



**Texas Association
for Behavior Analysis**

El Paso, TX Regional Conference

Nov. 16, 2024

Sponsor and Exhibitor Information



Texas Association for Behavior Analysis

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Texas Association for Behavior Analysis

Conference Overview

Dates

Saturday, November 16, 2024

Hours

Saturday, November 16, 2024

Setup	7:00 am – 7:45 am
Exhibit Tables	7:45 am – 6:00 pm
Badges/Reg./Merch Open	8:00 am – 6:00 pm
Lunch Break	12:30 pm – 2:30 pm
Presentations	9:00 am – 12:30 pm w/ breaks
	2:30 pm – 5:30 pm w/ breaks
Clean-Up	6:00 pm – 6:30 pm (exit by 6:30 pm)

Application

Sponsor and exhibitor applications will be submitted online. Interested parties will find the link to the Survey Monkey application at <https://www.txaba.org/elpaso2024/>. The application will be available starting **Tuesday, August 27, 2024**. Survey Monkey timestamps the application.



Texas Association for Behavior Analysis

Venue Information

Conference Venue

[Starlight Event Center](#)

6650 Continental Drive

El Paso, TX 79925

Wifi

Starlight Event Center offers free wifi

Hotel

There is no official hotel for this conference. There are several hotels within walking distance of the venue and more within a short drive.

Dining

Saturday, November 16, 2024

Coffee available in exhibitor area (first come basis) 7:30 am – 9:30 am

Lunch is included for 2 with exhibitor booth 12:45 pm – 2:00 pm

There are restaurants within walking distance

Parking

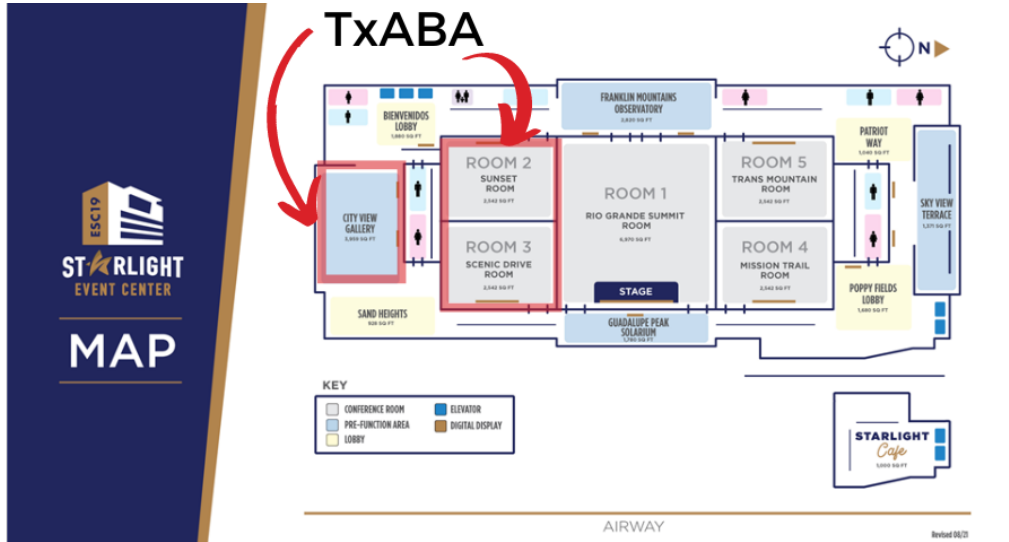
Parking at the Starlight Event Center covered garage is free (levels 1-5)

