

It's time to Shake, Rattle and Roll at  
*Texas Sign Association's  
67th Annual Conference*

*June 11-13, 2020*

*Horseshoe Bay Resort  
Horseshoe Bay, TX*

**Texas Sign Association**  
67<sup>th</sup> Annual New Product Show & Conference

**June 11-June 13, 2020**

**Facts-At-A-Glance**

<b>Exhibits Facility:</b>	Horseshoe Bay Resort 200 Hi Circle N. Horseshoe Bay, TX 78657 Phone: (877) 611-0112
<b>Ballroom:</b>	Granite Ballroom
<b>Tabletops:</b>	83 (All booths are 8'x10')
<b>Cost per Tabletop:</b>	\$850.00 – Member Rate \$1250.00 – Non-Member Rate Includes ONE complete conference registration for one attendee and one booth space (Each 6' table is skirted and furnished with 2 chairs.)
<b>Crane Truck Display:</b>	<b>Outside Exhibit Hall</b> \$1050.00 – Member Rate; Includes ONE complete conference registration for one attendee and one exterior crane booth space \$1050.00 – Non-Member Rate; Includes ONE complete conference registration for one attendee and one exterior crane booth space
<b>Electricity &amp; Shipping:</b>	Electricity is included with your booth fee
<b>In-Coming and Outgoing Shipments</b>	<u>Schedule your shipment to arrive no sooner than 6/8/2020</u> SHIP TO: Exhibiting Company Name / Booth # _____ <b>TEXAS SIGN ASSN – ANNUAL CONV</b> Horseshoe Bay Resort Attention: Eugene Calancea Director of Audio Visual Horseshoe Bay Resort 200 Hi Circle Horseshoe Bay, TX 78657 Phone   830.598.7856 Mobile   830.220.2087 Fax   830.598.0374 <a href="mailto:ecalancea@hsbresort.com">ecalancea@hsbresort.com</a> <a href="http://www.hsbresort.com">www.hsbresort.com</a>
<b>Set-up Date &amp; Hours:</b>	Saturday June 13, 2020 6:30am – 9:00am
<b>Show Date &amp; Hours:</b>	Saturday, June 13, 2020 – 10:00am – 2:00pm - Lunch will be served. Please note: Exhibitors may not break down early.
<b>Move-Out Date &amp; Hours:</b>	Saturday, June 13, 2020 – 2:00pm – 3:30pm
<b>For more information:</b>	Texas Sign Association 2651 Boonville Rd. STE 140 Bryan, TX 77808 979-268-7500 – <a href="mailto:stacey@txsigns.org">stacey@txsigns.org</a>

# TSA Annual Conference Sponsorship Program

TSA is offering to our generous sponsors an annual Conference Sponsorship Program that would enable our sponsors to better control their budgets and plan accordingly. Participating in the program will give you sponsorship advertising in all conference marketing materials from the beginning of the year and signage at all events.

From the list below please mark the sponsorships you wish to participate in, and email or fax this form to: [leona@txsigns.org](mailto:leona@txsigns.org) or (F) 979-268-7501  
Some sponsorships are limited and are sold on a First Come First Serve basis.

## Conference Sponsors:

Sponsorship payments must be received, in full, **prior to February 1, 2020**. Sponsors will have first pick of available booth spaces.

- TSA Annual Conference Platinum Sponsorship** \$4500.00+ Auction donation of your choice  
*Platinum:* 2- 8x10 booth space, sponsorship of Golf Tournament Food or Beverage, 2 Pick A Player Option Fee, Full conference Registration for 2 attendees, 6 booth workers, Full page Conference Program Ad, Advertising in all Conference Marketing materials, Advertising on conference signage, Sponsorship Award, First pick of available Booth space. (Ad layouts must be received by February 1<sup>st</sup> to be included in marketing materials)
- TSA Annual Conference Gold Sponsorship** \$2500.00+ Auction donation of your choice  
*Gold:* 1- 8x10 booth space, 2 Full conference Registration and 3 booth workers, ½ page conference Program ad, Advertising in all Conference Marketing materials, Conference Signage. (Ad layouts must be received by February 1<sup>st</sup> to be included in marketing materials)
- TSA Annual Conference Silver Sponsorship** \$1500.00+ Auction donation of your choice  
*Silver:* 1- 8x10 booth space, 1 Full Conference Registration, Conference Signage, 1/8-page conference Program ad, (Ad layouts must be received by February 1<sup>st</sup> to be included in marketing materials)
- TSA Annual Conference Bronze Sponsorship** \$ 1000.00+ Auction donation of your choice  
*Bronze:* 1/4-page conference program ad, Conference Signage, (Ad layouts must be received by February 1<sup>st</sup> to be included in marketing materials)

