

**COUNTDOWN  
to the  
FUTURE**

313 E. 12th Street, Suite 200 | Austin, TX 78701  
800.880.1650 | [www.trta.org](http://www.trta.org)



*The Voice For All Public Education Retirees*

Greetings!

The Texas Retired Teachers Association (TRTA) is hosting its 59th annual convention at the Westin Galleria March 25-27, 2012 in Houston! Every year, nearly 1,200 of our members from all over the state attend our annual convention. We would love for your company to exhibit, sponsor or advertise with us.

TRTA is the only organization in the state working exclusively to protect the retirement benefits of nearly 300,000 former public school personnel. Our members include retired administrators, teachers and auxiliary personnel, as well as friends and family members of education retirees. Our membership is 68% female and 32% male with an average age of 67. Their average monthly income is \$2,400.

Exhibit space is available to organizations and service providers that work with retired educators and the senior population; companies and organizations that have services and products of general interest to TRTA membership; and agencies concerned with health education and protective services. Exhibit space is assigned on a first-come, first-serve basis with preference given to those companies with which TRTA has an exclusive sponsorship relationship. Certain restrictions apply for companies not endorsed by TRTA.

Due to the unique location of this year's event, we have lowered the cost of exhibiting with the TRTA Convention temporarily. We also have added exclusive partnership opportunities for non-exhibitors should your company prefer this option. All of our sponsors and advertisers will receive recognition in our statewide quarterly magazine, *The VOICE*, which reaches nearly 80,000 subscribers.

Our members are excited to be staying at the Westin Galleria and visiting the fourth largest shopping center in North America! We hope you will consider contracting exhibit space, acquiring a sponsorship package or advertising with TRTA.

**Westin Galleria Room Rates**

Single & Double \$125

Triple \$140 & Quad \$155

Rate available until 02.24.2012

Reservations: 713.960.8100



# PRICE SHEET & DESCRIPTIONS

## EXHIBITOR SPACE

**10' x 10' exhibit booth \$200**                      **10' x 20' exhibit booth \$350**

All exhibit booths include 8' backdrop drape, 3' side drapes, 6' skirted table, two side chairs, one wastebasket and one 7" x 44" one-line company sign. Freeman Decorators will email service kits to each contracted exhibitor, including shipping and special needs instructions (for example, electricity, etc.) Exhibitors will receive recognition in the convention program. Set up is on Sunday, March 25 from 7–9:30 a.m. and a box lunch will be provided at 11 a.m. Exhibit hall will be open Sunday, March 25 from 10 a.m.–6 p.m. and Monday, March 26 from 8 a.m.–5 p.m. Tear down is on Monday, March 26 after 5 p.m.

Four (4) complimentary exhibitor badges will be provided to on-site exhibitors. If more badges are needed, a \$5 charge will be included for each badge after the four (4) allotted.

The exhibit area will be secure when the exhibits are closed. Exhibitors will be responsible for complying with all federal, state and local laws that pertain to sales of merchandise in the exhibit area. TRTA reserves the right and privilege to exercise its discretion in the final agreement of booths in the exhibit area. A representative from your company must be present at all times during exhibit hours. Booths locations will be assigned on a first-come, first-serve basis.

## SPONSORSHIP PACKAGES

### Platinum Package

**\$4,000 before February 1 and \$5,000 after February 1**

Package includes: two full page full color ads (one ad in convention program and one ad in our quarterly newsletter), a 10' x 20' exhibit booth and recognition at opening ceremonies and in program.

### Gold Package

**\$3,000 before February 1 and \$4,000 after February 1**

Package includes: two half-page full color ads (one ad in convention program and one ad in our quarterly newsletter), a 10' x 20' exhibit booth and recognition at opening ceremonies and in program.

### Silver Package

**\$1,500 before February 1 and \$2,000 after February 1**

Package includes: two quarter page full color ads (one ad in convention program and one ad in our quarterly newsletter), a 10' x 10' exhibit booth and recognition at opening ceremonies and in program.

### Bronze Package

**\$500 before February 1 and \$1,000 after February 1**

Package includes: one quarter page full color ad (convention program only), a 10' x 10' exhibit booth and recognition at opening ceremonies and in program.

## ADVERTISE IN OUR PROGRAM

**Full four color page \$2,000**                      **Quarter four color page \$500**

**Half four color page \$1,000**                      **Coupon four color \$250**

Example of coupon is to offer a special discount to TRTA members attending the convention (March 25–27) only when they bring in their program or coupon. All convention attendees will receive a complimentary convention program.

## EXCLUSIVE PARTNERSHIP OPPORTUNITIES

Possibilities include sponsoring a break, reception or banquet and donating door prizes. Contact Cindee Sharp for more details.

