



TIA CONFERENCE

Exhibitor & Sponsor Prospectus

June 10-12, 2026
Henry B. Gonzalez Convention Center
San Antonio, Texas



Welcome to the 2026 TIA Annual Conference

The Texas Education Agency's Division of District Talent Systems is excited to invite you to the 2026 TIA Annual Conference, a premier event for Texas school districts dedicated to advancing teacher compensation, retention, and instructional excellence. The TIA Annual Conference brings together nearly 1,000 district administrators, campus leaders, and valued partners committed to shaping the future of education in Texas.

"This was a well-organized, productive, and informative conference. It was one of the best conferences I have attended." -2025 conference attendee

TIA: Leading the Way in Texas Education

The Teacher Incentive Allotment (TIA), established in 2019, provides lasting funding for outstanding Texas teachers to earn top compensation and remain in the classroom, particularly in high-needs and rural districts. Now in its sixth year, TIA's impact is strengthened by House Bill 2 (HB 2), which expanded funding, eligibility, and support for advanced compensation systems.

TIA is a strategic priority for the Texas Education Agency, the Commissioner of Education, state legislators, and Governor Greg Abbott—reflecting a unified commitment to recognize, reward, and retain exceptional educators and drive student success across Texas.

This year's theme—**Advance. Enhance.**—highlights the vital role of districts and the legislative support that continues to elevate the work of educators statewide. Together, we will explore how TIA systems are driving excellence, opportunity, and innovation in teacher support and compensation.



Let's Advance Together: Why Exhibit or Sponsor

Partnering with the TIA Conference means more than just visibility. It's an opportunity to join a high-profile initiative recognized at the highest levels of state leadership and implemented by district administrators. As an exhibitor or sponsor, you will:

- Connect with key district and campus decision-makers from districts across Texas
- Showcase your solutions to leaders actively seeking innovative resources
- Engage with a community dedicated to improving teacher compensation and instructional quality
- Align your brand with a movement that's shaping the future of Texas education

Who You'll Meet: Attendee Insights

Our attendees include superintendents, instructional leaders, and district teams responsible for implementing TIA and advancing teacher excellence. With an anticipated 1,000 participants representing over 800 TIA-participating districts, all 20 regional education service centers, and the Texas Education Agency, you'll have direct access to those with purchasing power and influence over key decisions.

2025 Attendee Breakdown

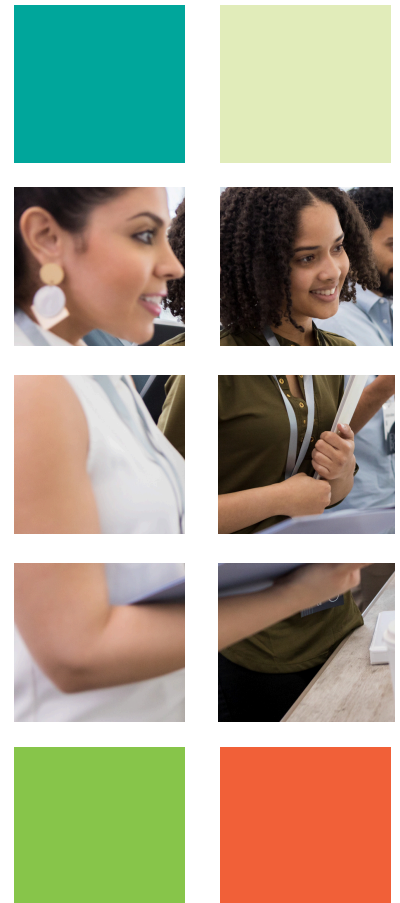
Attendee Roles:

- **64%** District and Campus Leaders
- **10%** Campus Staff
- **9%** TEA Staff
- **9%** ESC Staff
- **7%** Education Consultants



Attendees By School Type:

- Urban – 23%
- Suburban – 39%
- Independent Town – 8%
- Non-Metropolitan – 3%
- Rural – 22%
- Charter – 5%



"I hope to attend next year. The connections I made and all the sessions I attended were top tier. The 2025 TIA Conference was amazing!" – 2025 Conference Attendee

Opportunities to Shine: Exhibitor Packages

Choose from a range of Exhibitor options designed to maximize your visibility and engagement. Packages include branding opportunities, speaking slots, digital exposure, and more—each tailored to help you connect meaningfully with our audience.

