



# TEXAS MUSIC EDUCATORS ASSOCIATION

**EXHIBITOR & SPONSORSHIP  
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Since 1920, TMEA has worked to ensure excellence in music education for all Texas students. Over 14,000 school music educators are TMEA members belonging to one of five TMEA Divisions: Band, Orchestra, Vocal, Elementary, and College.

## **Texas Music Educators Association (TMEA)**

On behalf of its members and Texas students, TMEA carefully monitors the actions of all state decision-making bodies on issues affecting fine arts instruction in Texas. In addition to many member benefits, TMEA offers professional development opportunities for its members with Region workshops and especially with its annual Clinic/Convention. TMEA supports the future of music education by offering scholarships to music education majors and by sponsoring the Texas Future Music Educators, an organization through which high school students interested in careers in music education learn more about what to expect in their college education and future careers.

## **TMEA Clinic/Convention**

Each year, around 30,000 attendees gather in San Antonio for the TMEA Clinic/Convention, making it one of the largest music education events in the nation. This vibrant gathering brings together music educators, students, families, visitors, and exhibitors for an unparalleled experience of professional development, performances, and networking.

## **TMEA Exhibit Show**

Held at the Henry B. González Convention Center in San Antonio, the annual TMEA Clinic/Convention Exhibit Show features over 1,500 booths and 600 exhibiting companies. Make immediate onsite sales, build lasting customer relationships, and boost your brand's exposure.

## **Who should exhibit?**

If your organization supports music education, we encourage you to apply to exhibit. Previous exhibitors have included instrument and accessory companies, sheet music publishers, colleges and universities, apparel and concert attire providers, fundraising organizations, group travel companies, classroom tool and technology providers, and many others serving music programs.

