



**JUNE 20-21, 2024**  
**EXHIBIT OPPORTUNITIES**

[texasbar.com/annualmeeting](https://texasbar.com/annualmeeting)

# EXHIBIT OPPORTUNITIES

Annual Meeting is the State Bar's largest conference of the year and the best opportunity for exhibitors to market their products, services, and technologies to the legal professionals of Texas in an efficient and cost-effective way. Attorneys attend Annual Meeting to learn and discuss the latest issues affecting their profession and spend much of their time networking on the exhibit floor. Come connect face-to-face with **the largest gathering of Texas attorneys** at this year's **State Bar of Texas Annual Meeting, June 20-21, 2024, in Dallas, Texas**. We have several dynamic sponsorships available to highlight your services to our audience of experts and legal professionals who influence the purchasing decisions of peers, business associates, and clients.

## **\$20,000 DIAMOND EXHIBITOR**

**(Limited to one sponsor)**

- ★ Prime exhibit space
- ★ (3) Annual Meeting registrations (excluding President's Party)
- ★ Company logo printed on Annual Meeting tote bags
- ★ Company flyer or promotional item inserted into all Annual Meeting tote bags
- ★ (1) Full-page-four-color ad in the Annual Meeting Digital Programming Guide
- ★ Company name and description in the Annual Meeting Digital Programming Guide
- ★ List of attendees
- ★ Company logo and website hyperlink on [texasbar.com/annualmeeting](https://texasbar.com/annualmeeting)

## **\$15,000 PLATINUM EXHIBITOR**

**(Limited to one sponsor per event - 4 Platinum Sponsorships available)**

The following conference events are available under Platinum Sponsorships:

- June 20 - Bar Leaders Recognition Luncheon
- June 20 - President's Party
- June 21 - Bench Bar Breakfast
- ~~June 21 - General Session Luncheon~~ **SOLD**
- ★ Prime exhibit space
- ★ (3) Annual Meeting registrations (excluding President's Party)
- ★ (1) Reserved table at sponsored event above
- ★ Company name and description in the Annual Meeting Digital Programming Guide
- ★ Signage at sponsored event
- ★ List of attendees
- ★ Company logo and website hyperlink on [texasbar.com/annualmeeting](https://texasbar.com/annualmeeting)

## **\$12,000 GOLD EXHIBITOR**

**(Limited to one sponsor per event - 3 Gold Sponsorships available)**

The following conference events are available under Gold Sponsorships:

- ~~June 20 - Thursday Continental Breakfast~~ **SOLD**
- June 20 - Thursday Afternoon Break
- June 21 - Friday Afternoon Break
- ★ Prime exhibit space
- ★ (3) Annual Meeting registrations (excluding President's Party)
- ★ Company name and description in the Annual Meeting Digital Programming Guide
- ★ Signage at sponsored event
- ★ List of attendees
- ★ Company logo and website hyperlink on [texasbar.com/annualmeeting](https://texasbar.com/annualmeeting)

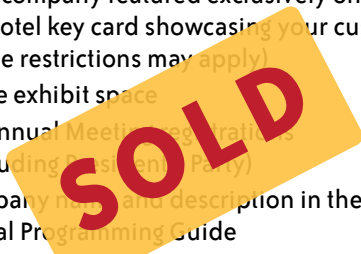
## **\$10,000 CHARGING STATIONS**

- ★ Your logo displayed on (2) charging stations in or near the exhibit hall
- ★ Prime exhibit space
- ★ (2) Annual Meeting registrations (excluding President's Party)
- ★ Company name and description in the Annual Meeting Digital Programming Guide
- ★ List of attendees
- ★ Company logo and website hyperlink on [texasbar.com/annualmeeting](https://texasbar.com/annualmeeting)

### **\$8,000 HOTEL KEY CARD EXHIBITOR**

**(Limited to one sponsor)**

- ★ Your company featured exclusively on the front & back of the hotel key card showcasing your custom design (Some restrictions may apply)
- ★ Prime exhibit space
- ★ (2) Annual Meeting registrations (excluding President's Party)
- ★ Company name and description in the Annual Meeting Digital Programming Guide
- ★ List of attendees
- ★ Company logo and website hyperlink on [texasbar.com/annualmeeting](http://texasbar.com/annualmeeting)



