

# Texas Animal Control Association



Sponsor & Exhibitor Packet

# Texas Animal Control Association

49th Annual Animal Control Officer Conference

November 12-15, 2023



Embassy Suites Hotel & Conference Center

1001 E McCarty Ln,

San Marcos, TX 78666

The Texas Animal Control Association (TACA) will hold its 49<sup>th</sup> Annual Conference in San Marcos, TX, on November 12<sup>th</sup> thru the 15<sup>th</sup> at the Embassy Suites Hotel, Conference Center, and Spa.

TACA is the oldest state association in the United States and this is the most attended conference by city and county governments that have animal control/welfare departments and operate animal shelters in Texas. These government entities have annual budgets to operate these departments and are looking for vendors that have products and services that meet their needs.

We try to keep our sponsorship/exhibitor rates as reasonable as possible because we understand that some companies that have goods or services that can greatly benefit our attendees simply can't afford thousands of dollars for nothing more than a small table in a crowded, expansive exhibit hall.

Our conference provides the chance to spend more time with each registrant on a more personal level so that the advertising value to our sponsors and exhibitors is maximized.



# Exhibitor Packages



By exhibiting at the Texas Animal Control Association Annual Conference, your company will engage with attendees from all aspects of animal law enforcement. TACA provides generous, dedicated exhibit hall time for your company to showcase your products and services and network with hundreds of animal control professionals.

# ***Great Dane Package - \$5,000***

## **Logo Recognition**

- Top placement of logo on entrance signage
- Top placement of logo on all printed materials (t-shirt, name tags, etc)
- Top placement of logo in all 2023 conference email campaigns
- Placement of logo on front page of conference program and on sponsor signage
- Top placement of logo and a link to your website on the sponsor page of the TACA website

## **Connect with Your Audience**

- Full page ad in the conference program
- Video posted on social media prior to conference.
- Live social media “shout out” during exhibit hall hours
- Posting on social media with link to company website during conference
- Acknowledgement at Welcome session and during Luncheon
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up
- Corporate membership with TACA

## **Exhibit Hall Participation**

- Double Booth in prime location
- Registrations for your representatives, providing access to meals, receptions, and workshops



# ***Goldendoodle Package - \$3,000***

## **Logo Recognition**

- Prominent placement of logo on entrance unit signage
- Prominent placement of logo on all printed materials (t-shirt, name tags, etc)
- Placement of logo front cover of conference program and on sponsor signage
- Prominent placement of logo and a link to your website on the sponsor page of the TACA website and in all 2023 conference email campaigns

## **Connect with Your Audience**

- Full page ad in the conference program
- Live social media “shout out” during exhibit hall hours
- Posting on social media with link to company website during conference
- Acknowledgement at Welcome session and during Luncheon
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up
- Corporate membership with TACA

## **Exhibit Hall Participation**

- Double Booth
- Registrations for your representatives, providing access to meals, receptions, and workshops

# ***Great Pyrenees Package - \$2,000***



## **Logo Recognition**

- Placement of logo on all printed materials (t-shirt, name tags, etc)
- Placement of logo back cover of conference program and on sponsor signage
- Placement of logo and a link to your website on the sponsor page of the TACA website

## **Connect with Your Audience**

- Half page ad in the conference program
- Posting on social media with link to company website during conference
- Acknowledgement at Welcome session and during Luncheon
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up
- Corporate membership with TACA

## **Exhibit Hall Participation**

- Double Booth
- Registrations for your representatives, providing access to meals, receptions, and workshops

