2020 Sponsorship Opportunities
Partnering with Us

ABOUT TXA
The Texas Society of Architects (TxA) is a state component of the American Institute of Architects (AIA). Founded in 1939, we are one of the nation’s largest organizations of architectural professionals, with 17 regional chapters and more than 7,000 members. Our mission is to be the voice for Texas architecture, supporting the creation of safe, beautiful, sustainable environments.

Representing more than 12 percent of the AIA National membership, TxA continues to be one of the largest and strongest state components.

WHY A VIRTUAL CONFERENCE?
COVID-19 has changed the way we live, interact, and meet. Our main priority is the safety and well-being of our members, supplier partners, and staff. For this reason, we have proactively made the decision to re-imagine this year’s Annual Conference + Design Expo into a dynamic, interactive, virtual experience. The spirit of our Annual Conference will remain intact as we continue to offer outstanding keynotes, timely breakout sessions, informative tours, engaging networking opportunities, and a fully-interactive exhibit experience.

WHY BECOME A TXA SPONSOR?
We are committed to supporting you with the same level of quality, attention and diligence to which you are accustomed. We are excited to expand industry engagement, offering new and innovative ways for architects to share best practices, discuss new products and services, and immerse themselves in current architectural trends through our interactive virtual platform.

In 2020, TxA sponsors will experience the following (and much more):
» Greater visibility and opportunities to connect with attendees through our digital exhibit hall
» Meaningful conversations through online chat features, forums, Q&As, and participation in live sessions
» Customized prerecorded presentations, video demonstrations, and recent case studies, all featuring your organization
» Increased lead time with your content living on for an additional six months on the TxA conference platform
» State-of-the-art analytics and lead capture data
Sponsorship Packages

COMMUNITY SPONSORS  
$4,000 | 10 AVAILABLE

» One (1) booth with all exhibitor benefits in the 2020 Design Expo

» Inclusion in an article announcing all sponsors in one (1) issue of CheckSet, a weekly e-newsletter that goes out to all 7,000 TxA members

» Logo visibility during each keynote session

» One (1) sponsor-generated post via TxA social media platforms prior to or following event (ex. engagement could include giveaways, product promotion, unveiling new products, etc.)

» Inclusion in a TxA-created LinkedIn group, used exclusively to create desirability around this year’s conference and provide a platform for sponsors and attendees to connect

» Company listing with a short 50-word service or product description on the event website

» Sponsorship performance analytics provided post conference (ex. attendance numbers, social media performance, click-throughs, and related content downloads)

» 2020 conference attendee list (excluding emails)

» Company listing in event program guide

» Five (5) complementary expo-only passes for the 2020 Design Expo
**SILVER SPONSORS**
$7,500 | 4 AVAILABLE

Will include all benefits from the Community Sponsorship Package, plus:

» Logo included on banner on attendee conference website and registration pages

» Exclusive sponsorship of two (2) CE sessions

» Two (2) prerecorded video speaker introductions for select CE sessions (max. 45 seconds each)

» Participation and recognition in the 2020 VIP Lounge on the virtual Design Expo experience

» A 15-second sponsor-created promotional video appearing on social media platform of sponsor’s choice

» Two (2) full conference passes plus Design Expo passes included in Community Sponsorship benefits
GOLD SPONSORS
$20,000 | 4 AVAILABLE

Will include all benefits from the Community Sponsorship Package, plus:

» Logo included on banner on attendee conference website and registration page

» Exclusive Session Sponsorship of three (3) CE sessions

» Three (3) prerecorded video speaker introductions for select CE sessions (max. 45 seconds each)

» Participation and recognition in the 2020 VIP Lounge on the virtual Design Expo experience

» A 15-second sponsor-created promotional video appearing on social media platform of sponsor’s choice, shared 1X

» Banner advertisement in one (1) issue of CheckSet, a weekly e-newsletter that goes out to all 7,000 TxA members