## Additional Conference Sponsorship Opportunities (max two per member company)

- Attendees Hotel Room Keys (Name/Logo on all attendee's key cards) W/ FINAL APPROVAL \$ 500.00+ cost
- Friday' AM Refreshment Break  
(Sponsored by Coffee Service in Registration Area, sponsors picks and pays for food service directly with the hotel) \$ 100.00+ cost
- Saturday's AM Refreshment Break  
(Sponsored by Coffee Service in Registration Area, sponsors picks and pays for food service directly with the hotel) \$ 100.00+ cost
- Friday's PM Refreshment Break (Iced Tea & Lemonade in Reg. Area) \$ 300.00
- Saturday's PM Refreshment Break (Iced Tea & Lemonade in Reg. Area) \$ 300.00
- Badge Lanyards (Authorized use of sponsor's lanyards) \$ 500.00
- Mirror Clings in Rooms (Sponsored by & Friday & Saturday Agenda) \$ 750.00+installation
- Saturday Night Ice Cream Float bar (Sponsored by & coke float items) \$ 150.00+cost
- Registration Room Candy Bar (Sponsored by signage) 4 sponsorships available \$ 250.00

## Golf Sponsorship Opportunities

- Golf Hole Event Sponsorship** \$ 500.00  
Each sponsor can set up at the hole a private event (Sponsor is responsible for tents, chairs, giveaway, games at their hole; Includes two non- golf positions)
- Golf Premium Hole Sponsorship (hole 1, 9, 18) \$ 200.00
- Golf Hole Sponsorship \$ 100.00
- Golf Lunch Sponsorship \$ 600.00
- Golf Beverage Cart Sponsorship \$ 600.00
- Golf Longest Drive Sponsorship \$ 200.00
- Golf Closest to Pin Sponsorship \$ 200.00
- Golf Air Canon Sponsorship \$1250.00  
(one sponsorship is available, first come first serve basis; included event banner with your logo, includes tent sponsorship) (Sponsor is responsible for tents, chairs, giveaway, games at their hole; Includes two non- golf positions)

Company Name \_\_\_\_\_ Total 2020 Sponsorship \$ \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone # \_\_\_\_\_

I understand by checking this box I am agreeing to authorize Texas Sign Association to automatically process my credit card below for the above amount.

____ VISA	____ MasterCard	____ AMEX	____ Check Enclosed # _____
Cardholder's Name _____			
Credit Card Number _____		Exp _____	
Billing Address _____		ST _____	Zip _____
Cardholder's Signature _____			

Return to: TSA, 2651 Booneville Rd. #140, TX 77808; [leona@txsigns.org](mailto:leona@txsigns.org); or fax the form with credit card information to: 979-268-7501

# TSA 67<sup>th</sup> Annual Conference Working Agenda

## Horseshoe Bay resort 50's Theme

### Wednesday June 10, 2020

Limestone	All Day	Office/Storage
Travertine	8:00am	Office & Registration set up
Post Oak	4:30pm – 5:30pm	Auction Committee Meeting
Post Oak	6:00pm – 8:30pm	TSA Board Meeting

### Thursday June 11, 2020

Post Oak	8:30am – 10:30am	TSA Comp Group Meeting
Travertine	10:00am – 4:30pm	Registration open
Travertine		Open Silent auction bidding
Post Oak	1:00pm – 2:00pm	TSAYP w/ BOD
Post Oak	2:00pm – 3:00pm	Supplier Meeting
Salons EFGH	4:30pm – 7:00pm	Opening Reception Golf Calcutta
Open Evening		
Cedar	10:00pm-12:00pm	TSA Sports Bar