Airport Transportation

El Paso International Airport

Travel distance to venue: 0.8 miles

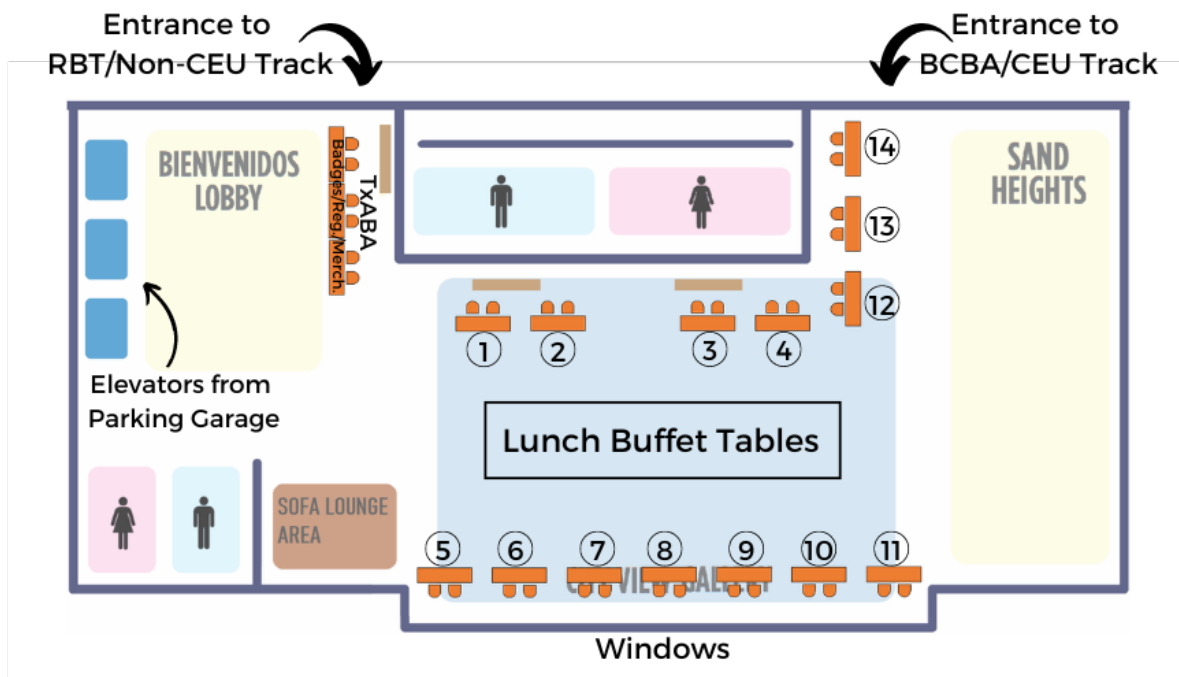
Floor Plan



The regional conference will be held on level 6 of the Starlight Event Center; floors 1-5 are parking garage
 TxABA has the City View Gallery, Room 2 (Sunset), and Room 3 (Scenic Drive) rented

Please visit here for a virtual tour <https://www.esc19.net/domain/475>

Exhibitors will be able to pick their exhibit space according to sponsorship and exhibitor payment date





Texas Association for Behavior Analysis

Exhibit Information

Exhibitor applications are required to secure an exhibit space and must be accompanied by a payment in full within 30 days of submission of the approved application or by **November 1, 2024**, whichever comes first. Both exhibitor and sponsor applications are on a first-come, first-serve basis. Exhibits include one 2'x6' table, two chairs, and two exhibitor badges¹. Additional exhibitor badges may be purchased for \$15 each. Please note that exhibitor tables do not come with conference registration.

Exhibit Prices

Purchase of an exhibit booth provides access to the exhibitor area from 7:00 am -6:00 pm (out by 6:30 pm)

Service providers and vendors:	\$500 (includes lunch for 2)
Nonprofit/Government:	\$300 (includes lunch for 2)

Venue Information

The Starlight Event Center requires communication to go through TxABA and will not directly speak to sponsors and exhibitors. Please contact sponsors.exhibitors@txaba.org for questions about the venue.

- Electricity is available for exhibit booths at a flat rate of \$100 for the day.
- Shipping/Receiving is only available for Nov. 16th, the venue charges a holding fee for anything sent ahead of time. We need to contact them for rates if anyone is interested.
- Sponsors and Exhibitors may use 3 elevators in Bienvenidos lobby to bring up materials. If freight elevator is needed, please inform us ahead of time to coordinate.
- Tape and bulk trash removal are the responsibility of each exhibitor. Fees will be from the venue for bulk trash (boxes, crates, packing material, etc.) will be passed on to the exhibitor.
- Exhibitors may not post any signs, advertisements, posters, etc. outside of their exhibit table area and not on any walls, furniture, fixtures, etc. of the venue.
- No outside food or beverages are permitted by exhibitors; if you are giving away promotional items that include food/beverages (e.g., candy, water) then please contact TxABA at least 2 weeks in advance so we may get approval from the venue

¹ These are only required for exhibitors not already registered for the conference. Conference attendee badges provide access to the exhibitor area.



