCIATION
SAN ANTONIO ★ APRIL 19-22



Make the Most of Your Conference

TLA offers powerful opportunities to increase brand visibility, connect with attendees, and create impact in the Exhibit Hall and beyond.

Contact TLAexpo@discoversb.com or Jaime Bare at jaimeb@txla.org for details. Deadlines apply.

Meetings & Educational Sessions

Exhibitor Showcases

A 50-minute Exhibit Hall Showcase gives you real face time with attendees, whether you're demonstrating products, presenting an educational program, or hosting a lunch or cocktail reception. Time slots start at the top of each hour while the Exhibit Hall is open. Contact tlaxpo@discoversb.com or jaimeb@txla.org to book your Showcase; availability is limited.

50 Minutes - \$950 (\$750 Nonprofit)

Second consecutive 50 minutes - \$500 (\$350 Nonprofit)

Included in **ALL** Showcase reservations:

- 8' high pipe and drape perimeter
- Round tables with seating for 100
- Stage, Basic AV (screen, projector, microphone, podium)
- Electricity (bring your own extension cord)
- Customizable listing in online and app conference program
- Listing on Showcase schedule signage
- One conference app push notification

Optional Add Ons:

- Catering - Order with RK Group through Exhibitor Service Kit
- Wifi - Available for purchase, pricing upon request



Package of 6 workshops - \$5000

Create a program that taps into attendees' eagerness for hands-on learning with this discounted package of 6 workshop slots in the 100 seat Exhibitor Showcase.

Includes: Custom signage, AV, Electrical, Stage, and Promotion in Exhibit Hall Highlights issue of Texas Library Journal and Conference Website

Meetings & Educational Sessions

Convention Center Meeting Room Rentals

Vendor Session Rentals

Set up your home away from home for one-on-one client meetings, demo sessions, and small gatherings! This turnkey option makes planning your on-site event a breeze. TLA works with suppliers to set up according to your specifications then bills you directly. Time slots available during all Exhibit Hall open hours. Other times upon request.

2 hours - \$950 (\$750 Nonprofit)

Additional consecutive hour - \$500 (\$350 Nonprofit)

Included in **ALL** Meeting Room Reservations

- Set up/tear down time
- Flexible room set accommodating up to 50 attendees
- Electricity (bring your own extension cord)
- Customizable listing in online and app conference program
- One conference app push notification prior to your session time if desired

Optional Add Ons:

- Audio visual package - Available for purchase, pricing upon request
- Catering - Order with RK Group through Exhibitor Service Kit
- Wifi - Available for purchase, pricing upon request

Full Conference Meeting Room Rental - \$2,000

Create your own on-site office, put on demo or educational sessions, or host a private author event with a 3-day meeting room rental, conveniently located adjacent to the Exhibit Hall. Creativity welcome!

AV, Wifi, and Catering available for additional cost. Pricing upon request.

On-Site Signage and Branding

Artwork assets for on-site branding opportunities is due to Jaime Bare at jaimeb@txla.org no later than Wednesday, March 3rd, 2027. You will receive digital proofs for approval before production.
Required Format: 300 dpi pdf

Lobby Meter Board

\$1,700 double sided
\$900 single sided

At 3' x 7', this is truly a Texas sized sign! Standing signs will be located in our high-traffic main concourse between Hall 3 and 4. For Single side, verso may contain content from TLA or another exhibitor. Dimensions are 38 1/8" wide by 87" tall. Want to take it home after conference? Absolutely! Just let the exhibits team know.