» One (1) guest blog entry

» One (1) half-page ad in event program guide

» Inclusion in a 15-minute prerecorded mini-session or product video to play during a break between sessions

» Four (4) full conference passes and five (5) extra Design Expo passes, plus Design Expo passes included in Community Sponsorship benefits

» Customized exclusive sponsorship of one (1) conference add-on from the list below ($10,000 value)

GOLD SPONSORSHIP ADD-ONS (SELECT ONE)

» Exclusive swag box sponsor. Logo printed on inside conference swag boxes, and all 3-day registrants receive prior to event (1 available)

» Wednesday Exclusive Happy Hour Sponsor (1 available)

» Thursday Exclusive Happy Hour Sponsor (1 available)

» Friday Exclusive Happy Hour Sponsor (1 available)

» Three-minute introduction of keynote speaker (2 available)

NOTE: Returning sponsors will have first right of refusal for benefits they have held in prior years
PLATINUM SPONSOR
$35,000 | 1 AVAILABLE

All benefits from the Community Sponsorship Package, plus:

» Logo included on banner on attendee conference website and registration.

» Exclusive sponsorship of one (1) keynote speaker

» Exclusive sponsorship of eight (8) CE sessions

» Eight (8) prerecorded video speaker introductions for select CE sessions (max. 45 seconds each)

» Participation and recognition in the 2020 VIP Lounge on the virtual Design Expo experience

» One (1) full-page ad in event program guide

» One (1) banner ad in app

» One (1) guest blog entry

» A 15-second sponsor-created promotional video appearing on social media platform of sponsor’s choice, shared 2X

» Banner advertisement in one (1) issue of CheckSet, a weekly e-newsletter that goes out to all 7,000 TxA members

» Inclusion in a prererecorded 15-minute mini-session or product video to play during a break between sessions

» Two (2) EPIC registration passes, four (4) full conference passes and 15 extra expo-only passes to the Design Expo, plus Design Expo passes included in Community Sponsorship benefits

» Customized exclusive sponsorship of two event/item of the conference with a $25,000 value. (Consult with Tod Stehling)
Optional Additions

**ADD-ON SPONSORSHIP OPPORTUNITIES**

» One (1) item in the conference swag box mailed to all attendees  
(Cost and availability dependent upon box contents. TxA oversees item selection/design for weight/shipping purposes. Sponsor responsible for all costs of item.)

» One (1) Banner ad in app  
($500 | 2 available)

» One (1) push notification in app the week prior to the event  
($150 | 6 available)

» One (1) push notification in app during the daily dedicated expo hour  
($450 | 3 available)

» A 15-minute, prerecorded commercial to play during breaks*  
($2000 | 4 available) *Sponsor responsible for producing video own cost.
<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>COMMUNITY SPONSOR</th>
<th>SILVER SPONSOR</th>
<th>GOLD SPONSOR</th>
<th>PLATINUM SPONSOR</th>
<th>EXHIBITORS</th>
<th>10x20 booth or smaller</th>
<th>10x30 booth or larger</th>
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<td>Three-minute video displayed on event website</td>
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<td>Exclusive use of TxA firm Matchmaking tools</td>
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<td>Participation in virtual Expo Tour</td>
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<td>Logo visibility during each keynote session</td>
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<td>Logo visible on conference website and registration pages</td>
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<td>Prerecorded video introductions for sponsored CE sessions</td>
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<td>Exclusive sponsorship of one (1) keynote speaker</td>
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<td>One (1) banner ad in app</td>
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**NOTE:** See details of top portion in TxA’s 2020 Exhibitor Prospectus.
Virtual Conference + Showcase
28–30 October 2020

9700+
ARCHITECTS IN TEXAS

Virtual Event = National Reach
87,000+ AIA National Members

TEXAS MEMBERS 7000+

73%

3-DAY VIRTUAL EVENT
3 Keynotes | 27 CE Sessions | 9 Tours

CONTACT
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