



**Kalahari Resorts & Conventions**

**November 19-22, 2025**

**Exhibitors Packet**





Reservation for TAEA Exhibit Space
Kalahari Resorts & Conventions
November 19-22, 2025

Exhibits are open November 20-22, 2025

Application for exhibit space at this conference indicates the applicant's willingness to abide by all exhibit terms, conditions, and general regulations

Company: \_\_\_\_\_ Date: \_\_\_\_\_

Deposit \$100 per booth space

Number of Spaces \_\_\_\_\_ X 100 = \$ \_\_\_\_\_ Deposit

Remaining Balance: \_\_\_\_\_

1st Booth \$550.00 each additional booth \$500.00 until October 1,2025
After October 1, 2025 the cost becomes \$600.00 per booth

Sustaining Membership Cost \$44.00 Yes No Deposit + Sustaining Membership

Total Paid: \$ [ ]

Deposit Paid By: Cash \_\_\_\_\_ Check No. \_\_\_\_\_

Make check Payable to TAEA

Credit Card: [ ] Visa [ ] Master Card [ ] American Express

Card No. \_\_\_\_\_ Code No. \_\_\_\_\_

Exp. Date \_\_\_\_\_ Call for payment at \_\_\_\_\_

Reservation Made By \_\_\_\_\_

Position with Company \_\_\_\_\_

You may attach Business Card

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax Number \_\_\_\_\_

Email \_\_\_\_\_

Do you a have preference on location? \_\_\_\_\_



Reservation for TAEA Exhibit Space
Paying In Full
Kalahari Resorts & Conventions
November 19-22, 2025

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Application for exhibit space at this conference indicates the applicant's willingness to abide by all exhibit terms, conditions and general regulations

Company:
Date of Payment:

Number of Booths Reserved
\$ Amount Paid Paid By:
\$ Sustaining Membership - \$44.00
\$ Total Paid

1st Booth \$550.00 each additional booth \$500.00
After October 1, 2025 the cost becomes \$600.00 per booth
1 Booth \$550.00 2 Booths \$1,050.00 3 Booths \$1,550.00 4 Booths \$2,050.00

Credit Card: [ ] Visa [ ] Master Card [ ] American Express

Card No. Code No.
Exp. Date Call for payment at
Check No. Make check Payable to TAEA

Reserved By
Position with Company
You may attach Business Card

Address
City State Zip
Telephone Fax Number
Email

Do you have a preference on location?



**TAEA AD Space Payment  
Preconference and Conference Star**

Company: \_\_\_\_\_

Date: \_\_\_\_\_

See Below for Size and ADS and APP Size Information

Size of AD

Published

Once  Twice

\$ \_\_\_\_\_

APP Co-Banner Sponsorship – 7 Only

\$ \_\_\_\_\_

Total Paid

\$

**Payment Information**

- Please have Headquarters call for payment at \_\_\_\_\_
- Please Invoice: email - \_\_\_\_\_

**E-STAR NEWSLETTER AND CONFERENCE PROGRAMS SCHEDULE**

ISSUE	PUBLICATION DATE	MATERIALS DUE TO EDITOR
WINTER	JANUARY	DECEMBER 1ST
SPRING	APRIL	MARCH 1ST
SUMMER	JULY	JUNE 1ST
PRE CONFERENCE STAR	SEPTEMBER 1ST	JULY 15TH
CONFERENCE PROGRAM	CONFERENCE START DATE	AUGUST 15TH

**Advertising Rates for Pre Conference STAR and Conference Program**

<div style="background-color: #008000; color: white; padding: 5px; font-weight: bold; font-size: 24px;">1/4</div> <div style="background-color: white; padding: 5px; font-size: 10px;">           1/4 PAGE AD            4" x 5.25"  </div> <div style="background-color: #008000; color: white; padding: 5px; font-weight: bold; font-size: 18px;">\$75</div> <p style="font-size: 8px;">\$130 PUBLISHED TWICE</p>	<div style="background-color: #FF0000; color: white; padding: 5px; font-weight: bold; font-size: 24px;">1/2</div> <div style="background-color: white; padding: 5px; font-size: 10px;">           1/2 PAGE AD            4"x10.5" 8"x5.25"              Horizontal or Vertical         </div> <div style="background-color: #FF0000; color: white; padding: 5px; font-weight: bold; font-size: 18px;">\$150</div> <p style="font-size: 8px;">\$225 PUBLISHED TWICE</p>	<div style="background-color: #800080; color: white; padding: 5px; font-weight: bold; font-size: 24px;">FULL</div> <div style="background-color: white; padding: 5px; font-size: 10px;">           FULL PAGE AD            8.5" x 11"  </div> <div style="background-color: #800080; color: white; padding: 5px; font-weight: bold; font-size: 18px;">\$300</div> <p style="font-size: 8px;">\$400 PUBLISHED TWICE</p>
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If the ad bleeds: Please build page to trim and extend any bleed 1/8" beyond edge of trim size.

