

2017

TCCTA

EXHIBITOR & SPONSORSHIP PROSPECTUS

# Convention



PATHWAYS AND PARTNERSHIPS



FEB  
23-25



AUSTIN  
RENAISSANCE HOTEL

## TCCTA'S 70TH ANNUAL CONVENTION

JOIN US IN 2017!

### WHAT TO EXPECT

Three days of professional development seminars specifically for community college faculty.

Technology Seminars educating faculty on emerging trends in your industry and offering tips for successful use of your products.

eTracks: 30 minute round-table discussions allowing you to highlight your favorite projects.

Thursday evening Opening Reception and Banquet hosted by sponsors/exhibitors.

Friday evening Raffle in the Exhibit Hall.

Plenty of networking opportunities throughout the event!

### TCCTA invites you to showcase your products and services!

**THIS YEAR** is the 70th Annual Convention of the Texas Community College Teachers Association to be held February 23-25, 2017, at the Renaissance Austin Hotel, in Austin.

**EDUCATORS** from all 83 community and technical college campuses in Texas, representing virtually all academic and workforce fields, are expected at this convention. You may be assured that your materials will reach a wide audience.

**EXHIBIT** in TCCTA's bustling exhibit hall, located in the Rio Grande Ballroom at the Renaissance Austin Hotel in Austin, Texas. This intimate demonstration and display area is the most economical way to promote your products and services and develop the relationships you need to take your business to the next level with colleges across Texas.

#### SHOW HOURS:

- Thursday, February 23 – 3:30 to 6:30 p.m.  
Opening Reception in the Expo Hall – 3:30-6:30 p.m.
- Friday, February 24 – 8:00 a.m. to 6:00 p.m.  
Raffle Drawings in Expo Hall – 5:45 p.m.

**SPONSOR:** TCCTA is excited to offer some new sponsorship opportunities designed to maximize exposure for your company and/or products. These sponsorships are designed to create visibility opportunities as unique as our exhibiting companies and community colleges.

**ENGAGE** by submitting an abstract for a program speaker. The 70th Annual Convention has a variety of limited speaking times available to bring you closer to your target audience.

**ADVERTISE** in the Association's quarterly *Messenger* or on our website to increase awareness among attendees.

### OUR ATTENDEES REQUEST YOUR PRODUCTS

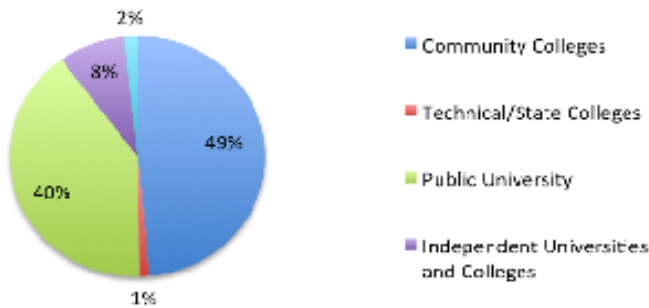
On average **1500+** **PRODUCT INFLUENCERS** attend the TCCTA Convention for professional development. Part of that professional development includes learning about new products, tools and systems that make teaching, administering and growing their students' educational experience easier and more efficient.

#### FOR MORE INFORMATION, please contact:

Oscar Lugo  
Texas Community College Teachers Association  
Phone: (512) 328-2044 Ext. 11 | Fax: (512) 328-1086  
Email: [olugo@tccta.org](mailto:olugo@tccta.org)  
[www.tccta.org](http://www.tccta.org)



## Texas Higher Education Enrollment



## WHY EXHIBIT & SPONSOR?

- Expected Attendance: 1500+ participants from across the state.
- More than 40 general and specialty areas of higher education targeted for professional development.
- Numerous speaking and focus group opportunities for exhibitors only.
- An exhibit hall enhanced with activities that promote constant traffic flow.
- Registration area and session rooms located in close proximity to the exhibit hall.
- Many networking opportunities with increased social media presence including Twitter and Facebook.

## THE TEXAS MARKET

Texas Community Colleges represent the largest market of students and faculty in all of Texas higher education.

Texas has 50 community college districts, enrolling approximately one million students each year - more than half of all students in Texas higher education.

TCCTA has over 6000 members making it by far the largest organization of post-secondary educators in Texas.