## DEADLINES

Payment deadline February 27, artwork deadline March 1, full refund cancellation deadline March 5. Please contact Cindee Sharp at [cindee@trta.org](mailto:cindee@trta.org) or at 800.880.1650 for additional information. Rules, regulations and liability information on the back.

# EXHIBITOR, SPONSORSHIP & AD CONTRACT

## YES, I WANT TO PURCHASE A BOOTH!

10' x 10' exhibit booth \$200 \$ \_\_\_\_\_

10' x 20' exhibit booth \$350 \$ \_\_\_\_\_

## YES, I WANT TO SPONSOR!

Booth and ads included in package

Platinum Package \$4,000 (before February 1) \$ \_\_\_\_\_

\$5,000 (after February 1) \$ \_\_\_\_\_

Gold Package \$3,000 (before February 1) \$ \_\_\_\_\_

\$4,000 (after February 1) \$ \_\_\_\_\_

Silver Package \$1,500 (before February 1) \$ \_\_\_\_\_

\$2,000 (after February 1) \$ \_\_\_\_\_

Bronze Package \$500 (before February 1) \$ \_\_\_\_\_

\$1,000 (after February 1) \$ \_\_\_\_\_



## TOTAL REMITTED

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

Please keep a copy for your records, payment deadline February 27, 2012.

## YES, I WANT TO ADVERTISE!

Full four color page \$2,000 \$ \_\_\_\_\_ Quarter four color page \$500 \$ \_\_\_\_\_

Half four color page \$1,000 \$ \_\_\_\_\_ Coupon four color \$250 \$ \_\_\_\_\_

## CONTRACT INFORMATION

By submitting this contract and payment, you hereby agree to comply to the terms, rules, regulations and liability information.

Company name for printed sign \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_

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

Description of materials to be exhibited \_\_\_\_\_

Exhibitor name badges 1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

\$5 charge for each additional badge \_\_\_\_\_

## DEADLINES

Payment deadline February 27, artwork deadline March 1, full refund cancellation deadline March 5. Please contact Cindee Sharp at cindee@trta.org or at 800.880.1650 for additional information. Mail the completed contract and make check payable to TRTA. TRTA, Attention: Cindee Sharp, 313 E. 12th Street, Suite 200, Austin, TX 78701.

# CONTRACT TERMS & CONDITIONS

## RULES & REGULATIONS

1. All activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet or share the whole or any part of the space allocated without the consent of the Texas Retired Teachers Association (TRTA).
2. Exhibits should be constructed so that no item is higher than 8 feet from the floor. Exhibits will not project beyond the space allotted. They will not obstruct the view of, or interfere with traffic to exhibits of others. No part of an exhibit and no signs should be pasted, nailed or otherwise affixed to walls, doors, etc., in a way that might cause defacement. Damage from failure to observe this notice is payable by exhibitor.
3. Flammable fluids, substances or materials, the use of which is in violation of city, county or state laws or regulations, may not be used in any booth.
4. Advertising, canvassing, solicitation of business, conferences in the interest of business, etc., are not permitted except by firms that have engaged space to exhibit and then only in the space assigned.
5. The exhibitor assumes full responsibility for complying with union regulations; local, city and state laws regarding sales tax; and regulations concerning fire, safety, electrical wiring, health and the distribution of sample-sized food items. Also, exhibitor assumes responsibility for complying with all laws of the U.S., the state of Texas, Harris County, all ordinances of the City of Houston and all facility rules and regulations. Exhibitors also agree to fully abide by and observe all reasonable and necessary safety practices, including but not limited to those written rules or regulations accepted and recognized in the trade, and to instruct all employees, agents and subcontractors and others operating under this agreement in accordance therewith.
6. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of TRTA, conduct themselves unethically, may be dismissed from the exhibit area without refund or appeal for redress.
7. Use of booth shall not interfere with other exhibitors.
8. In case the premises of the Westin Galleria shall be destroyed or damaged, or if the TRTA Exhibition fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason, this contract may be terminated by TRTA. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of TRTA shall be to return to each exhibitor his space payments.
9. No firearms will be exhibited or permitted in the Westin Galleria. Smoking is prohibited within the facility.

## LIABILITY

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the premises and will indemnify, defend and hold harmless the Westin Galleria, its agents, servants and employees from any and all such losses, damages and claims. Exhibitor agrees to indemnify and hold harmless TRTA and its managers, officers and affiliates of those named entities, from any damages or charges resulting from exhibitor's use of the property.

It is further agreed that loss of, or damage to, person or property within the space allocated to the exhibitor, from fire, theft, and pilferage or otherwise, shall be at the sole risk of the exhibitor.

TRTA shall not be liable for shipping charges, construction costs, labor charges, expenses for preparation of exhibits, or any other expenses of indemnity in the event that this convention is postponed or canceled, or because personal injury, property damage, or economic loss is incurred by the exhibitor as the result of the transit, storage, setting up/tear down or operation of the exhibitor's exhibit.