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Sponsorships

BCBA Track Sponsor - \$3,000

One BCBA Track Sponsor is available

The benefits of this sponsorship level include:

- Exhibit table for conference
 - 2' x 6' table w/ black tablecloth
 - 2 chairs
- **First** pick of exhibitor booth location
 - Electricity available upon request
 - Two (2) exhibitor badges
- Two (2) BCBA Track registrations
- Brief (2-3 min) company video played at the start of morning & afternoon sessions in the BCBA Track room
- Thank you during the opening welcome speech in the BCBA Track room
- Ability to put flyers/table tents/branded items/decorations on round tables in the BCBA track room for attendees (seats for 150 at 15 round tables)
 - Need to be on tables by 8:00 am when attendees start arriving
 - Company's responsibility to purchase, bring, and place items on table
- **First** pick of full-page color advertisement location in program
 - Full page color options: inside front cover, inside back cover, or back cover
 - Advertisements due by **Tuesday, October 15, 2024 to sponsors.exhibitors@txaba.org**
 - 5.5" wide and 8.5" with 1/8" bleed
 - Digital artwork format: Hi-Resolution JPG or PNG (300 DPI or higher)
- Your company's logo on the TxABA El Paso Regional Conference webpage
- Your company's logo on TxABA emails advertising the event
- Your company's logo on social media posts related to the BCBA Track (e.g., speaker spotlights, track highlights)
- Two (2) posts to TxABA's social media platforms (Facebook & Instagram) within 6 weeks before or after the conference (will be indicated for sponsorship)
- Two (1) thank you posts with your company's logo to TxABA's social media platforms (Facebook & Instagram), one will be 4-8 weeks prior to the conference and one will be the week of the conference
- **Please submit company logo to sponsors.exhibitors@txaba.org ASAP**
- **Optional +\$500.00 to display a popup banner/sign in the front of the BCBA Track room by the podium or wall projection. Please reach out to us to discuss this option and logistics. I recommend looking at the virtual tour here <https://www.esc19.net/domain/475>**

**If you'd like to assist with a drawing for prizes, trivia, or networking bingo on the BCBA track, please reach out to us 4 weeks prior so that we may plan



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RBT Track Sponsor - \$2,500

One RBT Track Sponsor is available

The benefits of this sponsorship level include:

- Exhibit table for conference
 - 2' x 6' table with black tablecloth
 - 2 chairs
- **Second** pick of exhibitor table location
 - Electricity available upon request
 - Two (2) exhibitor badges
- Two (2) RBT Track registrations
- Brief (2-3 min) company video played at the start of morning & afternoon sessions in the RBT Track Room
- Thank you during the opening welcome speech in RBT room
- Ability to put flyers/table tents/branded items/decorations on round tables in the RBT track room for attendees (seats for 150 at 15 round tables)
 - Need to be on tables by 8:00 am when attendees start arriving
 - Company's responsibility to purchase, bring, and place items on table
- Second pick of full-page color advertisement location in program
 - Full page color options: inside front cover, inside back cover, or back cover
 - Advertisements due by **Tuesday, October 15, 2024** to **sponsors.exhibitors@txaba.org**
 - 5.5" wide and 8.5" with 1/8" bleed
 - Digital artwork format: Hi-Resolution JPG or PNG (300 DPI or higher)
- Your company's logo on the TxABA El Paso Regional Conference webpage
- Your company's logo listed as a sponsor on TxABA emails advertising the event
- Your company's logo on social media posts related to the RBT Track (e.g., speaker spotlights, track highlights) – your logo will be exclusive with
- Two (2) posts to TxABA's social media platforms (Facebook & Instagram) within 6 weeks before or after the conference (will be indicated that for sponsorship)
- Two (1) thank you posts with your company's logo to TxABA's social media platforms (Facebook & Instagram), one will be 4-8 weeks prior to the conference and one will be the week of the conference
- **Please submit company logo to sponsors.exhibitors@txaba.org ASAP**
- **Optional +\$500.00 to display a popup banner/sign in the front of the RBT Track room by the podium or wall projection. Please reach out to us to discuss this option and logistics. I recommend looking at the virtual tour here <https://www.esc19.net/domain/475>**