"We exhibit at the TCCTA Show because of the wonderful audience it attracts – a wide range of educators from different disciplines and different sections of Texas. I recommend this show for any vendor who is interested in serving the Texas community college system."

- JEFF MCGUIRE, JourneyEd  
13 Year Exhibitor

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[www.tccta.org](http://www.tccta.org)

## Information For Prospective Exhibitors

**YOU ARE INVITED** to attend and participate as an exhibitor and sponsor at the 70th Annual Convention of the Texas Community College Teachers Association to be held February 23-25, 2017, at the Renaissance Austin Hotel, located at 9721 Arboretum Boulevard, Austin, Texas.

**THE FLOOR PLAN** is enclosed for your booth selection. It is suggested that you *indicate at least three preferences* on the enclosed contract form. You may call the TCCTA State Office to inquire about available spaces. Space may be reserved by telephone, to be confirmed by contract within 10 days. Full payment must accompany each contract or follow within 30 days. Cancellations will be accepted through November 30, 2016, and the amount of the rental fee, less \$100 per contract, will be refunded. *No refunds will be permitted after that date.*

All spaces will be decorated with the standard 8' background drapes, 36" side dividers, and appropriate headsigns. Each space will be furnished with one 6' table with a white plastic cover and appropriately colored skirt and two side chairs.

**EXHIBIT SET UP** is on Thursday, February 23 from 8:00 a.m. to 3:00 p.m.

**EXHIBIT HOURS:**

- Thursday, February 23 – 3:30 to 6:30 p.m. .
  - Friday, February 24 – 8:00 a.m. to 6:00 p.m.
- Dismantling will begin at 6:30 p.m., Friday, February 24.

# TCCTA'S 70TH ANNUAL CONVENTION

## AL-A-CARTE PRICING

### BRAND RECOGNITION

Internet Sponsor:	\$1500
Ad in Pocket Program (full page)	\$750
Professional Development	
Scholarship	Varies
Tote bag insert	\$750
Water Stations	\$250
Banquet tickets	\$50 each
Section Breaks	(Hotel pricing)
Snack breaks (6 available)	\$1600
Reception or Banquet Sponsor	\$1000
Cash Bar Tickets (set of 10)	TBD
Discipline specific email list	\$250

### ELECTRONIC ADVERTISING:

Website Banner:	\$1000
Section Page Banner:	\$150
E-Blast: (4 available)	\$1000

### EXHIBIT BOOTHEES:

Corner:	\$1450
Premium:	\$1375
Standard:	\$1300

### CONVENTION MESSENGER ADVERTISING

Back Cover (one color)	\$1500
	(upgrade \$350)
Back Cover (full color)	\$2000
	(upgrade \$850)
Inside Front or Back Cover (one color)	\$1500
Inside Front or Back Cover (full color)	\$1750
Inside Full Page (one color)	\$1000
Inside Full Page (full color)	\$1150
Two-page Spread (one color)	\$2000
Two-page Spread (full color)	\$2300
Bleeds, each bleed	\$50
Bleed, four sides	\$150
Gutter Jump (in two-page spread)	\$150
Camera Work (half-tones, etc.)	Billed at cost
Alterations	Billed at cost

## TCCTA'S 70TH ANNUAL CONVENTION

### SPONSORSHIPS

#### LEADER SPONSOR

\$10,000

- Official Sponsor of General Session, Professional Development or Financial Seminar
- 10x10 Corner Booth
- Unlimited Booth Attendees
- Logo on tote bags, registration cards or lanyards (select one)
- Premium Brand Exposure:
  - \* Banner Ad on Convention Page,
  - \* Full Page Ad (full color) in Convention Messenger,
  - \* Listed in the Pocket Program as a "Leader Sponsor" including a company bio with contact information,
  - \* Recognition at the General session
- Advertising and Meeting Opportunities
- 10 banquet tickets at a Leader Level Sponsor table with your logo
- Discipline specific member email list

