



**TIADA**  
CONFERENCE & EXPO

# Sponsorship Opportunities










































Connect, Collaborate, Cultivate:  
Be a TIADA Exhibitor

July 27-29

**2025**

# Sponsorship Quick Guide



Description	Platinum	Gold	Silver	Specialty	Bronze
<b>Pricing</b>	<b>\$10,000</b>	<b>\$7,000</b>	<b>\$5,000</b>	<b>\$6,500</b>	<b>\$3,000</b>
Standard expo booth size	10 x 20	10 x 10	10 x 10	10 x 10	10 x 10
Attendee list					
Company name in the Pocket Onsite Program					
Company logo in Texas Dealer Magazine pre/post event					
Company logo on Conference homepage					
Company name on website					
Company logo on website					
All - inclusive event registration passes	4	3	2	2	1
Tote bag flyer insert					
Additional registrants discount	25%	20%			
Conference & Expo Dealer Scholarships	2	2	1	1	
Exclusive digital advertising at the Opening General Session					
Company website hyperlinked on the TIADA Conference website					
Company logo on email communication and confirmations					
Invitation to Private Event with Association leadership					
Company logo banner on app hyperlinked to your website					
Company description on conference mobile app					
Company logo on conference mobile app					
Company logo on Passport to Prizes					

# Sponsorships Packages

## Platinum Sponsor

**\$10,000**

**(Limited to 10)**

### All Platinum Sponsors receive the following:

- Complimentary 10' x 20' booth at the Expo, may select Premier booth with no upcharge
- Recognition as a Platinum Sponsor of the TIADA Conference & Expo
- Welcome message - provide your pre-recorded greeting (30 seconds or less) and we'll show it during Monday's General Session
- Exclusive invitation to a private event with the TIADA Board of Directors and other association leaders
- Four (4) Associate Full Conference Registration Passes - includes admittance to general sessions, education sessions, excludes Dealer Driven Roundtables
- 25% off all additional Associate Full Conference Registration Passes (\$315)
- Four (4) Awards Banquet dinner tickets
- Option to purchase Award Banquet dinner tickets for \$150 per person
- Up to four (4) exhibit hall passes for your booth staff (valid for exhibit hall activities only)
- Company logo on conference homepage at [www.conference.tiada.org](http://www.conference.tiada.org)
- Two (2) Dealer Scholarships to the conference or four (4) DEALER Day Passes\*
- Your name and/or logo on all email, direct mail, print advertising and confirmation communications
- Dealer Driven Round Table Assistant – one representative from your company will assist an assigned moderator at a specific Dealer Driven Round Table
- Exclusive digital advertising at the Opening General Session
- Your company logo displayed on table signage at the Opening General Session and other General Sessions
- Recognition on conference signage
- List of attendees
- Tote bag insert
- Your company logo displayed on table signage at the Opening General Session & Tuesday's Legislative Update
- Company name, logo and website hyperlink on [www.conference.tiada.org](http://www.conference.tiada.org)
- Company logo banner on mobile app hyperlinked to your website
- Company name, logo, and description on conference mobile app
- Company logo on Passport to Prizes

\*Scholarships must be awarded and redeemed by June 14th.

# Sponsorships Packages

## Gold Sponsor

**\$7,000**

### All Gold Sponsors receive the following:

- Complimentary 10' x 10' booth at the Expo, may select Premier booth with no upcharge
- Three (3) Associate Full Conference Registration Passes - includes admittance to the exhibit floor, general sessions, and education sessions. Excludes Dealer Driven Roundtables
- 20% off all additional Associate Full Conference Registration Passes (\$340)
- Three (3) Awards Banquet dinner tickets
- Option to purchase Award Banquet dinner tickets for \$150 per person
- Two (2) Dealer Scholarships to the conference or four (4) DEALER Day Passes\*
- Up to four (4) exhibit hall passes for your booth staff (valid for exhibit hall activities only)
- Your logo on all print advertising communications
- Education Breakout Session Introduction/Closing – one representative from your company will have the opportunity to introduce a conference session presenter or provide the closing. Limited availability
- Recognition on conference signage
- List of attendees
- Company name, logo, and website hyperlink on [www.conference.tiada.org](http://www.conference.tiada.org)
- Company name, logo, and description on conference mobile app
- Company logo on Passport to Prizes

\*Scholarships must be awarded and redeemed by June 14th.

