

CONNECT.  
BUILD.  
CULTIVATE.

**Texas**  
Society of  
**Architects**

**2018 Design Expo**

8–9 November

Fort Worth Convention Center



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## WELCOME TO TEXAS!

Texas is home to a thriving market, and the state is looking for partners to help speed new growth. Will you be one of them?

As the voice for Texas architecture, the Texas Society of Architects (TxA) seeks to maintain the profession and foster growth, progress, and recognition for architecture statewide and throughout the Southwest. By partnering with us, you send a clear message that you support safe, beautiful, and sustainable environments. We offer sponsorship opportunities that cater to all marketing needs and provide year-round exposure and ongoing industry involvement.

The TxA 79th Annual Convention and Design Expo happens November 8–10, 2018 in Fort Worth. Our convention is an intensive three-day experience, drawing more than 3,500 industry professionals each year. The Design Expo, which takes place on the first two days of the Convention, gathers firm leaders, top-level principals, partners, designers, and key influencers ready to make buying decisions. With approximately 350 booths, our show offers a variety of the highest quality architectural products and services on the market. It is the largest architectural products show of its kind outside of the AIA National Expo. Embrace this unique opportunity to showcase your brand, your products, and your staff while engaging with thousands of key decision makers.

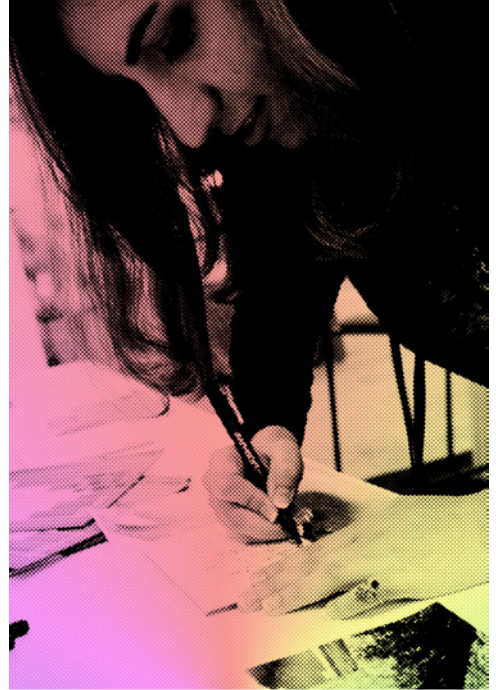
Join us in Fort Worth!

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## NEW WAY OF THINKING

Traditional expo floor plans are outdated, unproductive, boring, and lack energy and engagement. We are making changes! In our efforts to explore innovative opportunities for attendees, we have revamped our Design Expo to offer a non-traditional trade show experience, filled with interactive attendee/exhibitor opportunities and a captivating learning environment. Attendees and suppliers will participate in enthusiastic pockets of unexpected networking, education, and demonstrations.

Our reconfigured Design Expo floor plan will offer wide diagonal aisles, better sight lines, new engagement settings, food stations, and beverage pockets, infused with live music and special performances, as well as "pop-up" features for all attendees.



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## TRAFFIC BUILDERS

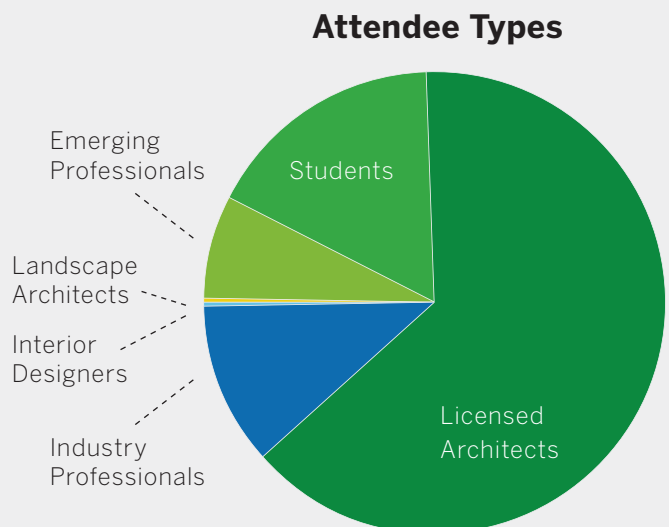
Each zone of the TxA Design Expo is home to a unique range of exhibitors, separated to best highlight the companies within them. We have designed the floor to make connections between exhibitors and attendees as easy as possible. Explore pockets of interactive engagement offerings scattered within the Expo, including a demo theater, CE theater, material tours, a Cowboy Corner, a beer garden with demonstrations by master craftsman, Texas wine and artisan cheese pairings, buzz bars, food trailers, a bookstore "solution center," and the Texas Artisan row.