### **\$7,000 ANNUAL MEETING APP EXHIBITOR**

**(Limited to one sponsor)**

- ★ 3 sponsored app push notifications
- ★ Company logo on splash page
- ★ Ad on select pages of app
- ★ Exhibit space
- ★ (1) Annual Meeting registration (excluding President's Party)
- ★ Company name and description in the Annual Meeting Digital Programming Guide
- ★ List of attendees
- ★ Company logo and website hyperlink on [texasbar.com/annualmeeting](http://texasbar.com/annualmeeting)

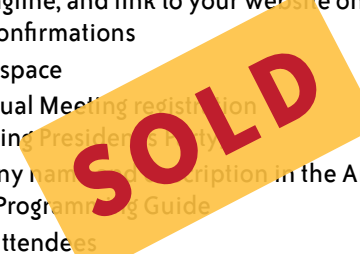
### **\$5,000 SILVER EXHIBITOR**

- ★ Exhibit space
- ★ (2) Annual Meeting registrations (excluding President's Party)
- ★ (1) Reserved table at the Bar Leaders Recognition Luncheon, Bench Bar Breakfast OR General Session Luncheon
- ★ Company name and description in the Annual Meeting Digital Programming Guide
- ★ List of attendees
- ★ Company logo and website hyperlink on [texasbar.com/annualmeeting](http://texasbar.com/annualmeeting)

### **\$4,000 EMAIL CONFIRMATION EXHIBITOR**

**(Limited to one sponsor)**

- ★ Logo, tagline, and link to your website on all registration email confirmations
- ★ Exhibit space
- ★ (1) Annual Meeting registration (excluding President's Party)
- ★ Company name and description in the Annual Meeting Digital Programming Guide
- ★ List of attendees
- ★ Company logo and website hyperlink on [texasbar.com/annualmeeting](http://texasbar.com/annualmeeting)



### **\$3,000 BRONZE EXHIBITOR**

- ★ Exhibit space
- ★ (1) Annual Meeting registration (excluding President's Party)
- ★ Company name and description in the Annual Meeting Digital Programming Guide
- ★ List of attendees
- ★ Company logo and website hyperlink on [texasbar.com/annualmeeting](http://texasbar.com/annualmeeting)

## **ADDITIONAL OPPORTUNITIES**

#### **TOTE BAG SPIRAL NOTEPAD (limited to one sponsor)**

Annual Meeting spiral notepad inserted into attendee tote bags. Sponsorship includes company ad on inside front cover of notepad. Sponsor to provide ad.

Exhibitor.....	\$3,000
Non-Exhibitor.....	\$6,000

#### **TOTE BAG INSERT**

A flyer, pen, or promotional item inserted into attendee tote bags. Sponsor to provide.

Exhibitor.....	\$500
Non-Exhibitor.....	\$750

#### **LIST OF ATTENDEES (Non-Exhibitor)**

(Emailed 2 weeks before and 2 weeks after meeting).....\$300

#### **ADVERTISING IN THE ANNUAL MEETING DIGITAL PROGRAMMING GUIDE (subject to availability)**

**SOLD**

Inside Front or Inside Back Cover.....	\$3,000
Full Page (7 1/2" x 10").....	\$2,500
Half Page.....	\$1,500
(horizontal 4 7/8" x 7 1/2" or vertical 3 5/8" x 10")	
One-Fourth Page.....	\$800
(vertical only 3 5/8" x 4 7/8")	

# 2024 STATE BAR OF TEXAS ANNUAL MEETING EXHIBIT SPACE APPLICATION

Confirm your exhibit selection by completing and returning this agreement. **NOTE:** All exhibits must be paid in advance.