## **TMEA Clinic/Convention**

### **Our 30,000+ attendees include:**

**10,000+** Active Music Educators

**3,800+** College Music Students

**1,800+** All-State Performers

**1,000+** Future Music Educators

**5,700+** Family Members & Visitors



**Exhibit Show Venue**

**Henry B. González  
Convention Center**  
900 E Market St  
San Antonio, TX 78205  
Exhibit Halls 1-4

**Exhibit Show  
Dates & Times**

**Move-In**

**Tues, Feb 10:** 9 AM–5 PM (large booth blocks only)  
**Weds, Feb 11:** 8 AM–6 PM  
**Thurs, Feb 12:** 7:30–9:30 AM

**Registration**

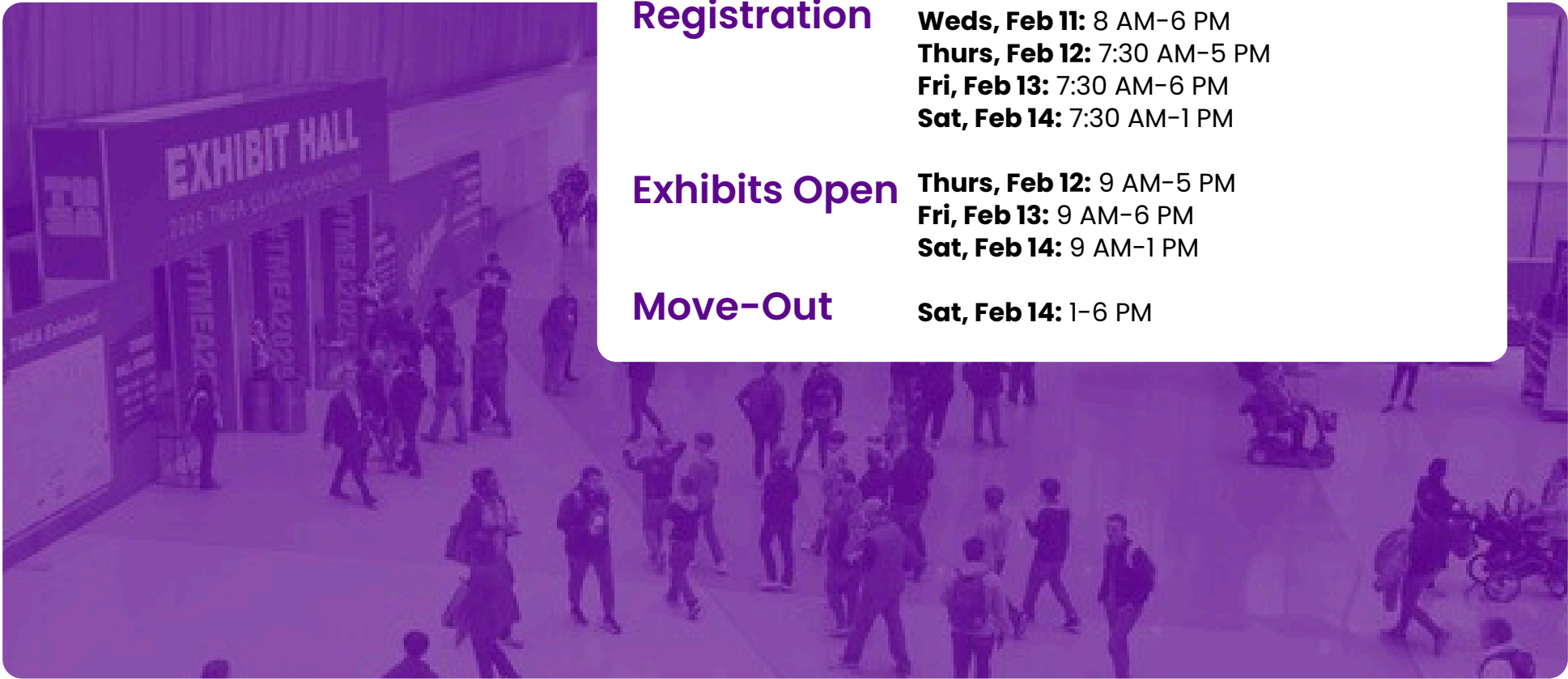
**Weds, Feb 11:** 8 AM–6 PM  
**Thurs, Feb 12:** 7:30 AM–5 PM  
**Fri, Feb 13:** 7:30 AM–6 PM  
**Sat, Feb 14:** 7:30 AM–1 PM

**Exhibits Open**

**Thurs, Feb 12:** 9 AM–5 PM  
**Fri, Feb 13:** 9 AM–6 PM  
**Sat, Feb 14:** 9 AM–1 PM

**Move-Out**

**Sat, Feb 14:** 1–6 PM





# 2026 Booth Options and Pricing

|                                       |          |
|---------------------------------------|----------|
| 10×10 Inline Booth.....               | \$700    |
| 10×10 Corner Booth.....               | \$800    |
| 10×20 Booth (2 Corners).....          | \$1,600  |
| 10×30 Booth (2 Corners/1 Inline)..... | \$2,300  |
| 10×40 Booth (2 Corners/2 Inline)..... | \$3,000  |
| 10×50 Booth (2 Corners/3 Inline)..... | \$3,700  |
| 20×20 Booth.....                      | \$3,200  |
| 20×30 Booth.....                      | \$4,600  |
| 20×40 Booth.....                      | \$6,000  |
| 20×50 Booth.....                      | \$7,400  |
| 20×60 Booth.....                      | \$8,800  |
| 20×70 Booth.....                      | \$10,200 |
| 30×30 Booth.....                      | \$6,700  |
| 30×40 Booth.....                      | \$8,800  |
| 30×50 Booth.....                      | \$10,900 |
| 30×60 Booth.....                      | \$13,000 |
| 40×40 Booth.....                      | \$11,600 |
| 40×50 Booth.....                      | \$14,400 |

To exhibit at the TMEA Clinic/Convention, your organization must hold a current Sustaining (\$75) or Institutional (\$55) Membership. Every booth includes complimentary services to support your presence at the TMEA Clinic/Convention: 8’ back drape and 3’ side drape, one undraped table with two chairs per 100 sq. ft., and a company ID sign (except islands). Exhibitors also receive three badges per 10’×10’ booth, 24-hour perimeter security, and listings in the convention program and mobile app. Plus, you’ll have access to the official show logo for approved promotional use.