Exhibitor booths will be placed in high-traffic areas just outside the breakout session doors.

Platinum - \$10,000

- Only 2 available
- 10x20 booth
- 4 Exhibitor Attendee Badges
- 1-hour presentation in breakout session time (only 10 available)
- 30-second promo video on conference app
- Full-page color ad in conference program
- 200-pixel-width logo on the conference website
- 2-inch width logo in the conference program
- Scrolling banner in conference app
- May provide an 8.5x11-inch or smaller flyer to be placed in the conference tote
- Shoutout during general session with logo on slide deck (1000 Attendees)
- Access to the conference app with lead capture

Gold - \$5,000

- Only 4 available
- 10x8 booth
- 2 Exhibitor Booth Badges
- 30-minute presentation in breakout session time (only 12 available)
- Quarter-page color ad in conference program
- 160-pixel-width logo on the conference website
- 2-inch width logo in the conference program
- Scrolling banner in conference app
- May provide a 5.5x8-inch or smaller flyer to be placed in the conference tote
- Access to the conference app with lead capture

Silver - \$3,000

- 15 available
- 10x8 booth
- 2 Exhibitor Booth Badges
- 120-pixel-width logo on the conference website
- 1.5-inch width logo in the conference program
- Access to the conference app with lead capture

Amplify Your Impact: Sponsorship Opportunities

Networking Social Sponsor \$15,000

The networking social event offers Exhibitors direct access to Texas education leaders, increased visibility, and opportunities to build professional relationships. As a primary partnership opportunity, the Networking Social Sponsor will be entitled to all the benefits included in the platinum Exhibitor package, along with the following additional advantages:

- Premier booth placement in front of registration and networking social event location
- Networking Social naming rights
- 1 logo wrap on the conference hall
- Sponsorship recognized in the TIA newsletter sent to nearly 1,000 districts in April-June
- Sponsorship recognition during the welcome address and closing remarks
- Priority placement of name & logo on all conference materials, emails, and website
- Banner in ballroom for entire conference
- Social Media - sponsor 30-sec video
- Conference app blasts
- May provide a branded gift in conference tote

District Sponsor \$8,000

This sponsorship funds two registration fees for a district that is addressing complex implementation challenges to attend the conference and engage with colleagues while accessing essential resources. By funding their registration fees, you support the success of district participation, leading to the continued growth of rewarding effective teachers and impacting student outcomes.

The District Impact Sponsor will receive all the benefits of the Silver Exhibitor package, along with the following advantages:

- Sponsorship recognized in the TIA newsletter sent to nearly 1,000 districts in April and May, leading up to the conference
- Preferred placement (after priority) of name & logo on conference program, emails, website, and physical signage
- Sponsorship recognition during the welcome address
- 30-minute presentation in breakout session
- One additional all-access conference badge
- 1 logo wrap on the main conference hall
- Signage in networking social event
- Lanyard name placement
- Social media - sponsor 30-sec video
- Conference app blasts
- May provide a branded gift in conference tote

Conference Tote Sponsor \$6,000

The Conference Tote sponsor will have a unique opportunity to boost their brand visibility, as attendees will carry and interact with your branded items throughout the event and beyond. The conference swag sponsor will receive all the benefits of the Silver Exhibitor package along with the following advantages:

- Name and logo on conference tote bag
- May provide one approved branded swag item included in the conference tote
- Sponsorship recognized in the TIA newsletter sent to nearly 1,000 districts in April and May, leading up to the conference
- 30-minute presentation in breakout session
- Advanced placement (after preferred) of name & logo on conference program, emails, website, and physical signage
- Signage placed at coffee and drink stations throughout the conference
- May provide a branded gift in conference tote

Exhibitor Details

Application and Payment Instructions



Exhibitor applications open **Monday, November 17, 2025**.

Exhibitors must apply no later than, **Friday, March 27, 2026**.