Company/Corporation Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

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

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

URL for Linking on Annual Meeting Website (*Exhibitors Only*): \_\_\_\_\_

## EXHIBIT OPPORTUNITIES SELECTION

- |  |   |
|--|---|
| <input type="checkbox"/> \$20,000 Diamond Exhibitor                                    | <input type="checkbox"/> \$10,000 Charging Stations   |
| <input type="checkbox"/> \$15,000 Platinum Exhibitor ( <b>check event to sponsor</b> ) | <input checked="" type="checkbox"/> <del>\$8,000 Hotel Key Card Exhibitor</del> <b>SOLD</b>     |
| <input type="checkbox"/> Bar Leaders Luncheon  | <input type="checkbox"/> \$7,000 Annual Meeting App Exhibitor                                   |
| <input type="checkbox"/> President's Networking Party                                  | <input type="checkbox"/> \$5,000 Silver Exhibitor   |
| <input type="checkbox"/> Bench Bar Breakfast   | <input checked="" type="checkbox"/> <del>\$4,000 Email Confirmation Exhibitor</del> <b>SOLD</b> |
| <input checked="" type="checkbox"/> <del>General Session Luncheon</del> <b>SOLD</b>    | <input type="checkbox"/> \$3,000 Bronze Exhibitor   |
| <input type="checkbox"/> \$12,000 Gold Exhibitor ( <b>check event to sponsor</b> )     |   |
| <input type="checkbox"/> Thursday Break  |   |
| <input type="checkbox"/> Friday Break  |   |
| <input checked="" type="checkbox"/> <del>Continental Breakfast</del> <b>SOLD</b>       |   |

## ADDITIONAL MARKETING OPPORTUNITIES

### Exhibitors:

- \$3,000 Tote Bag Spiral Notepad
- \$500 Tote Bag Insert

### Non-Exhibitors:

- \$6,000 Tote Bag Spiral Notepad
- \$750 Tote Bag Insert
- \$600 Non-Exhibitor Vendor Registration
- \$300 List of Attendees (*Non-Exhibitors ONLY*)

## ADVERTISING IN THE ANNUAL MEETING DIGITAL PROGRAMMING GUIDE: (*Subject to Availability*)

- |  |         |
|--|---------|
| <input checked="" type="checkbox"/> <del>Inside Front or Inside Back Cover</del> <b>SOLD</b> | \$3,000 |
| <input type="checkbox"/> Full Page   | \$2,500 |
| <input type="checkbox"/> Half Page   | \$1,500 |
| <input type="checkbox"/> One-Fourth Page   | \$800   |

Total Amount Enclosed: \$ \_\_\_\_\_

I am paying by:  Enclosed check made payable to the State Bar of Texas Annual Meeting  
 American Express  MasterCard  Visa

Credit Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card (Please print): \_\_\_\_\_ Signature: \_\_\_\_\_

**BY SIGNING AND SUBMITTING THIS APPLICATION, VENDOR REPRESENTS IT HAS RECEIVED AND READ THE EXPOSITION RULES AND REGULATIONS AND AGREES TO COMPLY WITH AND BE BOUND BY SUCH EXPOSITION RULES AND REGULATIONS.**

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

Signature of Authorized Representative: \_\_\_\_\_ Date: \_\_\_\_\_

RETURN COMPLETED FORM TO: State Bar of Texas. Attn: Caryn Truitt, P.O. Box 12487, Austin, TX 78711-2487  
E-mail: caryn.truitt@texasbar.com Tel: (512) 427-1513

# 2024 STATE BAR OF TEXAS ANNUAL MEETING EXPOSITION RULES AND REGULATIONS

These Exposition Rules and Regulations apply to all Exhibitors acquiring exhibit space at the State Bar of Texas Annual Meeting held on **June 20-21, 2024** in **Dallas, Texas** at the **Hilton Anatole** (the “Annual Meeting”).

**1. EXHIBITOR APPLICATION FOR EXHIBIT SPACE.** To be considered by the State Bar of Texas (the “State Bar”) for exhibit space at the Annual Meeting, an Exhibitor must submit a completed and duly executed Exhibit Space Application along with full payment to the State Bar. By executing and submitting the Exhibit Space Application, Exhibitor agrees to comply with and be fully bound by these Exposition Rules and Regulations. The State Bar reserves the right to waive all or any portion of exhibit space rental fees for certain organizations, such as a host city’s local bar association; however, the waiver of such rental fees shall not relieve such organizations from their duties and obligations under these Exposition Rules and Regulations.