## Important Dates & Deadlines

### August 2025

August 5: Exhibit applications open, 50% deposit due with application  
August 13: Priority points begin to decline by one point each day

### September 2025

September 1: Priority point deadline for sponsorship purchases  
September 2: Exhibitor housing opens  
September 11: Priority points end  
September 25: Exhibitor housing early access ends

### November 2025

November 1: Booth assignments begin on a rolling basis  
November 2: Full payment is due with applications submitted after this date

### December 2025

Early December: Exhibitor convention app access and service kit available  
December 30: All exhibit booth payments are due in full

### January 2026

Early January: Exhibitor badge requests open online

For a complete list of important dates & deadlines visit [tmea.org/exhibit/info/action-items](https://tmea.org/exhibit/info/action-items)





## Exhibitor Service Kit

The exhibitor service kit is provided by Freeman Decorating and includes information about ordering the following: shipping, furniture, booth accessories, drayage rates, utility specifications and charges, carpet rental and cleaning, signs, audio/visual equipment, and computer rental, including order forms and rate schedules.

## Internet Access

SmartCity Networks offers internet services. The 'Exhibitor Internet' will be the only available network in the exhibit halls.

## Catering Services

RK Culinary Group is the recommended caterer for the TMEA Exhibit Show, including ice, water, beverages, cookies, and catering.

## Liability Insurance

Liability insurance is required for all exhibitors. Rainprotection Insurance offers an exhibitor insurance program providing general liability coverage.

## Exhibitor Rules and Regulations

Exhibitors must adhere to all exhibit rules. Visit [tmea.org/exhibit/rules-regulations/](https://tmea.org/exhibit/rules-regulations/) for more information.

## Exhibitor Badges

Three complimentary badges are included with each 10'x10' booth. Additional exhibitor badges are available for purchase in advance or onsite for \$30 each. Booth staff badge requests will open in January.

## Exhibitor Mobile App

TMEA offers all contracted exhibitors complimentary access to the Swapcard mobile app portal, where you can enhance your booth profile page, including adding videos, images, and documents. Access to the exhibitor portal begins in December. Additional upgrades are available for purchase.

## Lead Capture

Lead capture is built into the convention app (Ultimate exhibitor app upgrade required). Scan badges, add notes, rate leads, and export instantly—no extra hardware needed. Powered by Swapcard.

## Housing

Exhibitor housing will open on September 2. A link to the TMEA official housing reservation site will be sent to all contracted exhibitors on that date. Early access ends September 25.

## Priority Point System

Assignment will be made according to the exhibitor's priority points, based on the following four factors:

### Years Exhibiting:

1 point for each year your entity has exhibited.

### Number of Booths Requested:

5 points for each booth (10'x10') you request for the upcoming convention.

### Contract Submission Date:

Earn 30 points for submitting your contract on or before August 12. Beginning August 13, you'll lose 1 point each day the submission is delayed.

### Sponsorship:

1 point for every \$250 spent on Sponsorships by September 1.

Colleges and institutions exhibit with TMEA to connect with top Texas music students, highlight programs, and build lasting relationships with students and their families.

**1,800+** All-State Musicians

**1,000+** Future Music Educators

**3,900+** College Music Students

## College Exhibit Booths

Located in Exhibit Hall 4, nearest Bridge Hall, all college booths are 10'x10' corner booths arranged in islands for increased exposure. Each booth includes 8' high back drapes, 3' side drape, one 8' undraped table, two chairs, and a 7" x 44" sign with your school name, all provided at no additional charge.



## 3-Day College Fair (\$700)

By exhibiting for the full **three days of College Fair, including College Night**, your institution will enjoy maximum exposure and the chance to form meaningful relationships at one of the nation's largest music education gatherings.



## 3-Hour College Night (\$250)

This energetic, **three-hour event on Friday night only** allows your institution to connect with top music students quickly and effectively, engaging future applicants and encouraging them to explore your school's music offerings.



## Basic App Access (Free for all exhibitors)

**Essential exhibitor features included in all packages.**

### ✓ Exhibitor Profile Page

Create a profile page with custom fields, video or header image, and background.

### ✓ Exhibitor Center

Maintain your profile page and in-app virtual booth to expand your reach.

