



# LAUNCH

---

# Exhibitor Prospectus

About Us

About LAUNCH

Deadlines and Due  
Dates

Pricing

Extras

Sponsorships

Standards

Contact



# Navigation

← Click to skip ahead

## About Texas PTA

- ☆ 500,000 members
- ☆ Over 2,500 school PTAs
- ☆ Second largest state PTA in the nation

## About LAUNCH

- ☆ Expected Attendance: 2,500 in person
- ☆ Majority of attendees are PTA decision-makers
- ☆ Largest training event of the year

## Why Exhibit With Us?

LAUNCH is the largest event of its kind in the nation. This event draws leaders and volunteers from across the state. This year more than ever, PTAs are itching to make up for lost time at school. Be a part of their momentum to help our PTAs and our students recover and succeed!

Showcase your services and products and chat directly with PTA decision-makers in person.



# Event Information

## Show Information

- ★ LAUNCH July 29-30  
Longhorn Exhibit Hall D-E,
- ★ Gaylord Texan, 1501 Gaylord Trail,  
Grapevine, TX 76051
- ★ (817) 778-1000
- ★ [www.gaylordtexan.com](http://www.gaylordtexan.com)

## Room Rates and Parking

- ★ Book in our block for a discounted rate!  
[Click here to make reservations online.](#)  
*Room reservations must be made on or before July 1, 2022.*
- ★ Single/Double Occupancy: \$189.00
- ★ Triple/Quad Occupancy: \$209.00
- ★ Self-parking, daily fee: \$17.00
- ★ Valet parking, daily fee: \$42.00



# Event Information

*Subject to Change*

## *Show Hours*

Move-In:

- ★ Thursday, July 28, 3PM to 8PM
- ★ Friday, July 29, 8AM to 9:30AM

Exhibit Hall Open:

- ★ Friday, July 29, 10AM to 8PM
- ★ Saturday, July 30, 8AM to 5PM

Move-Out:

- ★ Saturday, July 30, 5PM to 8PM



# Deadlines & Due Dates

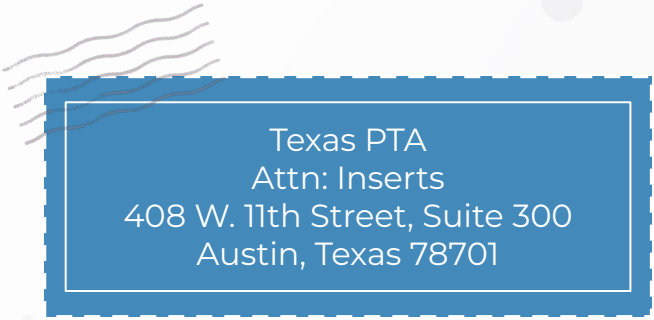
## Exhibitor Application

**[Follow this link to start your booth application!](#)**

*Applications are accepted as long as space is available.*

## LAUNCH Swag Bag Inserts • July 1

If you are an event sponsor or ordered this service as an exhibitor or non-exhibitor, send **2,500 pieces to:**



Texas PTA  
Attn: Inserts  
408 W. 11th Street, Suite 300  
Austin, Texas 78701

## Sponsor Graphics • July 1

Detailed information can be found in your sponsor agreement.

## Sponsor Booth Staff List • July 15

Everyone entering the Exhibit Hall will need an event badge.



# Pricing

## Exhibit Booth . . . \$1,200 Corner / \$900 Inline / \$750 Non-Profit\*

All single booths are 10'x10.' Call or email if you have special booth configuration needs.

\*Limited to 10 Non-Profit with proof of exemption.

[Follow this link to view the up-to-date Floor Plan!](#)

## LAUNCH Swag Bag Insert Service . . . \$500

Add your insert to our LAUNCH Swag Bags and distribute your information directly into the hands of each attendee! Non-exhibitors may purchase the insert service with Texas PTA approval.

## Insert Print Incentive . . . Prices Vary

For your convenience, we are extending this exclusive offer to a limited number of requests. It's easy! Simply send us your file and we'll print your insert for you! All inserts are printed in full color onsite at Texas PTA in our cutting edge production shop. Details about how to order to follow.