**2. SERVICE CONTRACTOR.** The State Bar has contracted with Freeman to manage the exposition area, including exhibit space, move in, installation, removal, equipment, and services. After approval of Exhibitor’s Exhibit Space Application, Exhibitor will receive an Exhibitor Service Manual from Freeman. The Exhibitor Service Manual guidelines, rules, regulations, terms and conditions are incorporated into these Exposition Rules and Regulations by this reference and are binding on Exhibitor.

Arrangements for electricity, telephone service, internet service, or other additional services, and rental for additional furniture, equipment, and materials must be made by Exhibitor directly with Freeman.

**3. APPROVAL BY THE STATE BAR AND ASSIGNMENT OF EXHIBIT SPACE.** The approval or denial of any Exhibitor Space Application shall be at the sole discretion of the State Bar. Upon approval of an Exhibitor Space Application, the State Bar shall notify Exhibitor as soon as reasonably possible. Whenever possible, exhibit space shall be assigned by the State Bar in accordance with the preferences as to location requested by Exhibitor. The State Bar, however, reserves the right to make final determination of all space assignments in the best interests of the exposition and the Annual Meeting.

If the State Bar does not approve the Exhibitor Space Application, Exhibitor’s payment included with the Exhibitor Space Application shall be returned or refunded in full.

**4. CANCELLATION AND REFUNDS.** In the event Exhibitor wishes to cancel its participation in the Exposition, Exhibitor must notify the State Bar in writing. If such cancellation notification is received by the State Bar no later than thirty (30) days prior to the move in and installation date, the State Bar will refund Exhibitor’s payment in full.

If Exhibitor does not notify the State Bar at least thirty days prior to the move in and installation date of its intent to cancel its participation in the Exposition, regardless of when the Exhibit Space Application was submitted, Exhibitor will not be entitled to a refund of its exhibit space payment.

**5. EXHIBITOR REPRESENTATIVE.** Exhibitor must designate one person to be its representative in connection with the installation, operation and removal of its exhibit. Such representative must be authorized to enter into such service contracts as may be necessary and for which Exhibitor shall be responsible. Exhibitor assumes responsibility for such representative to be in attendance throughout all exposition periods, and this representative shall be responsible for assuring the exhibit complies with these Exposition Rules and Regulations and with the Exhibitor Service Manual.

**6. SPECIAL ACCOMMODATIONS.** If Exhibitor, its personnel or agents need special accommodations in connection with exhibiting at the Annual Meeting, Exhibitor must contact the State Bar at 512-427-1515 no later than 20 days prior to the move in and installation date.

**7. MOVE IN, INSTALLATION AND REMOVAL.** Exhibitor must move in and install its exhibits in its assigned exhibit space on **June 19, 2024** between the hours of **12:00 p.m. – 3:00 p.m.** (the “Installation Time”). Exhibitor will not be allowed to move in and/or install its exhibit before or after the Installation Time. **THE FAILURE OF EXHIBITOR TO MOVE IN AND INSTALL ITS EXHIBIT ACCORDINGLY SHALL BE DEEMED TO BE A WITHDRAWAL FROM THE EXPOSITION BY EXHIBITOR AND A FORFEITURE OF ALL EXHIBIT SPACE PAYMENTS MADE TO THE STATE BAR.**

Exhibitor must dismantle and remove its exhibit and all necessary equipment immediately after the exposition closing on **June 21, 2024 at 5:00 p.m.** (the “Exposition Closing”). All Exhibit display materials and equipment must be removed by Exhibitor no later than **11:00 p.m.** on **June 21, 2024** (the “Cutoff Time”). Any materials or equipment left by Exhibitor after the Cutoff Time shall be considered abandoned and shall be discarded. Exhibitor will not be allowed to dismantle or pack any part of its exhibit prior to the Exposition Closing.

Exhibitor shall be solely responsible for labor and equipment necessary to move in and install its exhibit. Additionally, Exhibitor shall be solely responsible for all charges for electrical, phone, internet, and set-up, including any additional table or equipment rentals.