## Silver Sponsor

**\$5,000**

### All Silver Sponsors receive the following:

- Complimentary 10' x 10' booth at the Expo
- Two (2) Associate Full Conference Registration Passes - includes admittance to exhibit floor, general sessions, and education sessions. Excludes Dealer Driven Roundtables
- Option to purchase Award Banquet dinner tickets for \$150 per person
- One (1) Dealer scholarship to the conference or two (2) DEALER Day Passes\*
- Up to four (4) exhibit hall passes for your booth staff (valid for exhibit hall activities only)
- Your logo on all print advertising communications
- Recognition on conference signage
- List of attendees
- Company name and logo on [www.conference.tiada.org](http://www.conference.tiada.org)
- Company name, logo, and description on conference mobile app

\*Scholarships must be awarded and redeemed by June 14th.

# Sponsorships Packages

## Bronze Sponsor

**\$3,000**

### All Bronze Sponsors receive the following:

- Complimentary 10' x 10' booth at the Expo
- One (1) Associate Full Conference Registration Passes - includes admittance to exhibit floor, general sessions, and education sessions. Excludes Dealer Driven Roundtables
- Option to purchase Award Banquet dinner tickets for \$150 per person
- Your name on all print advertising communications
- Up to four (4) exhibit hall passes for your booth staff (valid for exhibit hall activities only)
- List of attendees
- Company name on [www.conference.tiada.org](http://www.conference.tiada.org)
- Company name and description on conference mobile app

## Specialty Sponsor

**\$6,500**

### All Specialty Sponsors receive the following:

- Complimentary 10' x 10' booth at the Expo
- Two (2) Associate Full Conference Registration Passes - includes admittance to exhibit floor, general sessions, and education sessions. Excludes Dealer Driven Roundtables
- Option to purchase Award Banquet dinner tickets for \$150 per person
- One (1) Dealer scholarship to the conference or two (2) DEALER Day Passes\*
- Up to four (4) exhibit hall passes for your booth staff (valid for exhibit hall activities only)
- List of attendees
- Company name on [www.conference.tiada.org](http://www.conference.tiada.org)
- Company name and description on conference mobile app

\*Scholarships must be awarded and redeemed by June 14th.

## Specialty Sponsorship Options



### Coffee Break Sponsor

- Get the conference attendees off to a great start and get them thinking about your company when your logo is included on the coffee cup wraps distributed during breakfast, education breaks, and dessert
- Your company name or logo on napkins and coffee cup wraps



### Lanyard

- Talk about logo wear! When your company's name and logo is on the badge-holder lanyards worn by all registrants, you're never out of sight - or mind.
- Your company name or logo (your design) on registrants lanyard

Continued on next page

# Specialty Sponsorships

## Directional Signage



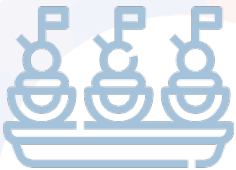
- **Lead the way - all the way through the conference events.** Your company will maintain a consistent presence with its logo prominently featured on directional signs.
- Your logo will be placed on all meeting directional signage, includes floor decals to Welcome Reception, Education and Expo Hall; excluding sponsor signage

## Digital Signage



- **Your company will maintain a consistent presence with its logo prominently featured on the Virtual Concierge Stations and meeting room e-readers**
- Your logo will be placed on all digital directional signage, Virtual Concierge Stations and education meeting rooms; excluding the Expo Hall

## Happy Hour Appetizers



- **Dealers are looking to unwind and grab some grub after a day chockful of education! Be there to welcome them and help them unwind and grab a bite to snack on.**
- Your company name on cocktail napkins
- Table signage

## Happy Hour Bar



- **It's all about that prime exposure in the expo hall! Be the popular spot during the last two hours of the first day of the show.**
- Your company name on beverage napkins.
- Bar signage
- One beverage tickets with your company name or logo will be placed in the dealer's conference packet

## Welcome Reception Bar



- **Sponsor the Welcome Reception, where leaders in the industry will come together over cocktails.**
- Signature Drink
- Your company name or logo on beverage napkins at the Welcome Reception.
- Your company name or logo displayed on signage at the Welcome Reception

## Welcome Reception Appetizers



- **Sponsor the Welcome Reception, where leaders in the industry will come together over cocktails.**
- Your company name or logo on napkins at the Welcome Reception.
- Your company name or logo displayed on signage at the Welcome Reception

## Conference Notebook



- **Enjoy a high level of brand visibility when your company logo is on conference notepads as attendees take notes throughout the event and post-conference as they take their notepads back to their dealership**
- Your company name or logo on a notepad and pen distributed to all attendees

## Water Bottle



- **Chug! Chug! Chug! Greet the dealers with your branded water bottle as they head to their education sessions and to the Expo Hall.**
- Your company name or logo on a refillable water bottle

## Hotel Key Card



- **Every time they use their keys, they'll see your name. Put your company's product name or logo on all hotel keys and into the hands of TIADA Conference attendees over the course of the two-day meeting**
- Your company name or logo (your design) on host hotel key cards

## Other



Have a great sponsorship opportunity idea that you don't see here? Call Patty Huber at 512.310.9795 to discuss.