Non-exhibitors may purchase a [sponsorship](#).

*Please note that Texas PTA has a no-refund policy.*

One-Lightstock		Two-Lightstock	
70 lb. (Lightweight) Full Page 1-Sided Full Color No Bleeds	\$315	70 lb. (Lightweight) Full Page 2-Sided Full Color No Bleeds	\$420
One-Cardstock		Two-Cardstock	
100 lb. (Cardstock) Full Page 1-Sided Full Color Full Bleeds	\$525	100 lb. (Cardstock) Full Page 2-Sided Full Color Full Bleeds	\$630

## Extras

### Scholarship Fund Donation . . . . \$20 - \$1,000

Make a lasting impact through the Texas PTA Scholarship Fund. Make a donation today and allow Texas PTA the chance to celebrate your generosity through award letters and recognition on our social channels followed by over 17,500 people.

### 408x408 Honor Wall . . . . \$408

Your name, company name, or tribute of your choosing will have a forever home at the Texas PTA State Office in Austin (408 W. 11th Street). Make a lasting gift today to help support the good work Texas PTA does for children and schools across our state. Visit <https://www.txpta.org/408>.

### Advertise Year Round . . . . Prices Vary

Need to get your message directly in front of a specific group of PTA decision-makers? Check out our 2021-2022 rate card for dedicated advertising and marketing opportunities. Advertise on our podcast, send a dedicated email, make sponsored content for our social media channels, and so much more! Visit our [Rate Card](#) to learn more.



# LAUNCH

Be a  
Sponsor



# Diamond Sponsor

## \$25,000

### DIAMOND SPONSOR PERKS

- Speaking opportunity
- Logo and link on LAUNCH emails and web page
- Complimentary booths (2) and premium booth placement
- Social media posts prior to the event date (2)
- <2 Minute Video or image ad at beginning of workshops
- Scanner for lead retrieval service (1)
- Promotion of your booth activity prior to event
- [Full-page ad in the event program](#)
- Inclusion in the sponsor game
- Swag bag insert service
- Sponsor signage
- Recognition in the event program

### SPOTLIGHTS (CHOOSE ONE)

#### **LAUNCH Lift Off! Party Sponsor (Unavailable)**

Sponsor our kick-off party with entertainment, photo booths, and more! See your company logo on customized signage and photobooth(s). Two hours of dedicated free time for attendees to visit the hall.

#### **General Session Host (1 Available)**

Reach a ton of our attendees all in one place with a brief speaking opportunity at the top of our General Session. We'll point attendees toward your booth and any links/literature you want to promote.

#### **Talk of Texas Host (Unavailable)**

This event honors our 2021-2022 Outstanding Educators of the Year. Give the opening welcome showing support for our state's exceptional educators and PTA.

#### **back the future Host (Unavailable)**

This event celebrates the top state awardees (PreK – 12th grade students) for the 2021-2022 Reflections art program. Kick off the event by welcoming guests and introducing your company in a pre-recorded message.



## Platinum Sponsor

### \$15,000

#### PLATINUM SPONSOR PERKS

- Complimentary booths (2) and premium booth placement
- Logo and link on LAUNCH web page
- Social media post prior to the event date (1)
- Scanner for lead retrieval service (1)
- <2 Minute Video or image ad at beginning of workshops
- Promotion of your booth activity
- [Half-page ad in the event program](#)
- Inclusion in the sponsor game
- Swag bag insert service
- Sponsor signage
- Recognition in the event program

#### SPOTLIGHTS (CHOOSE ONE)

##### **LAUNCH Swag Bag Sponsor (Unavailable)**

Company name or logo displayed on the LAUNCH Tote Bag given to all attendees.

##### **Badge & Lanyard Sponsor (Unavailable)**

Company name or logo displayed on all attendee badges and neck lanyards that must be worn during the entire weekend - maximum visibility!

##### **T-Shirt Sponsor (Unavailable)**

Company name or logo displayed on 1,000 commemorative t-shirts. Take advantage of this year-round promotion! (An in-kind sponsorship with donation of t-shirts)

##### **Powered-up Station Sponsor (Unavailable)**

NEW THIS YEAR!! Add your company name or logo to a charging station centrally located in the Exhibit Hall. Take advantage of this opportunity to network with our attendees while they are charging their devices.