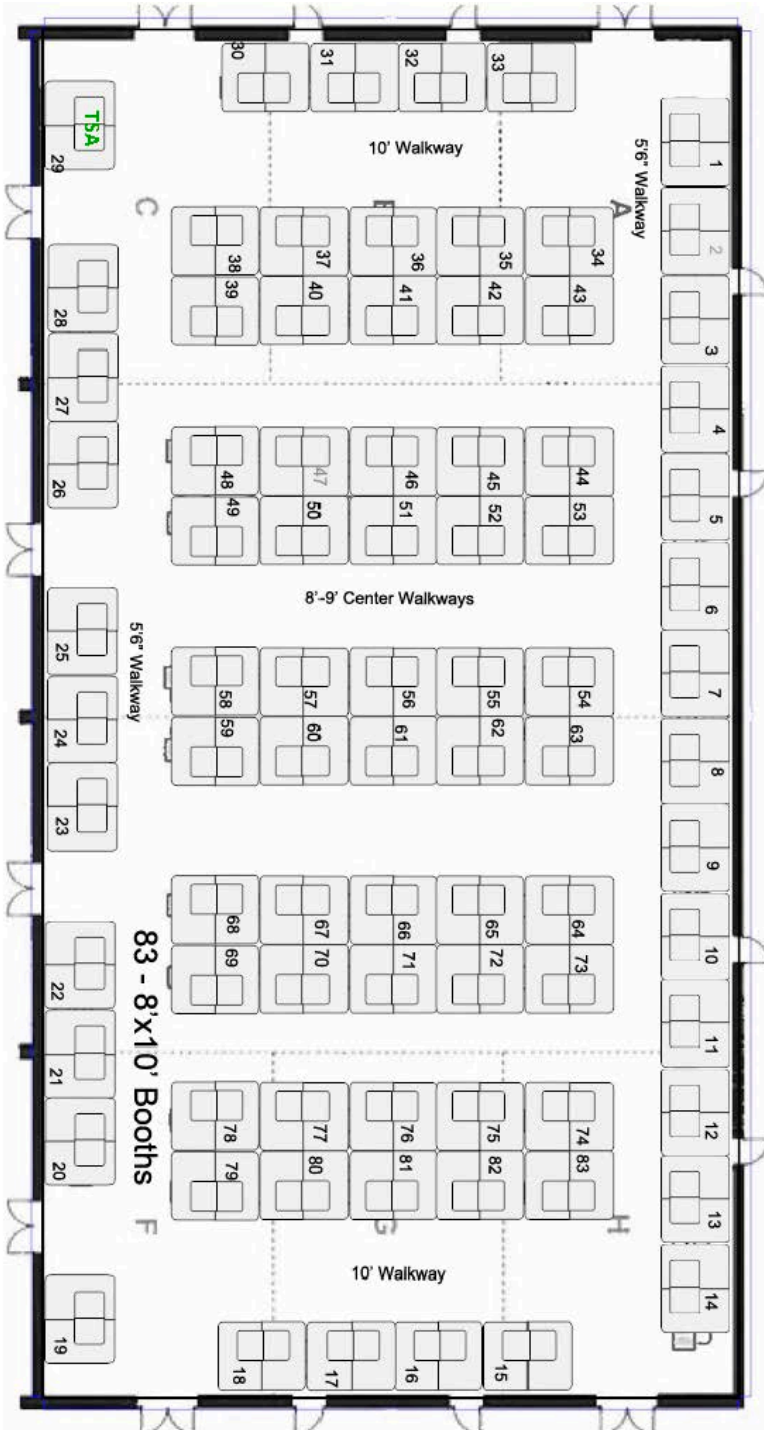
### Friday June 12, 2020

Travertine	9:00am – 5:00pm	TSA Registration Open
Salons ABCD	8:00am-10:30am	Design Contest/ Membership Meeting Breakfast
Travertine	10:30am	Opening of Frank Page Voting
Slick Rock	11:00am	Golf Tournament Lunch
Slick Rock	12:00noon-4:00pm	Golf Tournament Shotgun Start
Cottonwood	2:00-3:00pm	Seminar (TBD)
Granite Foyer	5:30 – 6:30pm	Reception
Granite Ballroom	6:30 – 10:30pm	Dinner and Live Auction
Cedar	10:30pm-12:00pm	TSA Sports Bar

### Saturday June 13, 2020

Granite Ballroom	6:30am – 9:00am	Setup New Products Show
Travertine	8:00am - 2:00pm	Registration Open
Granite Ballroom	10:00am – 2:00pm	2020 Sign Products Showcase with Lunch
Travertine	9:00am – 1:30pm	Auction Item Pick up Available
Post Oak	2:30pm – 3:30pm	2020-2021 TSA Board Meeting
Palm Patio/Cypress	4:00pm – 5:30pm	National Custom Event
Conference Pavilion	7:00pm – 11:00pm	Membership Appreciation Dinner - Closing Party: Sock Hop
Cedar	10:00pm-2:00am	TSA Sports Bar

Texas Sign Association 67<sup>th</sup> Annual Conference, Tradeshow Floor,



# Texas Sign Association's 67<sup>th</sup> Annual Conference Exhibitor Registration Form

Company \_\_\_\_\_  
 Show contact: \_\_\_\_\_ Email \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_ Cell \_\_\_\_\_

Requested Booth # \_\_\_\_\_  
  
 Space(s) \_\_\_\_\_

**Sponsorships:** Sponsorship payments must be received, in full, **prior to March 1, 2020**, to allow Sponsors to have first pick of booth space.  
 Platinum (\$4500.00)  Gold (\$2500.00)  Silver (\$1500.00)  Bronze (\$1000.00) Total: \$ \_\_\_\_\_

**Full Conference Exhibitor Attendee and Booth Registration** Includes ONE complete conference attendee: business meetings, refreshment breaks, hospitalities, Friday Dinner Event, and Saturday Sock Hop. Also, includes one 6' tabletop in a 8'x10' booth. Note: There is no charge for Sign Companies and their employees to attend the 2020 Sign Products Showcase only. **Electricity IS included in your booth fee.** Allied members must register as an Exhibitor to attend or "walk the floor" of the Sign Products Showcase.