# Sponsorship Add-Ons

Boost your conference presence beyond the booth - explore our à la carte options below. These opportunities are available on a first-come, first-served basis.

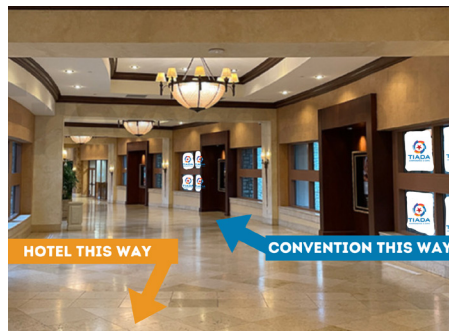
## A LA CARTE OPTIONS\*



### EXPO HALL WINDOW CLING

\$2500 ( 6 Available)

Your graphic design on windows directly across from the expo hall.



### BRIDGE WINDOW CLING

\$2500 ( 8 Available)

Your graphic design on windows down the hall all must walk through to get to the convention center of the Venue from the lobby/ Guest rooms.



### CONVENTION HALL BANNERS

\$5000 ( 2 Available)

Welcome everyone on their way to and from the convention with banners.

## CHARGING STATION - \$1,000 (4 Available)

Dealers are always looking to charge up their mobile devices! Let 'em get a boost at your charging kiosk! Your company logo will be prominently displayed on the charging kiosk - available in the Expo Hall Lounge.

## ESCALATOR RUNNER CLING - Call for Rates

Escalators provide heavy foot traffic over two days at the conference, make your mark and secure this high- impact sponsorship opportunity.

## ATTENDEE BAG INSERT - \$500 (10 Available)

Would you like to get something into the hands of every attendee? Then a bag insert is for you. Just send us your item and we will take care of the rest.

Sponsor to provide 600 inserts; promo item, etc. and mail to the state association office by July 14th.

## ADVERTISING IN THE CONFERENCE EDITION OF TEXAS DEALER MAGAZINE - Call for Advertising Rates

Advertising improves show brand awareness up to 46% and on-site promotional opportunities increase brand awareness up to 104%!" Source: Center for Exhibition Research (CEIR).

\*More options may become available and will be on a first-come, first-serve basis.

# Booth Details

<b>EXHIBIT HALL MOVE-IN HOURS</b>	<b>EXHIBIT HALL SHOW HOURS</b>	<b>EXHIBIT HALL MOVE-OUT HOURS</b>
<b>SUNDAY, JULY 27</b> 12:00 p.m. - 7:00 p.m.	<b>MONDAY, JULY 28</b> 12:00 p.m. - 3:00 p.m.	<b>TUESDAY, JULY 29</b> 2:00 p.m. - 6:00 p.m.
<b>MONDAY, JULY 28</b> 7:00 a.m. - 12:00 p.m.	<b>MONDAY, JULY 28</b> 5:15 p.m. - 7:00 p.m.	
	<b>TUESDAY, JULY 29</b> 12:00 p.m. - 2:00 p.m.	

## BOOTH PACKAGE INCLUDES

- Standard 10' back drape & 3' side drape in show colors
- One 6' draped table, two chairs
- Small wastebasket
- One 7" x 44" identification sign
- Pre-registration dealer list two weeks prior to conference, one-week post conference
- Company name at [www.conference.txiada.org](http://www.conference.txiada.org)
- Welcome Reception, Sunday 6:30p.m. - 8:30 p.m. (all vendors are invited)
- Add \$200 for corner booth location
- Add \$1250 for Premier booth (Silver; Specialty; Bronze)
- 10' x 20' and island booths available - Call to inquire
- Maximum purchase of one conference registration pass per Bronze exhibiting company
- See Exhibitor Application Terms & Conditions for additional information

## BOOTH PACKAGE EXCLUDES

Order forms for the below items will be included in the Freeman Exhibitor Service Kit given to you after you have signed up to participate.

- Conference Registration\*
- Hotel accommodations
- Utilities
- Internet
- Phone lines
- Services for assembly, dismantling or rigging
- Floral
- Signs
- Furniture Rental
- Material handling
- Carpet/padding (the expo hall is not carpeted)
- Cleaning of exhibit space (during expo hall hours)

\*Conference Registration passes vary with sponsorship levels; please review all sponsorships for more information.