## Gold Sponsor

### \$7,500

#### GOLD SPONSOR PERKS

- Complimentary booth (1)
- Scanner for lead retrieval service (1)
- Promotion of your booth activity prior to event
- [Quarter-page ad in event program](#)
- <2 Minute Video or image ad at beginning of workshops
- Inclusion in the sponsor game
- Swag bag insert service
- Sponsor signage
- Recognition in the event program

#### SPOTLIGHTS (CHOOSE ONE)

##### **WORKSHOP / NOTEPAD SPONSOR (Unavailable)**

Your logo featured on all presentation welcome slides, plus have your company logo displayed on 2,500 custom notepads attendees will receive.

##### **MOBILE APP SPONSOR (Unavailable)**

A very popular tool to guide attendees through their busy weekend of training! Traditionally, over 2,200 attendees downloaded the app each year to view workshop schedules and event happenings. A rotating banner with your ad and logo will be the first thing they see plus a live link to your website.

##### **PUBLICATION SPONSOR (Unavailable)**

You will shine with your full-page advertisement on the back cover of the event program. This publication provides the full agenda for the weekend – workshops, schedules, exhibitor listings, floor plan, EVERYTHING!



## Silver Sponsor \$5,000

### SILVER SPONSOR PERKS

- Complimentary booth (1)
- [Eighth-page ad in event program](#)
- Inclusion in the sponsor game
- Swag bag insert service
- Sponsor signage
- Recognition in the event program

### SPOTLIGHT

#### Leadership Sponsor (2 Available)

Make a lasting impression at some of our MOST popular workshops!\* Make a brief announcement or welcome attendees to the session, and invite them to visit your booth in the exhibit hall. You will also be recognized by the facilitator at the beginning of three workshops.

\*Customized for your subject matter of interest.

#### Pre-Con HOSTS (3 Available)

Attendees get a head start on their weekend by attending several sessions on Friday afternoon. Welcome attendees as they enter the rooms AND leave chair drops. You will also be recognized by the facilitator at the beginning of three workshops.



## Bronze Sponsor \$1,500

### BRONZE SPONSOR PERKS

- Inclusion in the sponsor game
- Swag bag insert service
- Recognition in the event program

How do these 5 sponsor  
levels compare?

	Diamond \$25,000	Platinum \$15,000	Gold \$7,500	Silver \$5,000	Bronze \$1,500
SPEAKING OPPORTUNITY	✓				
LOGO AND LINK ON LAUNCH EMAILS	✓	✓			
PREMIUM BOOTH PLACEMENT	✓	✓			
LOGO & LINK ON LAUNCH WEB PAGE	✓	✓			
SOCIAL MEDIA POSTS	✓ TWO	✓ ONE			
SCANNER FOR LEAD RETRIEVAL SERVICE (1)	✓	✓	✓		
BOOTH ACTIVITY PROMOTED PRIOR TO EVENT	✓	✓	✓		
COMPLIMENTARY BOOTH	✓ TWO	✓ TWO	✓ ONE	✓ ONE	
AD IN EVENT PROGRAM (8.5" X 11")	✓ FULL	✓ HALF	✓ QUARTER ☀	✓ EIGHTH	
BANNER AD IN MOBILE APP (MOBILE APP SPONSORS ONLY)			✓		
SPONSOR BINGO	✓	✓	✓	✓	✓
TOTE BAG INSERTS	✓	✓	✓	✓	✓
SPONSOR SIGNAGE AND RECOGNITION	✓	✓	✓	✓	✓



# **Standards of Exhibition**

**[Please review here.](#)**

## Contact

Texas PTA is committed to serving sponsors and exhibitors with the utmost care and respect. We realize this has been an incredibly tough year for many of your businesses. We hope to make this summer's LAUNCH a huge success!

We will be adding details to this prospectus along the way. Be sure to bookmark it.

Give us a call or email with any questions or concerns you might have.

April Ramos  
Administrative Assistant

[aramos@txpta.org](mailto:aramos@txpta.org)

1-800-TALK-PTA