# ***Shepherd Package - \$1,000***

## **Logo Recognition**

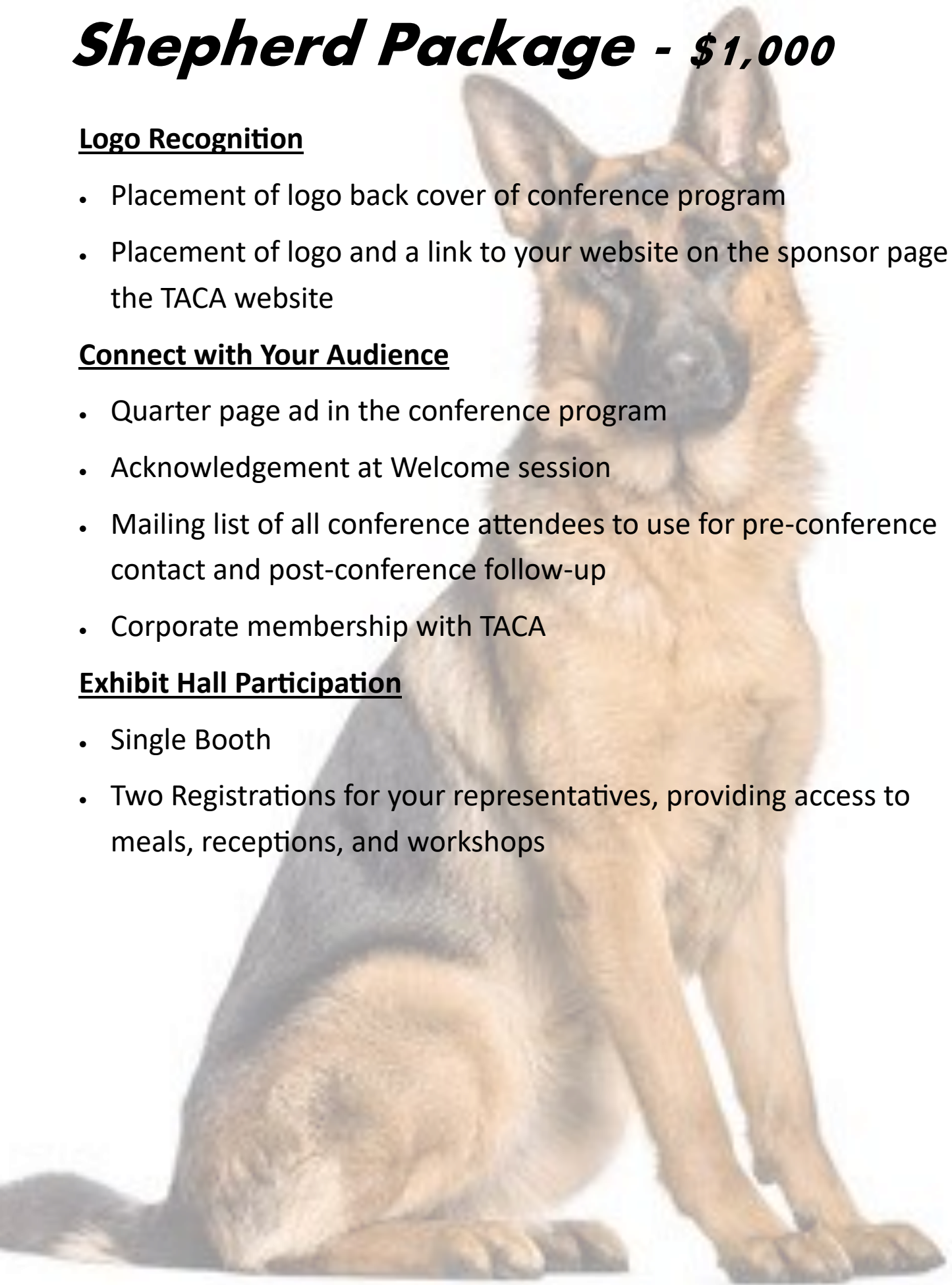
- Placement of logo back cover of conference program
- Placement of logo and a link to your website on the sponsor page of the TACA website

## **Connect with Your Audience**

- Quarter page ad in the conference program
- Acknowledgement at Welcome session
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up
- Corporate membership with TACA

## **Exhibit Hall Participation**

- Single Booth
- Two Registrations for your representatives, providing access to meals, receptions, and workshops







# ***Shih Tzu Package - \$500***

## **Logo Recognition**

- Placement of logo back cover of conference program

## **Connect with Your Audience**

- Quarter page ad in the conference program
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up
- Corporate membership with TACA

## **Exhibit Hall Participation**

- Single Booth
- Two Registrations for your representatives, providing access to meals, receptions, and workshops

# Sponsor Opportunities



By sponsoring the Texas Animal Control Association Annual Conference, your company will be recognized as one of the leading supporters of Animal Control Officers and Animal Control Organizations in Texas. TACA provides several sponsorship opportunities at various price points to give your company the best BARK for your buck!

# ***ACO Olympics Sponsor- \$2,000***

## **Logo Recognition**

- Placement of logo on conference t-shirt
- Placement of logo and a link to your website on the sponsor page of the TACA website

## **Connect with Your Audience**

- Full page ad in the conference program
- Up to 10 min presentation at beginning of ACO Olympics events
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up
- Corporate membership with TACA

## **Exhibit Hall Participation**

- Double booth (If requested)
- Two Registrations for your representatives, providing access to meals, receptions, and workshops



# ***Luncheon Sponsor- \$1,000***

## **Logo Recognition**

- Placement of logo and company name on signage near serving area acknowledging sponsorship

## **Connect with Your Audience**

- Acknowledgement during awards luncheon

# ***Break Sponsor- \$500***

## **Logo Recognition**

- Placement of logo and company name on signage near serving area acknowledging sponsorship