# Terms & Conditions

**1. ASSIGNMENT OF SPACE:** Assignment of space will be made based on the date on which the Exhibitor application is processed. TIADA reserves the right of that decision and the right to amend the floor plan or relocate exhibits at its discretion. The space reserved is for an in-person conference.

**2. PAYMENT FOR SPACE:** The start rate per 10'x 10' is \$3,000. All participating exhibitors must be a TIADA member. Payment for space rental must accompany the Exhibitor's application. Applications will not be processed without payment. In the event of withdrawal prior to June 21, 2024, all fees paid for exhibit space will be returned to the Exhibitor less 50% service charge. Exhibitors who withdraw after June 21, 2024 are not eligible for a refund.

**3. LIABILITY:** Neither TIADA nor its agents or representatives will be responsible for any injury, loss, theft or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever. Under no circumstances will TIADA be liable for lost profits or other incidental or consequential damages. TIADA shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, pandemics or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the Exhibitor's exhibit is deemed to be the invitee or licensee of the Exhibitor rather than the invitee or licensee of TIADA. Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the conference and exhibit facility. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees, or independent contractors, whether acting within or without the scope of their authority resulting directly or indirectly, or jointly from other causes which arise because of the actions or omissions of its agents, employees, or independent contractors, whether acting within or without the scope of authority. There is no other agreement or warranty between the Exhibitor and TIADA except as set forth in this document. The rights of TIADA under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of TIADA. This contract shall be governed by Texas State Law.

**4. INSURANCE:** Valuable items are the responsibility of the individual exhibitors and should be secured when the exhibits are closed. In all cases, exhibitors wishing to insure their goods must do so at their own expense.

## **5. RESPONSIBILITY OF THE EXHIBITORS:**

**A.** The Exhibitor is responsible for damage to property. No signs or other articles may be affixed, nailed or otherwise attached to walls, doors, etc., in such manner as to deface or damage them. Likewise, no attachments may be made to the floors by nails, screws, or any other device which would damage or mar them.

**B.** Exhibits must be self-contained within the booth area assigned, and neither chairs, furniture or exhibit materials are to be placed outside the booth area, nor set up in such a manner as to block any exits.

**C.** Exhibitors displaying equipment where there is a possibility of oil drippings or other foreign matter must provide a tarpaulin or other adequate protection to the floor or carpet.

**D.** Exhibitors shall abide by those rules and regulations that TIADA may promulgate regarding the conduct of exhibitors at TIADA's Conference & Expo. Exhibitors shall conduct themselves in a professional and ethical manner at all times during the Conference. Exhibitor acknowledges that the materials displayed at booths of other exhibitors at the Conference are for the use of said other exhibitors and Conference attendees only, and exhibitors shall not obtain any such materials from another exhibitor's booth without the prior consent of the other exhibitor.

**E.** Up to 4 Exhibit Hall Passes provided with each 10'x10', additional exhibit passes are subject to a \$150 fee per pass.

**F.** The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of Gaylord Texan Resort & Convention Center. Exhibitor shall indemnify and hold harmless TIADA, the Gaylord Texan Resort & Convention Center and any authorized representative, agent or employee of the forgoing of any and all losses, damages and claims.

# Terms & Conditions

**6. EXHIBIT HALL:** The exhibit hall will be located at the Gaylord Texan Resort & Convention Center, 1501 Gaylord Trail, Grapevine, TX 76051; Longhorn A-B.

**7. BOOTHS:** Booths will be 10' deep by 10' wide with side dividers 3' high. Back-wall and side-wall draping, one draped table, two chairs and one booth identification sign per each exhibiting company will be provided to the Exhibitor. Additional booth furnishings, electricity, as well as other items may be obtained at the Exhibitor's expense from the official decorator, Freeman. Labor to help exhibitors erect and dismantle their exhibits may also be contracted and purchased through Freeman. A complete exhibitor's service kit will be sent to each Exhibitor by the official decorator. The contractor for TIADA is: Freeman / [www.freemanco.com](http://www.freemanco.com)

**8. OBJECTIONABLE DISPLAYS:** Displays shall not be obtrusive, noisy or otherwise objectionable, nor shall they violate municipal, state or federal laws, rules or regulations, including safety codes.

**9. SHIPPING:** Exhibit shipping instructions will be included in your exhibitor's service kit. The Gaylord Texan Resort and Convention Center is not able to store display material and/or show merchandise. All exhibit freight, boxes and equipment must be brought to and removed from the Gaylord Texan by the contracted drayage company. All freight must be received by Freeman.