- Any submissions received after the deadline will only be considered upon space availability.

On Monday, **April 24, 2026**, final notifications will be sent to selected Exhibitors.

Each application will be reviewed based on the criteria listed. Once approved, the Exhibitor Booth Contact person will be notified, and payment options will be sent.

Please complete the Exhibitor Application form to apply.

Exhibitor Schedule

Move In Day - Tuesday, June 9: 12:00 p.m. to 7:00 p.m.

Event Day 1 - Wednesday, June 10: 7:00 a.m. to 7:00 p.m.
Networking Social at 5:00 p.m.

Event Day 2 - Thursday, June 11: 7:00 a.m. to 5:30 p.m.

Event Day 3 - Friday, June 12: 7:00 a.m. to 1:30 p.m.
Move out by 5:00 p.m.

See event schedule on Page 12.





Installation

Exhibitors may start setting up booths on **Tuesday, June 9**, starting at 12:00 p.m. and must be finished by 7:00 p.m. Badges will be available after 3:00 at the Registration Booth.

- Unloading Bay information will be supplied in a separate correspondence closer to the event date.
- The Henry B. Convention Center (HBGCC) facilities do not provide any equipment for move-in/move-out such as tools, forklifts, dollies, etc. Each individual exhibitor is responsible for loading and unloading booth materials.

Storage, Delivery, and Shipping

The UPS Store

Phone: 210.258.8950

Email: store4180@theupsstore.com Web Site:
www.theUPSstore.com

With THE UPS STORE on site, you can ship, mail, fax, photocopy or create a last-minute presentation. All the small details are taken care of, so you can focus on the big picture.

Total Media Solutions

Total Media Solutions offers exhibitors options for all your booth needs. From signage to technology, TMS will support you throughout this event.

Accepted Exhibitors will receive information in their welcome packet with more details.



TIA Conference Terms and Conditions

Official Exhibitor Contact Person

The contact listed on the Exhibitor Application Form is considered the official contact for the exhibiting parent organization or subsidiary company to receive all information regarding confirmation of events and activities. This person is responsible for assuring information is properly distributed to all Exhibitor staff. Once the application has been approved, the official Exhibitor Contact Person will receive a packet from the contracted exposition services company for any additional services required.

Booth Workers – Name Badges

A Booth Worker is the person in actual attendance at the conference working at the exhibit booth, who may be in addition to the conference attendee. Booth Workers should be listed on the application submitted. Each exhibit booth package includes two (2) complimentary exhibit badges for the Booth Workers. This badge is for identification purposes only and should be worn at all times while at your exhibit. Any additional name badges will be \$50 each.

Exhibitors are required to remain and have at least one staff member in their booth throughout the exhibiting hours. Breakdown may begin at 1:00 p.m. on Friday, June 12, and must be completed by 3:00 p.m. Materials not removed by this time will be put in storage at the Exhibitor's expense.

Exhibitor Attendee Badge

Exhibitor Attendee Badges are included in some Exhibitor packages or may be purchased. Exhibitor Attendee Badges provide access to Breakout Sessions, General Sessions, all conference meals and breaks, including the Networking Social, and the conference tote bag. Reprinting of any badges will be \$50 each.

Space Assignment

Efforts will be made to assign exhibit space in accordance with the Exhibitor's specified preference; however, no guarantee is made by TEA and Region 20 that the Exhibitor's preference will be met. Efforts will be made to avoid placing competitors adjacent to each other. Once on site, no exhibitors may be moved.

Canvassing

Exhibitors must confine their activities to the booth space. Exhibitor displays will not be allowed to extend beyond booth space into the aisle.

Subletting

Exhibitors are not permitted to sublet any part of their space or to display merchandise of other manufacturers or dealers where no direct business conditions exist between them.

Due to the short time period of the exhibition, the frequently crowded condition of the exhibit facility, and the vital importance of avoiding any disruption in the orderly operation of the exhibition that might adversely affect other exhibitors, ESC-20 staff reserves the sole right to resolve any dispute or disagreement among exhibitors, and the decision made by the ESC-20 staff shall be final.