**PLEASE NOTE: MAXIMUM OF 2 BOOTHS PER COMPANY ALLOWED DUE TO A SMALLER TRADESHOW FLOOR.**

TSA Member - \$850.00 per 8'x10' booth w/Full Conference Registration...# of booths \_\_\_\_\_ \$ \_\_\_\_\_  
 Non-Member - \$1250.00 per 8'x10' booth w/Full Conference Registration...# of booths \_\_\_\_\_ \$ \_\_\_\_\_  
 Additional Booth Spaces - \$500.00 per booth ..... # of booths \_\_\_\_\_ \$ \_\_\_\_\_  
 Crane - \$1050.00 Space w/Full Conference Registration (only **one** per company, only 4 spaces available) # of spaces \_\_\_\_\_ \$ \_\_\_\_\_  
**Registering after May 15, 2020 add \$100.00 per space** ..... \$ \_\_\_\_\_  
**Total: \$ \_\_\_\_\_**

**Booth Worker:** 3 booth workers are included in each 8'x10' booth (Booth Workers are only registered to attend the tradeshow, and must have one person registered for full conference)  
**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Full Conference Registration (Additional Exhibitor Attendees)** Includes complete conference, business meetings, refreshment breaks, hospitalities, Friday Dinner Event, and Saturday Sock Hop. The Golf Tournament is an additional charge.

**TSA Member Company Attendee (\$350.00) Non-Member Company Attendee (\$550.00) # of Attendees** \_\_\_\_\_ \$ \_\_\_\_\_  
**Late Registration Fee (if registering after May 15, 2020) Add \$100.00 per Attendee** # of Attendees \_\_\_\_\_ \$ \_\_\_\_\_

**Attendees:**  
**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
 Please attach a list for additional attendees (be sure to include the total number of attendees above in the pricing)

**Exhibitor Golf Registration at Slick Rock** (Includes Lunch Friday) **Exhibitors/Vendors registering for Golf must also be registered for the conference.**

TSA Allied Member (\$150.00) ..... # of Golfers \_\_\_\_\_ Total: \$ \_\_\_\_\_  
 Non-Member Allied/Exhibitor (\$199.00) ..... # of Golfers \_\_\_\_\_ Total: \$ \_\_\_\_\_  
**Pick A Player Option Fee (\$50.00)** (For those wishing to pick their golf partner. Only one Pick A Player per team, the two additional players on the team will be selected randomly. **DEADLINE TO PICK A PLAYER IS MAY 22, 2020.**) \$ \_\_\_\_\_  
 Golfer's Name: \_\_\_\_\_ Picked Player Name: \_\_\_\_\_  
 Please attach a list for additional Golfers.

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_  
**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Golf Tent Sponsorship** (5 available) .....# of tents \_\_\_\_\_ @ \$500.00..... Total \$ \_\_\_\_\_  
 Each sponsor can set up on a hole a private event (Sponsor is responsible for tents, chairs, giveaway, games at their hole, and cleaning up after. Includes TWO Non-golfers.)

**Golf Air Canon Contest Tent** (1 Available) .....@ \$1250.00..... Total \$ \_\_\_\_\_

Additional NON-Golfers (\$50.00) .... (will include lunch) ..... # of non-golfers \_\_\_\_\_ Total \$ \_\_\_\_\_

**Golf Hole Sponsorship:** Golf Sponsorship, Individual Hole - Maximum of 2 sponsors per hole and recognized on the signage at individual hole.

Hole #1 (\$200.00)  Hole #9 (\$200.00)  Hole #18 (\$200.00) Hole # \_\_\_\_\_ - all other holes are \$100.00 each

**Golf Sponsorship: Food and Beverage** - Maximum of 2 sponsors per category and recognized on the signage and in program. Putting Contest (ONE sponsor)

Golf Lunch (\$600)  Beverage Cart at course (\$600)  Long Drive (\$200)  Closest to Pin (\$200)

**Total Golf Sponsorship** ..... \$ \_\_\_\_\_

**I wish to make a cash contribution to the Scholarship Fund in the amount of** ..... \$ \_\_\_\_\_  
**All Cash Contributions will go directly towards the scholarship fund.**

**Method of Payment: Payment must be received with registration form. No registrations will be invoiced.** **TOTAL \$** \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ # Ck Enclosed  VISA  
 Credit Card Number \_\_\_\_\_ Exp. \_\_\_\_\_  MasterCard  
 Billing Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_  Discover  
 Cardholder's Signature \_\_\_\_\_  AMEX