**10. USE OF EXHIBIT:** Exhibitor shall not assign, sublet or share the space allotted without the knowledge and written consent of TIADA. Exhibitors must display only the goods manufactured or services rendered by that registered exhibitor in their regular course of business or described in the contract. TIADA reserves the right to restrict exhibits which, because of noise, method of operation, materials or for any other reason become objectionable, and also to prohibit or to remove any exhibit which, in the opinion of TIADA, may detract from the general character of the Exposition as a whole, or consist of products or services inconsistent with the purpose of the Exposition. This reservation includes persons, things, conduct, printed matter, and anything of a character which TIADA determines is objectionable. In the event of such restriction or removal, TIADA shall not be liable for any refunds or other exhibit expenses. Review Suitcasing/Outboarding Policy

**11. SOUND SYSTEM:** The use of sound systems are permissible, provided that they are not audible more than 3 feet into the aisle or into neighboring booths, and that the sound is directed into the exhibitor's booth or vertically. TIADA shall have absolute control over the implementation of this regulation, the intent of which is that sound systems shall not be audibly objectionable to neighboring exhibitors.

**12. EXHIBITOR'S PROTECTION:** No organization or firm not assigned exhibit space is permitted to solicit business within the exhibit area.

*Review Suitcasing/Outboarding Policy*

**13. LITERATURE DISTRIBUTION:** All literature must be distributed within the booth space assigned. No materials may be placed on tables or chairs, attached to meeting space walls or ceilings or left in public places or distributed in aisles, lounge areas or other exhibitor booths. Items found in these places will be disposed.

**14. AGREEMENT OF CONDITIONS:** Each exhibitor, for themselves and their employees, agrees to abide by these conditions and by subsequent amendments and additions; it being understood and agreed that the sole control of the exhibit hall rests with the TIADA.

# Suitcasing/Outboarding

In order to protect our valued exhibiting companies and their investment in the TIADA Conference & Expo, hereby known as "Conference", our rules strictly prohibit "suitcasing" or "outboarding", whereby non-exhibiting attendees transact business on the trade show floor or on the premises of the Gaylord Texan Resort and Convention Center during the Conference events.

In order to distribute information to and conduct business with attendees of the Conference, an individual must be a representative of an exhibiting company. All materials must be distributed from the company's exhibit booth and not in the public areas of the resort, except with the express written consent of TIADA.

## **Definitions of Suitcasing and Outboarding**

"Suitcasing" and "outboarding" are unethical parasitic business practices in which non-exhibitors attempt to gain access to trade show attendees without investing in the event. "Suitcasing" refers to non-exhibitors who go to shows as attendees but who solicit business in the aisles or common areas of the facility in which the Conference is held. "Outboarding" refers to non-exhibitors who set up exhibits or events at off-site locations, in hotel hospitality suites, restaurants or other public places of assembly, and who encourage attendees to do business outside of the trade show floor. By suitcasing and outboarding the Conference, an attendee gains an unfair competitive advantage over exhibitors that have invested money and other resources in the Conference.

## **TIADA Annual Conference & Expo Policy Regarding Suitcasing or Outboarding**

Any TIADA non-exhibiting attendee who is observed to be soliciting business in the aisles of the trade show or any reserved TIADA space during the Conference event will be asked to leave immediately. Further, any suitcasing will result in a minimum sponsorship fee being charged to the non-exhibiting company. In lieu of payment, each dealer attendee will be notified of the violation.

## **Reporting Policy Violations**

Only Conference registrants who properly display their official Conference badge will be allowed on the trade show floor. Prior to the Conference: If you feel that there is a reasonable risk of a problem involving suitcasing or outboarding, notify TIADA prior to the Conference.

**Onsite:** If you suspect a non-exhibiting company of suitcasing or outboarding, report the incident to TIADA immediately. Upon receipt of the complaint from an exhibitor, TIADA will: Review the complaint with the exhibitor; investigate the complaint and determine what action will be taken, including meeting with the individual/Company that is accused of suitcasing or outboarding.

If TIADA determines that a complaint is valid but the violator will not attend a resolution meeting nor will they leave the trade show floor or cease any suitcasing or outboarding activities, then hotel security will be contacted to escort the violator(s) from the building. TIADA reserves the right to levy penalties for violation, up to and including suspension from participation in future TIADA events.

These policies are an industry standard, recognized by the International Association of Exhibitions and Events (IAEE). If you have questions regarding this policy, please contact TIADA at 512.244.6060