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**8. FIRE, SAFETY AND HEALTH.** Exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations as well as any requirements of the convention center and/or hotel covering fire, safety and health.

In addition to such ordinances, regulations and requirements, no materials or equipment which, in the sole opinion of the State Bar, Freeman and/or the convention center and/or hotel, constitute a fire, safety, or health risk shall be permitted.

**9. USE OF SPACE AND SUBLETTING.** Exhibitor may not assign, sublet, or share the space allotted to it with another business or firm unless approval has been obtained in writing from the State Bar. Exhibitor may not display names or advertisements of non-exhibiting manufacturers, publishers, distributors or agents in Exhibitor's display, with the exception of Exhibitor's parent or subsidiary companies.

**10. DISPLAY AND EXHIBITS.** Exhibitor will be provided an Exhibitor Service Manual by Freeman describing the type and arrangement of exhibit space and the standard exhibit equipment provided. All displays and exhibits must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Service Manual. If, in the sole opinion of the State Bar, Exhibitor's exhibit fails to conform to these Exposition Rules and Regulations or the Exhibit Service Manual guidelines, provisions, or limitations, the State Bar reserves the right to prohibit such exhibit from operation during the exposition. The State Bar also reserves the right to require Exhibitor to alter its exhibit before or during the exposition if, in the sole opinion of the State Bar, the exhibit fails to conform to these Exposition Rules and Regulations or the Exhibitor Service Manual guidelines, provisions, or limitations.

Exhibitor's displays and exhibits must be confined within the exhibit space allotted to Exhibitor. All demonstrations or other activities must be confined to the limits of Exhibitor's exhibit space. Distribution of circulars or other advertising or promotional materials may be made only within the limits of Exhibitor's exhibit space. No circulars or other advertising or promotional materials may be distributed or placed by Exhibitor in the aisles, meeting rooms, registration areas, lounges, grounds or other Annual Meeting facilities except as expressly permitted by the State Bar. Exhibitor's display or personnel may not impede traffic flow to and from the registration area or meeting rooms.

**11. NO STATE BAR ENDORSEMENT.** The granting of exhibit space to Exhibitor is not an endorsement of Exhibitor or its products or services by the State Bar. Exhibitor, through actions, words, print, or display may not represent or suggest that the State Bar has extended such endorsement. Exhibitor, through actions, words, print, or display may not represent or suggest that it is a preferred provider of a State Bar member benefit absent an express written agreement between Exhibitor and the State Bar.

**12. SOLICITATION OR PROMOTION BY NON-EXHIBITORS.** Solicitation of business or political or ideological support by any individual, firm, or company that is not an approved Exhibitor is prohibited within the exposition area, and the State Bar reserves the right to require that such solicitation cease immediately or to have the individual, firm, or company representatives removed from the exposition area.

**13. SECURITY.** The State Bar will notify Exhibitor of the hours during which exposition security will be provided during the Annual Meeting. Exhibitor, however, assumes the entire responsibility for losses, damages and claims arising out of theft or damage to Exhibitor's displays, equipment and property brought upon the premises, and Exhibitor agrees to indemnify and hold harmless the State Bar against any claims resulting from loss or damage to Exhibitor's displays, equipment and property, and against any claims arising from the acts or omissions of Exhibitor, its personnel or agents in connection with the Annual Meeting.

**14. COPYRIGHT AND INTELLECTUAL PROPERTY.** Exhibitor represents and warrants to the State Bar that it has full rights and licenses under law to all display and promotional materials, including print, audio media and video media, used by Exhibitor in connection with its exhibit, and that Exhibitor shall indemnify and hold harmless the State Bar against any claims of copyright, patent, or other intellectual property right infringement as the result of its use of such materials and media in its exhibit.

**15. LIABILITY AND INSURANCE.** All property of Exhibitor remains under its custody and control in transit to and from the exposition area and while it is within the confines of the exposition area. Neither the State Bar, its officers, directors, employees, or contractors, nor the owner and management of the exposition area, its officers, directors, employees, or contractors, are responsible or liable for the safety of the property of Exhibitor from theft, damage by fire, accident, vandalism, or other causes, and Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property.