### ✓ Upload Documents

Add downloadable promotional materials to your exhibitor listing.

### ✓ Booth On Exhibitor Map

All booths will be displayed on an interactive map within the app and link back to your exhibitor profile.



## Advanced App Upgrade (\$150)

**Lead generation and booth management.**  
Includes everything in Basic, plus:

### ✓ Exhibitor Meetings

Receive and manage meeting requests from attendees in the Exhibitor Center.

### ✓ Online Interaction Report

Review details and summaries of attendees who interacted with your booth through the app. Access these insights in the Exhibitor Center, export them for deeper analysis, or sync them with your CRM.

### ✓ Add Items

Promote products, services, or anything at all to attendees in a dedicated product showcase area in the app.

### ✓ Exhibitor Live Chat

Chat with virtual booth visitors in real time.

**PURCHASE APP UPGRADE**

## Ultimate App Upgrade (\$400)

**Onsite lead capture and qualification**  
includes everything in Advanced, plus

### ✓ Onsite Lead Capture

Use the convention mobile app to quickly scan attendee badges and collect contact information in real time. All booth personnel with exhibitor badges can use this feature, making it easy for your entire team to capture and share leads seamlessly.

### ✓ Lead Qualification

Qualify leads by custom criteria to help prioritize follow-ups.

### ✓ Booth Map Logo

Your logo overlaid on your booth location on the exhibitor map.

**PURCHASE APP UPGRADE**





# MOBILE APP UPGRADE PACKAGE COMPARISON



| Exhibitor Mobile App Services   | Basic (FREE)                   | Advanced (\$150)               | Ultimate (\$400)               |
|---|--------------------------------|--------------------------------|--------------------------------|
| <b>Update Your Virtual Booth</b><br>Update your profile with company description, social media links, and a custom header image to expand your reach and draw attendees to your booth.  | ✓                              | ✓                              | ✓                              |
| <b>Upload Documents &amp; Links</b><br>Share brochures, flyers, catalogs, and other key materials directly on your profile, making it easy for attendees to access essential information about your offerings before, during, and after the event.                          | Add up to 3 documents or links | Add up to 5 documents or links | Add up to 7 documents or links |
| <b>Add Items to Your Profile &amp; Product Showcase</b><br>Promote individual products, services, programs, or other offerings you provide to attendees in a dedicated showcase area within the app and on your Virtual Booth page.   |                                | Add 4 Items                    | Add 12 Items                   |
| <b>Schedule Meetings &amp; Live Chat with Attendees</b><br>Receive and manage meeting requests from attendees in the Exhibitor Center. And chat with visitors via your virtual booth in real time. Make these meaningful connections even before you leave for San Antonio! |                                | ✓                              | ✓                              |
| <b>Access Detailed Interaction Reports</b><br>Review details and summaries directly based on attendee interactions with your Virtual Booth in the Exhibitor Center, export them for further analysis, or sync them with your CRM.   |                                | ✓                              | ✓                              |
| <b>Scan Badges and Qualify Leads</b><br>All representatives with exhibitor badges linked to your exhibitor profile can scan attendee badges in the app to capture and share leads. Add custom qualifiers to help your team prioritize follow-ups effectively.               |                                |                                | ✓                              |

## Increase exposure. Build brand recognition. Earn booth assignment priority points.

Each sponsorship is uniquely designed to elevate your brand. All sponsors are featured on thank-you pages in both the convention preview magazine and program, as well as on highlighted listings in the convention app and a dedicated social media thank-you post.



### Eligibility

To purchase a TMEA Convention Sponsorship, first complete an exhibit booth application. Then, add a Sponsorship to your cart before checkout, or return to your member account to purchase later.



### Renewal and Availability

Previous sponsors have the first right to renew. All other sponsorships are awarded on a first-come, first-served basis, based on the application submission date and time.



### Booth Assignment Priority Points

For every \$250 spent on a sponsorship, your company earns 1 priority point toward booth assignments, increasing your chances of securing your preferred booth location.



### Priority Points Deadline

To earn priority points for the upcoming convention, purchase your sponsorship by September 1. Submissions after this date will count toward the following year's convention.