Mail or Email: .jpg or .pdf camera-ready ad.

The ads are the same price for color or black/white.

The prices are under the squares for two ads.

Co-banner sponsorship for the app. The cost will be \$200 to be a banner sponsor; this will get: your logo on the app front page and 3 free alerts during the conference. **Banner size:** 640 X 110.

- Alerts – Please send info for each alert to Paul Shimp: [Paul@madcrouch.com](mailto:Paul@madcrouch.com) the week before conference or at conference see Paul at TAEA Registration counters 2 hours before the alert needs to be sent.

Please send to:

Executive Director Sara Chapman: [chapmansara43@gmail.com](mailto:chapmansara43@gmail.com)

Jody Henry: [info@taea.org](mailto:info@taea.org), Ricia Kerber: [rkerber59@comcast.net](mailto:rkerber59@comcast.net) and Shannon Raygoza  
[sraygoza0706@gmail.com](mailto:sraygoza0706@gmail.com)



## TAEA General Regulations for Exhibitors

### Sustaining Membership:

- Texas Art Education Association requires **ALL** commercial exhibitors to become sustaining members
- Cost is \$44.00 for annual sustaining membership
- Renewal and New Vendor Applications for membership are on line at [www.taea.org](http://www.taea.org)

### Exhibitor Agrees:

- In the event of a fire, strike, natural disaster or unavoidable circumstances, the Exhibitor Space Contract will not be binding
- Convention Center or TAEA will provide security and insurance for the safety of the exhibits against robbery, theft, damage by fire, accident, or any other cause
- Character of the exhibits must be acceptable to the Commercial Exhibits Committee
- TAEA endorses the creativity in the use of art materials
- TAEA does not condone products and processes, which encourage imitations; or do not allow creative growth and development of children (Example: *paint-by-number, coloring books, tracings etc.*)
- Businesses, etc. are not permitted to remove attendees from the conference site to an outside location unless it is for off-site workshops approved by the President of TAEA
- Executive Director/President of TAEA may direct the Exhibits Committee to decline or prohibit an exhibit or portion of an exhibit, or workshop which is not suitable to or in keeping with the character of the conference or the educational philosophy of TAEA
- For ALL service animals brought to a TAEA conference: TAEA requires a current and valid vaccination certification from a veterinarian on the animal's health. Proof of liability insurance through the therapy group you are registered with is required and must be provided 7 days prior to the conference. The animal must be on a leash or be always kenneled throughout the TAEA conference. This policy is for the safety and health of all our TAEA members.

### Assignment of Booths

- First-come, first served basis
- If your choice is not available, space will be assigned closest to your choice
- Sent by email once it is approved and requests for booth location will be honored to the best of our ability

### **Standard Booth Contract Provides:**

- Booth with flame-proof back wall and drapery
- Sign carrying the exhibitor's name
- One six-foot draped table with two side chairs
- Booth size is 10'x10' with 3' draped sidewalls
- Security guard service provided Thursday and Friday nights
- Security will be provided when exhibits are not open
- Dimensions and locations shown on the floor plan are believed, but not warranted, to be accurate

The Commercial Exhibit Director reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors. Furniture, other than that provided, such as additional tables, electrical outlets, etc. are the **sole responsibility of the exhibitor** and should be ordered in advance from the decorating company. **Our decorator/contractor is Texas Expo, Texas Exposition Services.** They will provide you with additional information once you have committed to exhibit. All decorative materials must be fire-resistant and in accordance with the standard established by the **National Board of Fire Underwriters.**

### **Booth Information:**

- Please check-in upon arrival to the Exhibits Director at the TAEA Booth located in the exhibit hall
- Exhibitors can begin setting up booths on **Thursday, November 20, 2025, at 8:00 A.M.**
- Booth sitters may be arranged through the Exhibit Director
- Hospitality Lounge will be available for vendors, to relax and enjoy a few refreshments
- Exhibitors wishing to present a workshop must book an exhibit booth space. Proposals can be submitted online at [www.taea.org](http://www.taea.org)

**Exhibit Hours:** Times of the exhibit hall are firm, but may change, as we get closer to conference time. If times are changed, notification of such will be sent via email.