Security/Liability

The convention center provides standard security during official exhibitor hours. Additional security will not be hired to monitor the area during non-exhibit hours. Please do not leave valuables in your booth unattended at any time. A small storage area will be provided for overnight storage.

Each exhibitor must carry adequate liability and property insurance. Liability insurance should provide public liability coverage for bodily injury and property damage occurring from an accident in your exhibit booth. Property insurance should cover theft or damage of your property from the time materials leave their point-of-origin until they reach their post-show destination, including the time on the show floor. Some exhibitors also ensure against the non-arrival of freight or exhibit material at the show site. The most economical and practical way to obtain this coverage is to contact your current insurance company and ask them for a rider on your existing policy.

Release of Liability

Exhibitor shall be fully responsible for paying any and all damages to property owned by the Henry B. Gonzalez Convention Center, TEA, or ESC-20, its owner's directors, officers, or managers, which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless the Henry B. Gonzalez Convention Center, TEA, or ESC-20, its owners, managers, officers, or directors, agents, employees, subsidiaries, and affiliates, from any damages or charges resulting from Exhibitor's use of the property. 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, the Henry B. Gonzalez Convention Center or any part thereof.

Banners, Signage, and Decorations

Exhibitors, speakers, clients, and other event participants must have prior approval from HBGCC before affixing any decorations on ceilings, floors, walls, or painted surfaces. Only approved types of tape may be used. You can work with UPS for specialty branded opportunities. No stick pins of any kind can be used to affix signage or decorations. Please arrange the hanging of banners in advance with HBGCC. The hanging of banners will result in a labor charge. All decorative materials must be made from nonflammable material or treated and maintained in a flame-retardant condition.

Utilities

Wall and building outlets can only be used by clients or exhibitors with the assistance of HBGCC staff. Electrical service supplied to an exhibitor shall not be shared with any other exhibitor. All equipment must comply with federal, state, and local safety codes. Requests for special electrical connections must be received a minimum of 14 days in advance.

Cancellations-Refunds

Exhibit booth fees and registration fees will not be refunded due to cancellation by the exhibitor.

Attendee Lists

TEA and ESC-20 will not release attendee registration lists or information to any party or organization.

Conference Materials

Each Exhibiting Organization will receive one complimentary conference program. Lost or misplaced books cannot be replaced.

Drawings, Door Prizes, and Other Gifts

Exhibitors may only provide prizes or gifts in accordance with law and the terms of this Contract. Exhibitors conducting drawings or offering prizes must comply with state laws prohibiting gambling and bribery of public servants. Personal tangible gifts to public servants should be limited to caps, T-shirts, coffee mugs, or other token items. In no event should the value of the personal gift exceed a \$50 fair-market value. Additionally, no cash or cash equivalents (e.g., bank or gift cards) can be offered or provided to public officials or employees.

Acknowledgement and Agreement

The Federal, State, and Local Initiatives Team at Region 20 is a recipient of grant funding and, therefore, they and any participant of programs/trainings/conferences hosted by the FSLI Team are also required to comply with the TEA General Provisions and Assurances.

As an exhibitor at the 2026 TIA Conference, you must acknowledge and agree to abide by each law and executive order below. Make sure to download these materials for your records.

- Federal Executive Order: Section EE #13 Subitems A-E
- State Executive Order: Section HH # 2
- Federal and State Executive Order: Section TT #s 1-7
- Federal and State Law: Section UU #s 1-5
- Federal and State Law: Section VV