**If you'd like to assist with a drawing for prizes, trivia, or networking bingo on the RBT track, please reach out to us 4 weeks prior so that we may plan



Texas Association for Behavior Analysis

Coffee & Lunch Sponsor - \$2000

One Coffee & Lunch Sponsor is available

The benefits of this sponsorship level include:

- Exhibit table for conference
 - 2' x 6' table with a black tablecloth
 - 2 chairs
- **Third** pick of exhibitor booth location
 - Electricity available upon request
 - Two (2) exhibitor badges
- One BCBA or RBT Track registration (selection must be made at the time of purchase as seats are limited)
- Signage by coffee and lunch thanking you as the sponsor
- PPT with company information playing on screens during lunch (no audio/speaking – ambient background music okay)
 - TxABA needs to approve the slideshow ahead of time, please submit at least 2 weeks prior for review
- Brief (2-3 min) company video played during lunch with an introduction thank you from TxABA conference committee – occur after everyone is seated
- **Third** pick of full-page advertisement location in program
 - Full page color options: inside front cover, inside back cover, or back cover
 - Full page black & white options: inside program
 - Advertisements due by **Tuesday, October 15, 2024 to sponsors.exhibitors@txaba.org**
 - 5.5” wide and 8.5” with 1/8” bleed
 - Digital artwork format: Hi-Resolution JPG or PNG (300 DPI or higher)
- Your company’s logo on the TxABA El Paso Regional Conference webpage
- Your company’s logo listed as a sponsor on TxABA emails advertising the event
- Two (2) posts to TxABA’s social media platforms (Facebook & Instagram) within 6 weeks before or after the conference (will be indicated for sponsorship)
- Two (1) thank you posts with your company’s logo to TxABA’s social media platforms (Facebook & Instagram), one will be 4-8 weeks before the conference and one will be the week of the conference

Please submit company logo to sponsors.exhibitors@txaba.org ASAP

*Please note that attendees will eat lunch in the same rooms as the presentations and materials from the track sponsors may still be on the tables during lunch. If the track sponsors purchased displaying a pop-up banner/sign in the room, it will still be up during lunchtime.

**If you want to pass out a treat or materials during lunch time then please work with us at least 4 weeks before the conference so we may discuss with the venue. The venue doesn’t allow outside catering but may allow packaged treats to be passed out.

**If you’d like to assist with an activity at lunch, such as behavior analysis or El Paso trivia at the end of lunch, or do a drawing, please reach out to us at least 4 weeks before the conference to plan



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Conference Bag Insert – \$500.00

Three conference bag inserts available. Conference bags will be given to speakers, volunteers, and attendees (both BCBAs and RBTs)

The benefits of this sponsorship include:

- Place a flyer AND one promotional item in every conference bag for attendees.
- Your company's logo on the TxABA El Paso Regional Conference webpage
- Half-page black & white advertisement in the program
 - TxABA will determine the location in the program
 - Advertisements due by **Tuesday, October 15, 2024**
 - 5.5" wide and 4.25" with 1/8" bleed
 - Digital artwork format: Hi-Resolution JPG or PNG (300 DPI or higher)

TxABA Committee members need to receive items by Thursday November 15, 2024 for inclusion in the conference bag. Plan for 325 items.

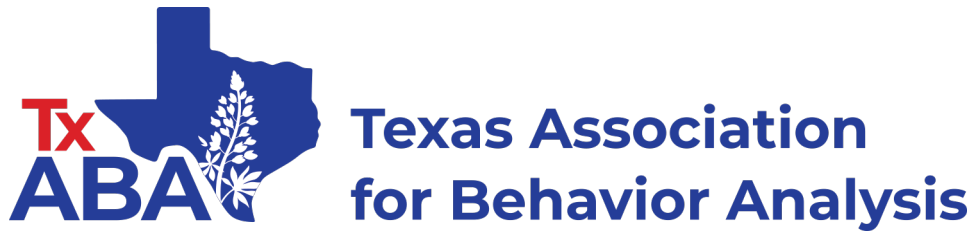
Please contact sponsors.exhibitors@txaba.org to arrange mailing or dropping off materials. We will be putting the conference bags together on Friday, November 16th.