# SPONSORSHIP OPPORTUNITIES



## Conference Lanyards



**1 Available**

**\$25,000**

Put your brand front and center. As the exclusive Conference Lanyard Sponsor, your logo will appear on the lanyards worn by more than 17,000 attendees throughout the TMEA Clinic/Convention. From sessions and performances to networking and exhibit browsing, your brand will have consistent, high-visibility exposure across every corner of the event. As a functional keepsake, this exposure will continue well after the convention!

## Conference Bags



**1 Available**

**\$12,000**

Share your message well beyond the convention. As the exclusive Conference Bag Sponsor, your brand will be featured on 10,000 reusable bags distributed to attendees at registration, ensuring your logo is seen throughout the event and long after it concludes, reinforcing your presence at this premier gathering of music educators.

## All-State Student Badges



**1 Available**

**\$6,000**

Align your brand with excellence. As the All-State Student Badge Sponsor, your logo will appear on badge holders worn by 1,780 of Texas's top high school musicians throughout the TMEA Clinic/Convention. These badges not only provide continuous visibility during the event but also serve as cherished keepsakes, extending your brand's presence long after the convention ends.

## Main Lobby Activation



**1 Available**

**\$5,000**

Be the brand attendees see first. As the Main Lobby Activation Sponsor, you'll have a premium 10'x20' space near the main entrance, offering an unbeatable opportunity to create a memorable and high-impact presence. Greet thousands of attendees each day with an interactive display, eye-catching installation, or custom engagement that puts your brand at the center of the convention experience from the moment they arrive.

## State Board Dinner



**1 Available**

**\$6,000**

Connect directly with TMEA leadership in an intimate, high-value setting. As the exclusive State Board Dinner Sponsor, you'll receive premium visibility through branded table signage, verbal recognition during the event, and in-person access with two reserved seats. This sponsorship presents a unique opportunity to establish relationships with key decision-makers in Texas music education.

## Exhibit Hall Aisle Signs



**3 Available**

**\$3,000**

Guide the way and get noticed. As an Exhibit Hall Aisle Sign Sponsor, feature your company name and logo on aisle signs placed at key intersections throughout the bustling exhibit hall. With over 30,000 attendees navigating the space, your brand will enjoy repeated, high-visibility exposure as visitors explore.

## Mobile App



**4 Available**

**\$3,000**

Stay on top of the buzz before and during the convention. As a Mobile App Sponsor, your rotating banner ad will appear in the official TMEA convention app, with over 27,000 users, with a direct link to your booth page or external website. You'll also receive a featured exhibitor listing at the top of the app directory and one push notification to all users.

## Texas Future Music Educators Keynote\*



**1 Available**

**\$1,500**

Engage directly with future music educators by sponsoring this high-impact session. As the exclusive TFME Keynote sponsor, you may distribute promotional materials to student attendees and present a 2-minute video (subject to TMEA approval). This is a valuable opportunity to connect with motivated high school students exploring careers in music education.  
*\*Industry Exhibitors Only. No Institutions.*

## All-State Program



**3 Available**

**\$1,500**

Gain visibility at some of the most anticipated performances of the TMEA Clinic/Convention. As an All-State Program Sponsor, your name or logo will appear prominently on the printed programs for one division: All-State Band, Choir, or Orchestra concerts—reaching thousands of dedicated music supporters. With more than 7,000 impressions per division, these keepsake programs are treasured by attendees and families, extending your brand's reach well beyond the final performance.

## Music Showcase



**4 Available**

**\$750**

Show up where the crowds gather. Music showcases feature small and mid-sized ensembles performing throughout the convention center in high-traffic public spaces. These performances attract large, engaged audiences all day long. As a Music Showcase Sponsor, your name or logo will appear prominently on signage at each showcase location—delivering consistent visibility in some of the convention's most vibrant areas.

## Cash Giveaway



**5 Available**

**\$750**

Drive both traffic while boosting brand recognition. As a Cash Giveaway Sponsor, your company name will be printed on 1/5 of the tickets distributed to approximately 15,500 attendees at registration. One of five entry boxes will be placed near your booth—drawing participants directly to your space. Your name will also appear on the deposit box and signage announcing the winners, giving your brand visibility throughout the convention.