Exhibit Hall Floor Clings

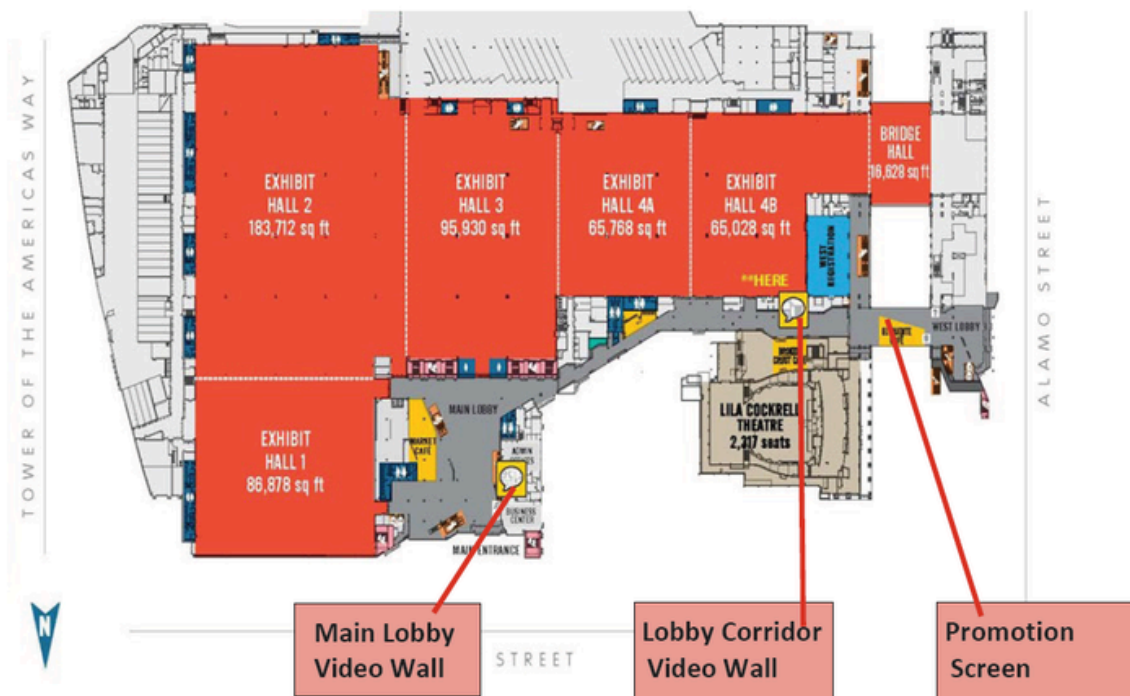
3'x4' (12 sq ft) - \$600
4'x6' (24 sq ft) - \$900

Guide attendees to your booth with a colorful floor cling right as they step into the Exhibit Hall. Custom shapes available upon request. Package pricing for multiple clings available.

On-Site Signage and Branding

Digital Video Screens \$4,000 per ad

A digital ad is a dynamic way to reach attendees as they explore and learn. Display your message on Video Walls in the Main Lobby, Lobby Corridor, and Promotions Screen. See locations below. Fee includes one static slide to be shown on all three screens. Screen rotation may include TLA branding and/or another company's ad as well as venue ads. The ad will show approximately every 5 minutes and will stay up about 30 sec to 1 minute. Specs and deadlines available upon request.



On-Site Signage and Branding

Lobby Escalator or Balcony Clings

\$3,500 per glass panel section

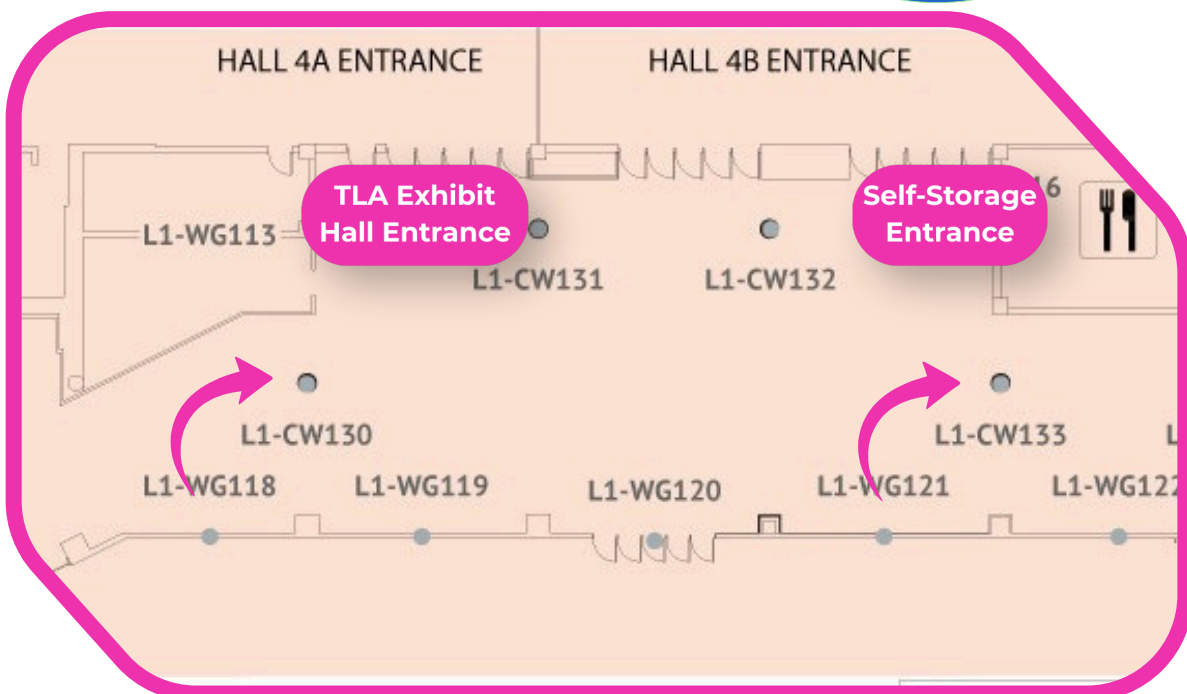
Generate thousands of impressions with your branded cling placed on the highly visible main lobby escalator or balcony. Package deals available for multiple sections.