#### INNOVATOR SPONSOR

\$8,000

- Official Sponsor of Welcome Reception in the Exhibit Hall
- 10x10 Corner Booth
- Unlimited Booth Attendees
- Tote bag inserts
- Brand Exposure:
  - \* Full Page Ad (one color) in Convention Messenger,
  - \* Listed in the Pocket Program as an "Innovator Level Sponsor" including a company bio with contact information
- Advertising and Meeting Opportunities
- 5 banquet tickets at an "Innovator Sponsor" designated table
- Logo at Cash Bar along with 20 drink tickets to pass out
- Discipline specific member email list

#### COLLABORATOR SPONSOR

\$3,000

- 10x10 Premium Booth
- Unlimited Booth Attendees
- Brand Exposure:
  - \* Half Page Ad (one color) in Convention Messenger,
  - \* Listed in Pocket Program as a Collaborator Sponsor
- Advertising and Meeting Opportunities
- Discipline specific member email list

#### THINKER SPONSOR

\$6,000

- 10x10 Premium Booth
- Unlimited Booth Attendees
- Brand Exposure:
  - \* Half Page Ad (one color) in Convention Messenger, and
  - \* Listed in the Pocket Program as a "Thinker Level Sponsor" including a company bio with contact information
- Advertising and Meeting Opportunities
- 2 banquet tickets at a "Thinker Level Sponsor" designated table
- Logo at Cash Bar along with 10 drink tickets to pass out
- Discipline specific member email list