## Shuttle Bus Sponsor



**1 Available**

**\$750**

Take your message on the move. As the Shuttle Bus Sponsor, your logo will appear on shuttle buses transporting thousands of attendees between parking areas and the Convention Center, offering high-frequency exposure to both event participants and local traffic. Branding is also included on signage at pick-up and drop-off points, and you'll have the option to provide a 2-minute video ad to play onboard during transit.



# SPONSORSHIP BENEFIT TIERS



| Sponsorship Benefits  | Diamond<br>\$25,000                              | Platinum<br>\$12,000                             | Gold<br>\$6,000                                   | Silver<br>\$3,000                                 | Bronze<br>\$1,500                        | Supporter<br>\$750 |
|---|--|--|---|---|--|--------------------|
| Acknowledgement in convention preview magazine and convention program           | Full Page<br>4-Color ad<br>(\$1,230<br>Value X2) | Full Page<br>4-Color ad<br>(\$1,230<br>Value x2) | Half Page<br>4-Color ad<br>(\$1,040<br>Value x2 ) | Quarter Page<br>4-Color ad<br>(\$940<br>Value x2) | Thank You<br>Page                        | Thank You<br>Page  |
| Acknowledgement in thank you post on TMEA's social channels                     | ✓<br>Individual<br>Post                          | ✓<br>Individual<br>Post                          | ✓<br>Individual<br>Post                           | ✓<br>Group Post                                   | ✓<br>Group Post                          | ✓<br>Group Post    |
| Inclusion in preshow "Meet the Sponsors" email to all registered attendees      | ✓<br>Image +<br>Text Blurb                       | ✓<br>Image +<br>Text Blurb                       | ✓<br>Image +<br>Text Blurb                        | ✓<br>Logo +<br>Text Blurb                         | ✓<br>Linked Logo<br>+ Single<br>Sentence | ✓<br>Linked Logo   |
| Inclusion in postshow "Convention Highlights" email to all registered attendees | ✓<br>Banner Ad                                   | ✓<br>Banner Ad                                   | ✓<br>Banner Ad                                    | ✓<br>Linked Logo                                  | ✓<br>Linked Logo                         | ✓<br>Linked Logo   |
| Company logo on sponsor wall in the registration hall                           | ✓  | ✓  | ✓   | ✓   | ✓  | ✓                  |
| Company logo on show website with link to sponsor's website through July 1      | ✓  | ✓  | ✓   | ✓   | ✓  | ✓                  |
| Inclusion on sponsors section in the convention app                             | ✓  | ✓  | ✓   | ✓   | ✓  | ✓                  |
| Sponsor ribbon for all booth personnel  | ✓  | ✓  | ✓   | ✓   | ✓  | ✓                  |
| Preshow attendee contact list (2,700 impressions)                               | ✓  | ✓  | ✓   | ✓   | ✓  |                    |
| Postshow attendee contact list (4,000 impressions)                              | ✓  | ✓  | ✓   | ✓   |  |                    |
| Sponsor logo shown in the convention app homepage footer                        | ✓  | ✓  | ✓   | ✓   |  |                    |
| Convention app column advertisement   | ✓  | ✓  | ✓   |   |  |                    |
| Recognition in slideshow presentation before general session & performances     | ✓<br>1-min video                                 | ✓<br>30-sec video                                | ✓<br>Static Slide                                 |   |  |                    |
| Sponsored convention app push notification                                      | ✓  | ✓  |   |   |  |                    |
| Verbal recognition at Clinics & General Session                                 | ✓  | ✓  |   |   |  |                    |
| Logo and link to company website included in all Convention News email blasts   | ✓  | ✓  |   |   |  |                    |
| Recognition on 11 digital street kiosks promoting Convention around San Antonio | ✓  |  |   |   |  |                    |
| Recognition on digital signs and session rooms in the convention Center         | ✓  |  |   |   |  |                    |







## Questions? Ask Zachary!

**Zachary Gersch**

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TEXAS MUSIC  
EDUCATORS  
ASSOCIATION