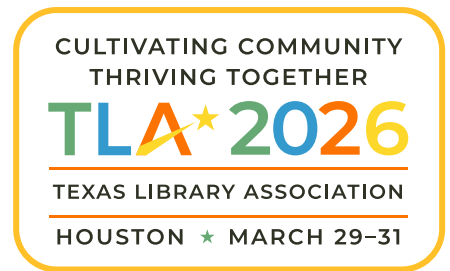


TLA 2026 Exhibitor Add-Ons



Meeting and Educational Session Opportunities

Exhibitor Showcases

50-minute sessions in the Exhibit Hall offer an unparalleled chance to have face to face time with attendees. Demonstrate your products, present an educational program, host a lunch reception, or network at a cocktail meet and greet—the ideas are endless when you reserve one of our Exhibitor Showcase spaces. Showcases are available for booking during Exhibit Hall hours. First come, first served to reserve your preferred time.

Included in **ALL** Showcase reservations:

- 8 ft high pipe and drape perimeter
- Small Stage
- Electricity (bring your own extension cords).
- Detailed and customizable listing in both the online and app versions of the conference program
- Session included on schedule sign at the Showcase entrance
- One app push notification prior to your session time.



Choose from the following:

● Exhibitor Showcase 1: \$950 (\$750 nonprofit)

TIME: 50 minutes starting at top of each hour. The remaining 10 minutes of each hour are for set-up/ breakdown. Discount available for second **consecutive** hour.

Included:

- Table rounds to accommodate 100.
- Basic AV: mic, screen, and projector with stand.

Optional:

- A/V & catering: Order through the service kit or bring your own screen and AV.
- Wifi available for purchase, pricing available upon request.



● Exhibitor Showcase 2: \$500 (\$300 nonprofit)

TIME: 50 minutes starting at top of each hour. The remaining 10 minutes of each hour are for set-up/ breakdown. Discount available for second **consecutive** hour.

Included:

- Table rounds to accommodate 50.

Optional:

- A/V & catering: Order through the service kit or bring your own screen and AV.
- Wifi available for purchase, pricing available upon request.

Workshops and Meeting Rooms

● Package of 6 Workshops in Exhibitor Showcase 1 - \$5,000

- Create a program that taps into attendees' eagerness to learn with this discounted package of 6 workshop slots in the 100 seat Exhibitor Showcase 1.
- Custom signage, AV, electrical, and stage are all included in your package.

● Convention Center Meeting Room Rental - \$2,000

- Set up your home away from home for one-on-one client meetings, sessions, and small gatherings!
- Rent a meeting room with flexible setup that can accommodate up to 50 attendees. Reservation includes all times that the Exhibit Hall is open.
- Includes Basic AV (mic, screen, projector). Catering or additional AV can be ordered through the Exhibitor Service Kit.

Exhibit Hall and Digital Marketing

All content must be approved by TLA. Time slots available on a first come, first served basis.
To learn more, contact Jaime Bare at jaimeb@txla.org.

Game App Mission - \$300 (20 available)

- Get in on the fun with attendees and create a Game App mission! Drive traffic to your booth as attendees compete to complete the most missions and win the Passport to Prizes! TLA provides prizes during a random drawing of all completed passports.



Conference App Push Notifications

- **EGO Push Notification - \$500 (3 available)**

The action arrives in the exhibit hall for the Exhibits Grand Opening from 2-5 pm on Day 1! Capture attendees' excitement with a 150-character text based notification on the official TLA conference app during these Non-Contested hours.

- **Day 2 and Day 3 Push Notification - \$400 (3 available per day)**

Push notifications deliver value to your customers and prospects, right on their conference app home screens. They are a proven, proactive way to drive engagement and brand awareness.

- **Exhibit Hall Announcement: \$500 during EGO, \$400 on Day 2 and 3 (2 available per day)**

Are you planning a giveaway or do you have a new promotion going on? Attract attendees' attention with an Exhibit Hall announcement over the loudspeaker! Either a TLA staff member or your company representative may deliver the announcement.

Onsite Signage and Branding

**Lobby Meter Board - \$1,600 for both sides,
\$900 for a single side**

- At 3' x 7', this is truly a Texas sized sign! Standing signs will be located in our high-traffic main concourse. For Single side, verso may contain content from TLA or another exhibitor. Dimensions are 38 1/8" wide by 87" tall.



**Digital Meter Board - \$1250 per screen.
Package deals available.**

- Take advantage of the exciting new opportunity to submit a digital ad on an electronic meter board! This flashy advertisement will snag interest in high traffic areas. Screen rotation may include TLA branding and/or another company's ad.

Hanging Banner - \$55/sq ft, 50 sq ft minimum

- Create the ultimate expression of your brand front and center for attendees. Multiple locations available.

**Window Clings: Skyway from Hotel to GBCC
\$3,500 for package of 3 (2 x 3ft approx), 2 packages available**

- These clings are in the highly visible location in the Skybridge from the TLA 2026 Conference Headquarter Hotel to the Convention Center. Capture attendees' interest before they even step foot in the Convention Center!

**Exhibit Hall Floor Clings - \$600 for standard size cling
(3'x4' - 12 sq ft) \$900 for large cling (4'x6' - 24 sq ft)
Custom shapes available on request.**

- Be loud and proud about your promo with an attractive floor cling, carefully positioned to entice attendees as they enter the Exhibit Hall.