Exhibitor shall obtain and maintain in full force and effect during the move in and installation period, the exhibit period, and the dismantle and removal period, and any other use of the Annual Meeting facilities, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance expressly referring to contractual liability set forth in any amount no less than \$250,000 Combined Single Limit for personal injury and property damage. Exhibitor shall provide the State Bar with acceptable proof of such insurance upon request which names the State Bar as co-insured.

**16. INDEMNIFICATION.** Exhibitor hereby agrees to indemnify, defend and hold harmless the State Bar to the same extent that the State Bar may be obliged to indemnify the owner or management of the convention center and/or hotel and exposition area and other related entities as lessee or licensee of the exposition area. If there are any inconsistencies between the State Bar's lease or license for the convention center and/or hotel or exposition area and these Exposition Rules and Regulations, such lease or license shall govern. If there are additional rules, regulations, terms, or conditions that the State Bar must comply with under its lease or license, to the extent they may be applicable to an exhibit space, those additional rules, regulations, terms, or conditions are hereby incorporated herein by reference and Exhibitor agrees to comply with them.

**17. CARE OF BUILDING AND EQUIPMENT.** Exhibitor or its agents shall not injure, damage, or deface any part of the exhibit facilities, the booths, booth contents, or exposition equipment or décor. If such injury, damage, or defacement occurs, Exhibitor shall be solely liable to the owner, and repairs of any such injury, damage, or defacement shall be at the sole expense of Exhibitor.

**18. ENFORCEMENT.** Failure of Exhibitor or its agents to comply with these Exposition Rules and Regulations or other requirements of the owner or management of the Annual Meeting facilities, or any amendment thereto, shall be cause for the State Bar to require the immediate removal of Exhibitor's exhibit, and Exhibitor will forfeit all further right to exhibit during the Annual Meeting along with all fees and payments made by Exhibitor. In such event, the State Bar may assign the forfeited space to another Exhibitor.

Exhibitor shall be liable for damages caused by its failure to comply with these Exposition Rules and Regulations or other requirements of the owner or management of the Annual Meeting facilities, or any amendment thereto.

The failure of the State Bar to insist upon a strict performance of these Exposition Rules and Regulations on the part of any Exhibitor shall not be deemed a waiver of any rights the State Bar may have, and shall not confer upon any Exhibitor any rights to enforce these Exposition Rules and Regulations.

**19. AMENDMENTS AND INTERPRETATION.** The State Bar reserves the right to make such additional conditions, rules and regulations as it deems necessary to ensure the success of the exposition. Any and all matters not specifically covered by these Exposition Rules and Regulations shall be subject solely to the decision of the State Bar. The State Bar shall have full power to interpret, amend, and enforce these Exposition Rules and Regulations, provided any amendments, when made, are brought to the notice of Exhibitor.

**20. NON-EXHIBITING VENDORS.** Individuals who work for a vendor/supplier company and do not want to secure an exhibit booth must register as a Non-Exhibiting Vendor and pay a fee of \$600/person. This registration will include the following:

- Access to all CLEs throughout the meeting
- Exhibit Area (*Observational Access Only*)
- Continental Breakfast (Thursday)
- Bar Leaders Recognition Luncheon (Thursday)
- Bench Bar Breakfast (Friday)
- General Session Luncheon (Friday)
- Afternoon Break (Thursday and Friday)

The Non-Exhibiting Vendor registration does not include tickets to the President's Party, or any additionally ticketed events, these tickets must be purchased separately. **Non-exhibiting and non-sponsoring organizations will not be permitted to "suitcase" or solicit business within the exhibit area or in any common areas of the State Bar of Texas Annual Meeting.** Non-exhibiting suppliers or vendors of goods and services are prohibited from handing out promotional materials and selling off the floor if not registered to do so. Any non-exhibiting vendor that engages in such prohibited behaviors will be asked to leave the meeting and will forfeit their registration fees.



**JUNE 20-21, 2024**

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