- Thursday
  - ❖ 4:00 P.M. – 7:00 P.M.
  - ❖ Reception for our fabulous exhibitors will be 7:00 P.M. – 8:30 P.M. after the exhibits close on Thursday. Please come as you are.
- Friday
  - ❖ 9:00 A.M. doors open to all the attendees and will remain open until 2:00 P.M.
  - ❖ Reopens from 4:00 until 7:00 P.M.
  - ❖ During General Session, exhibits will be closed and exhibit area will be monitored by Exhibits Team.
  - ❖ Vendor Showcase will be 4:00 – 5:00 P.M.
- Saturday
  - ❖ 9:00 A.M. – 2:00 P.M.
  - ❖ Tear down starts at 2:15 P.M.
  - ❖ TAEA will levy a fine of \$200.00 for any exhibitor that breaks down early

**Cancellations:** If cancellation by exhibitor is necessary, your cancellation must be submitted in writing to TAEA to the exhibit coordinator at the address listed below. For cancellations postmarked before October 1, 2025,

one half of your deposit will be refunded. For cancellations postmarked on or after October 1, 2025, no refund will be made.

**Art Material Give Away:** No obligation to participate

- Creates interest in the exhibit hall and keeps the crowds coming in
- **Donations Do Not** need to be expensive. Feel free to be creative and please be sure to **attach** your **business card** to all donated items
- Door prizes will be awarded several times an hour throughout each day of the conference
- Donors will receive recognition over the PA system in the exhibit hall
- Attendees do not have to be present to win, but must claim prize by the 1:45 P.M. on Saturday
- Prizes may be distributed to High School, Middle School, Elementary Divisions for use as door prizes during their meeting
- Unclaimed prizes will be given to a needy school/charity chosen by the exhibits committee

It is our sincere wish that you join us and share with our members all the great things you have to offer. Texas art teachers are interested and inquisitive about your products, ideas and information. You are an integral part of a successful conference.

**TAEA AD Opportunity:**

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1/4

1/4 PAGE AD  
4" x 5.25"



\$75

\$130 PUBLISHED TWICE

1/2

1/2 PAGE AD  
4"x10.5" 8"x5.25"



Horizontal or Vertical

\$150

\$225 PUBLISHED TWICE

FULL

FULL PAGE AD  
8.5" x 11"



\$300

\$400 PUBLISHED TWICE

If you would like to advertise in the conference program, please contact our Executive Director, Sara Chapman at [Chapmansara43@gmail.com](mailto:Chapmansara43@gmail.com)

If you would like to advertise in the E-STAR Newsletter, in January, April and July please contact our Executive Director, Sara- Chapman at [Chapmansara43@gmail.com](mailto:Chapmansara43@gmail.com).

To place items or catalogs into conference bags or sponsor an activity, please contact our Executive Director, Sara Chapman at [Chapmansara43@gmail.com](mailto:Chapmansara43@gmail.com).

**TAEA APP Opportunity:**

We will be using the Whova App at the Kalahari Resorts & Convention Center. Whova has one person who can log in and post for your company. As we get close to conference, I will be sending out an email inquiring on who will be your contact for Whova.

We are looking for seven co-banner sponsorship for the app. The cost will be \$200 to be a banner sponsor.

**Banner size:** 640 X 110

For more information contact Executive Director Sara Chapman at [Chapmansara43@gmail.com](mailto:Chapmansara43@gmail.com)

**Payment:**

Send credit card information or check made payable to TAEA along with the Exhibit Reservation forms found on pages 2 and 3, for ad space payment on page 4. If you prefer for us to call for credit card information, please note on reservation form and TAEA will contact you.

You may make one payment if you are reserving a booth and purchasing advertisement or a banner for the Whova App. Please make sure to send both Reservation for your booth and the Ad Space Payment.

Mailing address:

TAEA Headquarters  
14070 Proton Road  
Suite 100  
Dallas, TX 75244

Looking forward to having you with us in Roundrock, Texas

Shannon Raygoza  
TAEA Commercial Exhibits Director  
[sraygoza0706@gmail.com](mailto:sraygoza0706@gmail.com)  
346-267-82590