Full-Page Program Advertisement – \$150.00

There are three full-page advertisements available

Purchase includes 1 full-page black & white advertisement in the program

- TxABA will determine the location in the program
- Advertisements due by **Tuesday, October 15, 2024 to sponsors.exhibitors@txaba.org**
 - 5.5" wide and 8.5" with 1/8" bleed
 - Digital artwork format: Hi-Resolution JPG or PNG (300 DPI or higher)



Exhibitor/Sponsor Rules and Regulations

Responsibility Clause

Exhibitor shall be fully responsible to pay for any and all damages to property owned by TxABA or the STARLIGHT EVENT CENTER, its owners or managers, which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless TxABA and the Starlight, their respective owners, managers, officers or directors, agents, employees and volunteers, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. The Exhibitor understands that TxABA does not maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises or any part thereof.

Exhibit Approval Process

TxABA reserves the right to determine the suitability of all exhibits and advertisements submitted, and to reject those that are not consistent with the mission of TxABA. You will receive confirmation from the TxABA administration when your application is received and approved. All applications are accepted by TxABA subject to the conditions and requirements contained in these Rules & Regulations and within the Packet. The exhibiting or promotion of services, products, or equipment at the TxABA exhibit does not constitute endorsement by TxABA of such services, products, or equipment. An exhibitor is not permitted to represent in any manner that its goods or services have been endorsed by TxABA. The exhibitor or sponsor are not permitted to use the TxABA logo without permission on any marketing or advertisements, including ones related to this TxABA event.

Payments

All sponsor and exhibitor fees are due in full within 30 days of receipt of invoice or by **November 1, 2024**, whichever comes first. Once your sponsorship or exhibitor request has been approved, you may mail a check or TxABA will send a Stripe invoice as indicated in your application.

Make checks payable to **Texas Association for Behavior Analysis** and mail to:

TxABA
PO Box 841
Colleyville, TX 76034



Texas Association for Behavior Analysis

Cancellation

Sponsorships and exhibits canceled on or before **October 1, 2024**, will receive a full refund minus a \$50 administrative fee to the source of payment origin. No refund will be provided for sponsor or exhibitor cancellations made after **October 1, 2024**. TxABA reserves the right to resell any canceled exhibit or sponsorship to other interested parties.

Sale of Products/Services

Exhibitor is responsible to collect and remit applicable sales and use taxes to the State of Texas and/or any and all local jurisdictions for its sales of products or services. Direct sales of physical items onsite at the conference must be approved by TxABA and should be included in the application. TxABA will not approve the sale of items not related to behavior analysis (e.g., personal massage devices, general office supplies, general electronics, etc.).

Exhibit Space

Exhibitors may select their table placement in order of payment received. Exhibitors may not place their belongings in the Exhibit Area before Set Up begins. Exhibits shall be arranged to not interfere with access to other exhibits. Exhibitors are to maintain their exhibits in a clean, orderly, and safe manner. TxABA reserves the right to make the final determination on all space assignments. Exhibitors must surrender space occupied by them in the same condition it was in at the commencement of occupation. Exhibitors or their representatives shall not injure or deface the walls, columns, floors, or furniture of the exhibit facilities. All property destroyed or damaged by the exhibitor must be replaced in its original condition by the exhibitor at his or her own expense. The exhibitor shall be liable for all property damage.

Exhibitor Code of Conduct

Canvassing or distributing advertising matter outside the exhibitor's own space is not permitted. It is strictly prohibited to publicize and/or maintain any extracurricular activities, inducements, or demonstrations away from the exhibition area during the exhibit hours. Musical instruments, audio equipment, and other devices shall be operated at a level that will not interfere with other exhibitors. X-ray equipment may not be operated. Volatile or flammable oils, gases, other explosive flammable matter or material, or any substance prohibited by city laws or insurance carriers are not permitted on the premises.

Security

Do not leave items of value unattended. Exhibitors will be responsible for the security of booth materials and personal items at all times.



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ADA Compliant

The exhibitor agrees to ensure that its exhibit table space is in compliance with the Americans with Disabilities Act (ADA). To comply with the ADA, exhibitors should make every effort to accommodate attendees with disabilities.

TxABA Contact Information

Email questions to: sponsors.exhibitors@txaba.org