On-Site Signage and Branding

Lobby Column Wraps \$4,000 each

Supersize your TLA 2027 presence! A column wrap is the perfect opportunity to prominently position your promo near the Exhibit Hall 4 entrance and Self-Storage entrance. L1-CW130 or L1-CW133 available. Your design will be produced on a fabric zipper tower, ready to be reused for when TLA returns to San Antonio in 2028!



On-Site Signage and Branding

Hanging Banner

\$65/sq ft, 70 sq ft minimum

Tap into the excitement of General Sessions and the Texas Bluebonnet Luncheon! Position your brand front and center for attendees as they enter the Hemisfair Ballroom on Level 3. Reuseable! TLA can store for 2028 or you can take it with you for your next show.



Exhibit Hall Promotions

Conference App Push Notification

The TLA Conference App is attendees' go-to source for current information on session schedule, the exhibit hall, and all things conference. Deliver your promo right to their phone with a push notification! Text based, must submit content to Jaime Bare at jaimeb@txla.org no later than 5 business days before the first day of the event.

- **Exhibits Grand Opening Push Notification - \$500 (3 available)**
- **Day 2 or Day 3 Push Notification - \$400 (3 available per day)**

Exhibit Hall Announcement

Planning a give away, have a new promotion going on, or just want to make a splash? Catch attention with an Exhibit Hall Announcement over the loud speaker! You may choose to deliver the announcement yourself or provide the text to a TLA staff member to read. Content must be submitted to Jaime Bare at jaimeb@txla.org no later than 5 business days before the event.

- **Exhibits Grand Opening Announcement - \$500 (2 available)**
- **Day 2 or Day 3 Announcement - \$400 (2 available per day)**

Marketing Opportunities

SLJ Aisle x Aisle Coupon Book

Drive traffic to your booth with a coupon in the TLA 2027 Aisle x Aisle Coupon Book, presented by TLA's partners at the School Library Journal. This is the ONLY printed exhibitor guide at TLA. For more information, [contact Roy Futterman](#) with SLJ.

Texas Library Journal

Promote in the [Texas Library Journal](#), the premier quarterly publication for TLA Members and Texas library professionals. Your half or full page ad will appear alongside conference session highlights and Exhibit Hall promos. Deadlines apply.

TLA 2027 Attendee Email Lists

Reach attendees directly with a Pre- or Post-Conference email list. [List rental rules apply](#). List includes registrants who have opted into email sharing. Contact Jaime Bare at jaimeb@txla.org to learn more.

Please note: authorized attendee lists are only available directly from TLA and are never sold to third parties. If you are offered a list from another source, let us know.

LeadR Lead Retrieval

The proven ROI of lead retrieval for your booth representatives is unmatched. Scan attendee badges to capture contact information to follow up on your show site conversations with the LeadR App. Purchase and install on your own device or rent an iPhone from TLA! To order or learn more, contact Jaime Bare at jaimeb@txla.org.