# Texas Community College Teachers Association

## 70th Annual Conference

February 23-25, 2017

Renaissance Austin Hotel / Rio Grande Ballroom  
Austin, Texas

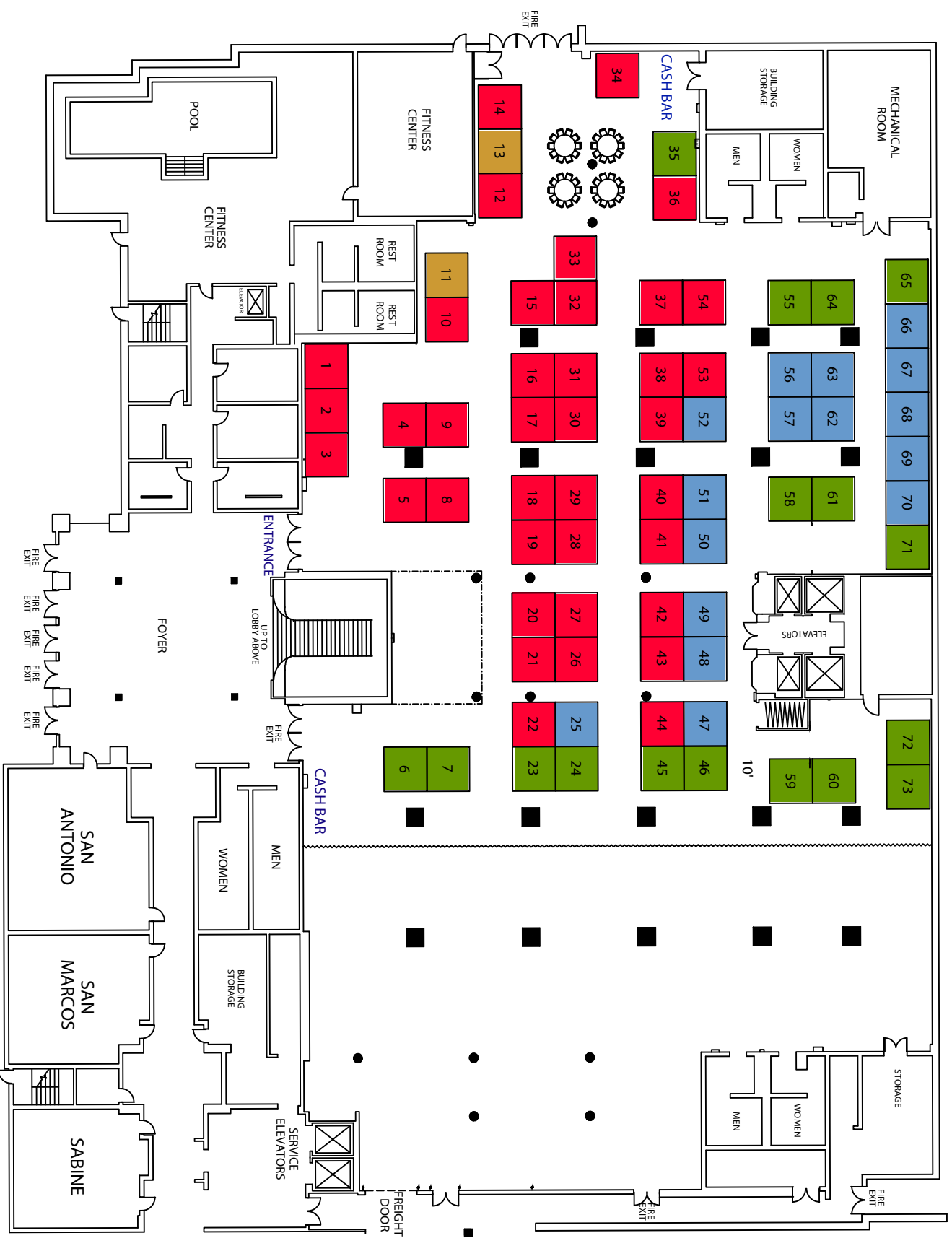


Exhibit Hall 01/23/17 Olugo  
AS OF

### BOOTH LEGEND

- Sold Booths
- 30 Available Corner
- 13 Available Premium
- 30 Available Standard



### BOOTH PRICING

- Corner \$1450
- Premium \$1375
- Standard \$1300

### QUESTIONS ?

Please contact:

Oscar Lugo  
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Teachers Association  
Phone: (512) 328-2044 ext. 11  
Fax: (512) 328-1086  
Email: [dgraves@tccta.org](mailto:dgraves@tccta.org)



CONTRACT FOR EXHIBITORS & SPONSORS

Company Information

Company Name
Street Address or Box Number
City, State, Zipcode

Contact Name

Name
Title
Phone Number & Email

Sponsorships

CHECK ONE:

- LEADER - \$10,000
Selection one: General Session Professional Development Seminar Financial Planning Seminar
Tote Bags Registration Cards Lanyards
INNOVATOR - \$8,000
THINKER - \$6,000
COLLABORATOR - \$3,000

BOOTH PLACEMENT:

List top three booth locations

Al-a-Carte Options

EXHIBIT BOOTH CHECK ONE:

- CORNER - \$1450
PREMIUM - \$1375
STANDARD - \$1300

ELECTRONIC ADVERTISING:

- CONVENTION HOMEPAGE BANNER - \$250
SECTION PAGE BANNER- \$50/DISCIPLINE
TARGET DISCIPLINES:
EBLAST - \$1000

ADDITIONAL ITEMS:

- TOTE INSERTS/SWAG \$750
BANQUET TICKETS \$50EA
CASH BAR TICKETS \$85EA
OTHER
TYPE/PRICE:

BOOTH PLACEMENT:

List top three booth preferences

One per exhibitor. Limited to first 4.

Payment

CHECK ONE:

- CHECK Please make payable to: Texas Community College Teachers Association
CREDIT CARD
Card Number, Expiration, CVV Code
Total Amount

Signature

Name, Title
Date

Under the terms set forth in the Information for Prospective Exhibitors, the undersigned reserves exhibit space and encloses a check in the selected amount per space for the full amount of rental charge. It is specifically understood that cancellations will be accepted through November 30, 2016, and the amount of the rental fee, less \$100, will be refunded; and that no refunds will be made after that date. The exhibitor assumes the entire responsibility and liability for losses, costs, damages, and claims arising out of injury to persons or damages to exhibitor's displays, equipment, and other property brought upon the premises of the Renaissance Hotel; and the exhibitor agrees to indemnify, defend, and hold harmless the Texas Community College Teachers Association and the Renaissance Hotel, their owners, agents, directors, officers, servants, and employees, against all claims or expenses for all such losses, including reasonable attorney's fees, arising out of the use of the hotel facilities. The exhibitor understands that neither the Association nor the hotel maintains insurance covering the exhibitor's property or lost revenue, and it is the sole responsibility of the exhibitor to obtain such insurance. The exhibitor shall be fully responsible to pay for any and all damages to property owned by the Renaissance Hotel, its owners or managers, which results from any act of omission by exhibitor. The exhibitor agrees to abide by all rules, regulations, policies, ordinances, and laws promulgated by the Texas Community College Teachers Association, the Renaissance Hotel, and local, state, and national governments.