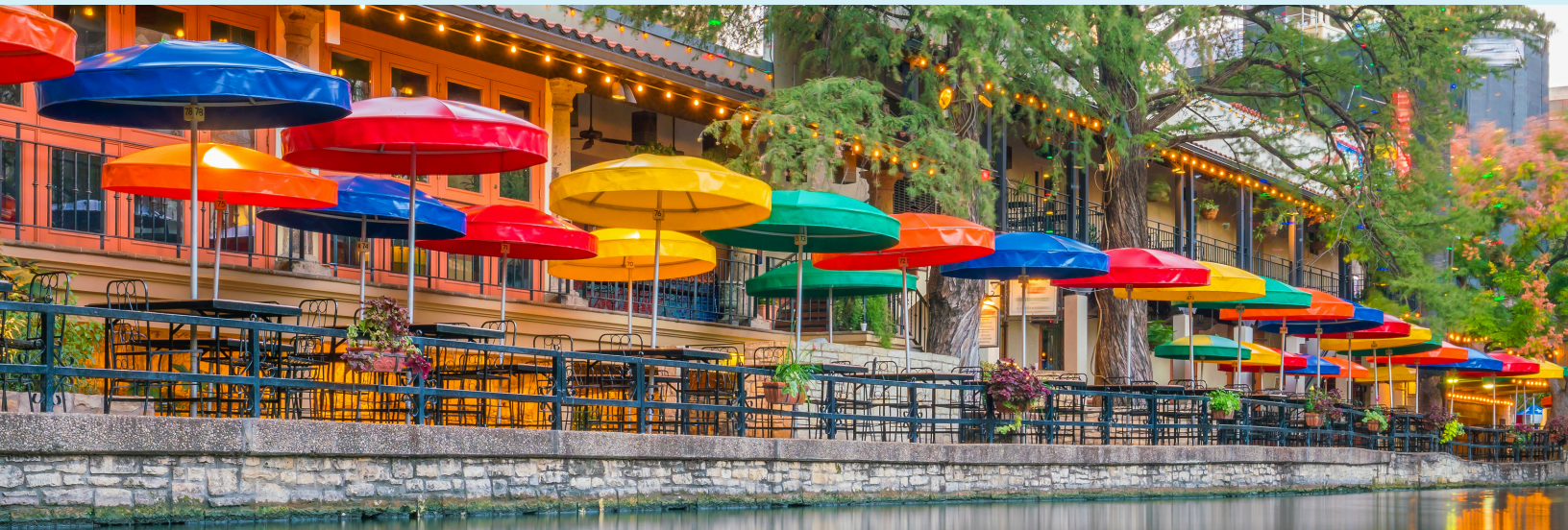
Make sure to download these materials for your records. If you have any questions, please feel free to email the TIA Conference Planning Team at: tiaconinfo@gmail.com



Questions?

Send any questions or items that need to be clarified to the TIA Conference Planning Team at:

tiaconinfo@gmail.com



2026 TIA CONFERENCE AGENDA

Wednesday, June 10th

Time	What	Location
7:00-5:00	Early Check-In 7:00-10:00 - Exhibitor Time	Registration Booth
8:30-9:45	ESC Meeting	Breakout 301B
10:00-11:30	TEA Commissioner Keynote	Ballroom
11:30-12:45	Networking Boxed Lunch	Ballroom & Breakout Rooms
12:45-2:00	Breakout Session 1	Breakout Rooms
2:00-2:15	Transition	
2:15-3:30	Breakout Session 2	Breakout Rooms
3:30-3:45	Transition	
3:45-5:00	Breakout Session 3	Breakout Rooms
5:00-7:00	Networking Social	Foyer

Thursday, June 11th

Time	What	Location
7:00-5:00	Check-in	Registration Booth
7:00-8:00	Light Breakfast	Ballroom Foyer
8:00-9:15	Breakout Session 4	Ballroom
9:15-9:30	Transition	Ballroom Foyer
9:30-10:45	Breakout Session 5	Breakout Rooms
10:45-11:00	Transition	
11:00-12:15	Breakout Session 6	Breakout Rooms
12:15-1:30	Lunch + Exhibitor Time	Ballroom and Foyer
1:30-2:45	Breakout Session 7	Breakout Rooms
2:45-3:00	Transition	
3:00-4:15	Breakout Session 8	Breakout Rooms

2026 TIA CONFERENCE AGENDA

Friday, June 12th

Time	What	Location
7:00-8:00	Light Breakfast	Ballroom Foyer
8:00-9:15	Breakout Session 9	Breakout Rooms
9:15-9:30	Transition	Foyer
9:30-10:45	Breakout Session 10	Breakout Rooms
10:45-11:00	Transition	Foyer
11:00-12:30	Closing Session	Ballroom