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## OUR STATS

Graphs show attendee representation at the 77th Annual Convention and Design Expo, 3–5 November 2016, in San Antonio, Texas. This data is based on a demographic survey conducted during registration.



## EXHIBITOR BENEFITS

By exhibiting with TxA, you will enjoy a premium booth setting, recognition at all stages of the Annual Convention and Design Expo, and exclusive access and promotional activities throughout the following year.

### On-Site

- Standard 8'-high backdrop with 3' siderail draping in the show colors
- Standard company identification sign
- Four complimentary exhibitor registrations per 10'x10' booth
- 24-hour security service

### Marketing

- Product listing and recognition in the convention's onsite Program Guide
- Company listing and product description in the September/October issue of *Texas Architect* magazine, as well as a 10% discount on advertising for the issue
- Exhibitor listing on the TxA website through February 2019

### Follow-Up

- Complimentary Design Expo attendee mailing, upon request, by two weeks after the convention
- Early selection of booth(s) for the next year's Design Expo
- Advance notice of sponsorship opportunities
- Access to customized lead-retrieval system

## SHOW INFORMATION

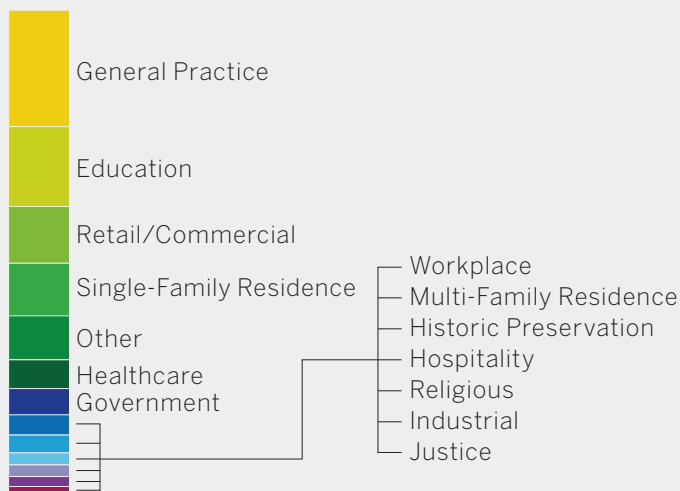
**November 6** Tuesday Delivery of warehouse freight to site; pipe and drape installation

**November 7** Wednesday Exhibitor Move-In

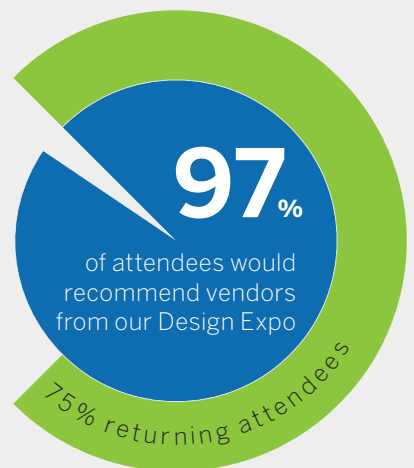
**November 8** Thursday Exhibitor Move-In  
Convention Welcome Party in the Expo Hall

**November 9** Friday Exhibit Hall Open  
Networking Lunch in the Expo Hall  
Social Event in the Expo Hall  
Exhibitor Move-Out

### Area of Focus



### Retention & Recommendation





**FLOOR PLAN**

Reserve online [texasarchitects.org/exhibitors](http://texasarchitects.org/exhibitors)

- Exteriors
- Interiors
- Building Science/Professional Practice



**BOOTH RATES**

|                           |         |                         |  |
|---------------------------|---------|-------------------------|--|
| <b>Standard 10' x 10'</b> | \$2,000 | <b>Island 20' x 20'</b> | \$8,000  |
| <b>Corner 10' x 10'</b>   | \$2,200 | <b>Custom Booth</b>     | Contact Tod Stehling<br><a href="mailto:marketing@texasarchitects.org">marketing@texasarchitects.org</a> |
| <b>Double 10' x 20'</b>   | \$4,200 |                         |  |

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## CONTACT

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[texasarchitects.org/exhibitors](https://texasarchitects.org/exhibitors)

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