## **Connect with Your Audience**

- Acknowledgement prior to sponsored break

# ***Equipment Grant– \$1000 value***

***The Hank Brock Equipment Grant Sponsorship helps Animal Control Officers attain important equipment through \$500 gift certificates for the purchase of equipment. The sponsor will provide two \$500 gift certificates in exchange for the following package.***

## **Logo Recognition**

- Placement of logo and a link to your website on the sponsor page of the TACA website

## **Connect with Your Audience**

- Half page ad in the conference program
- Acknowledgement at luncheon
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up
- Corporate membership with TACA

## **Exhibit Hall Participation**

- Single Booth (if requested)
- Two Registrations for your representatives, providing access to meals, receptions, and workshops

# ***Scholarship Grant- \$750***

***The Virginia Eureka Training Grant Sponsorship helps Animal Control Officers attend the conference through a training scholarship that covers the cost of the conference (travel not included.)***

## **Logo Recognition**

- Placement of logo back cover of conference program

## **Connect with Your Audience**

- Quarter page ad in the conference program
- Acknowledgement at luncheon
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up
- Corporate membership with TACA

## **Exhibit Hall Participation**

- Single Booth (if requested)
- Two Registrations for your representatives, providing access to meals, receptions, and workshops



# ***Un-manned Booth- \$350***

## **Exhibit Hall Participation**

- Single Booth
- Promotional material placed on unmanned booth in the vendor hall (materials must be provided by sponsor)

# ***Swag Bag Materials- \$350***

- Promotional material placed in welcome bags provided to each conference attendee. (materials must be provided by sponsor)

# ***Raffle Sponsor- \$750***

## **Logo Recognition**

- Placement of logo on ticket bags used for raffle

## **Connect with Your Audience**

- Quarter page ad in the conference program
- Acknowledgement of sponsorship during raffle sales and drawing
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up
- Corporate membership with TACA

## **Exhibit Hall Participation**

- Single Booth (if requested)
- Two Registrations for your representatives, providing access to meals, receptions, and workshops



# ***TACA Makes It Easy For You!***

- ♦ **Dedicated exhibit hall time with many opportunities to engage with all attendees**
- ♦ **Fun events designed to increase your booth's exposure and drive traffic to all areas of the exhibit hall**
- ♦ **Access to workshops, meals, and receptions for all of your representatives**

## ***Your Booth***

- Skirted 6' table with 2 chairs
- 8' wide booth
- One wastebasket
- Additional charges apply for electricity, internet access, or supplementary equipment

## ***Booth Placement***

- Booth placement is assigned based on sponsorship level, the number of years the company has exhibited, and the order in which exhibitor requests and payments are received, so make your reservations early!
- For premium booth placement and to increase your visibility to attendees, contact us to discuss available sponsorship opportunities.
- Contact: Kelly Thyssen, Exhibitor Committee Chair  
[Kelly@humaneeducatorsoftexas.com](mailto:Kelly@humaneeducatorsoftexas.com)

## **PRINT Advertising**

Our gorgeous, glossy program, filled with schedules, maps, workshop descriptions, speaker bios, announcements, and your ads is consistently in the hands of every attendee throughout the weekend.

- Full-page ad (8" wide by 10 ½" tall)
- Half-page ad (8" wide by 5 ¼" tall)
- Quarter-page ad (4" wide by 5 ¼" tall)

Premium ad placement is included in sponsor packages and ad must be received by August 30, 2023 to be included in the program. Ads should be complete and include all supporting artwork and fonts embedded. Minimum resolution is 300 dpi at 100%.

## **SOCIAL Advertising**

Our TACA team will visit you during exhibit hall hours to share your company through social media. Packages include several different levels of social media interaction!

## **Raffles & Silent Auction**

Draw attention to your booth and create excitement around your products by contributing merchandise, gift certificates, baskets, etc. to be given away during the receptions and closing ceremonies of the conference as well as placed in our silent auction hall. This is a great way for your organization to be individually recognized.

## **Booth Giveaways**

Stock your booths with promotional items, coupons, flyers, business cards, etc. Attendees are provided with a conference tote bag to hold all of their goodies!



# Ready to partner with TACA?

## Here is how you do it!

Register on the TACA website using the following link:

<https://taca.wildapricot.org/event-5178239>

Payment can be made at time of registration using a credit card or select the Invoice option to receive an invoice to pay by card or check later.

Payment MUST be received along with logo and completed ad PRIOR to August 30, 2023 to ensure placement in all printed materials.

If you have any questions, please feel free to reach out to:

*Kelly Thyssen, Exhibitor Committee Chair*

Email: [Kelly@humaneeducatorsoftexas.com](mailto:Kelly@humaneeducatorsoftexas.com) or

[contacttaca@gmail.com](mailto:contacttaca@gmail.com)

Phone: 512-221-5464