

# STAND UP SPEAK UP AND SPONSOR

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Let other animal welfare advocates know you support their efforts when you sponsor the 2016 Texas Humane Legislation Network animal advocacy conference.

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2016 THLN  
"STAND UP &  
SPEAK UP"  
ADVOCACY  
CONFERENCE

Sept. 23-24, 2016  
Renaissance Austin Hotel  
Austin, Texas  
THLN.ORG



The Texas Humane Legislation Network (THLN or The Network) invites you to participate as a sponsor and/or exhibitor at our 2016 Annual Advocacy "Stand Up & Speak Up" Conference in Austin, Texas, Sept. 23-24, 2016. THLN is a mainstream, bipartisan voice for the animals of Texas at the Texas Legislature. The conference provides outstanding educational and networking opportunities for people who want to fight to pass and enforce laws protecting animals from neglect and abuse.

Most **sponsorship opportunities** include booth space in the exhibit hall during the conference, providing a powerful face-to-face marketing medium and giving you greater depth of communication with current and prospective customers. The exhibit hall will be open throughout the conference. Continental breakfast, lunch, and breaks will take place near the exhibit hall to maximize your exposure to attendees. We continuously try to find ways to maximize your time with the attendees and we may adjust the content to fit those needs.

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## EXHIBITING AND SPONSORSHIP AT THE 2016 THLN ADVOCACY CONFERENCE WILL PROVIDE:

1. Visibility for your company or organization
2. An opportunity to showcase your products, services and programs to a broad range of animal-sheltering, veterinary, and animal rescue decision makers
3. A forum to demonstrate your support of Texas' animal welfare community

## CONFERENCE DETAILS

Pre-Conference Libations & Legislators Happy Hour	Friday, September 23
THLN Advocacy Conference and Workshops	Saturday, September 24
Exhibit Hall	Saturday, September 24
Conference Location	Austin Renaissance Hotel (Marriott) 9721 Arboretum Blvd, Austin, TX 78759 (512) 343-2626 www.marriott.com
Scheduled Content	Educational Tracks, Advocacy Topics
Expected Attendance	200+
Attendee Make Up	<b>Organizations</b> Animal care and control agencies, veterinarians and technicians, nonprofit animal rescue organizations, attorneys and welfare advocates in general.
	<b>Capacities</b> Executive directors, shelter managers and staff, animal control officers, veterinarians and direct care providers, cruelty investigators, and grassroots animal welfare advocates



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## IMPORTANT DATES

Sponsorships must be paid in full prior to artwork deadlines in order for sponsors to take advantage of all promotional opportunities. You will not be included in printed and online materials until full payment has been received.

May 25, 2016	Sponsorship payment due
June 1, 2016	Early-bird exhibitor booth payment due
June 15, 2016	Standard-rate exhibitor booth payment due
July 1, 2016	Display ad artwork due for approval
July 21, 2016	Final display ad due

## EXHIBITOR TENTATIVE SCHEDULE

### FRIDAY, SEPTEMBER 23

2 pm – 4 pm Exhibitor Check-in

### SATURDAY, SEPTEMBER 24

6 am – 8 am Exhibitor Check-in/Exhibitor Hall Set-Up  
(Must be show ready by 8:00 am)  
8 am Exhibit Hall Opens during breakfast  
10:30 am – 11 am Session Break in Exhibit Hall  
12 pm – 1 pm Exhibit Hall open during lunch  
3:45 pm – 4:15 pm Session Break in the Exhibit Hall  
6 pm Exhibit Hall Closes/Tear Down

## EXHIBITOR INFORMATION

Exhibitors will occupy the space immediately outside the session classroom, ensuring all attendees will interface with Exhibitors during session and meal breaks. We continuously try to find ways to maximize your time with the attendees and we may adjust the content to fit those needs.

### THLN Conference exhibit hall booth includes:

- One 6-foot draped, two chairs, one wastebasket
- Two complimentary badges per booth (includes breakfast, session breaks, lunches and reception)
- Company listing in the THLN Conference Program
- Electricity is available upon request. If you require electricity, please let us know your specific need.

Booth prices vary depending on the type of organization that is exhibiting, the date the booth is requested and the date the payment received.

	Early Bird, before June 1	6/2/16 to 6/15/16	6/16/16 to 9/20/16*
Commercial	\$300	\$350	\$400
501(c) (3)	\$250	\$250	\$300

\*If space is available.

## HOTEL ACCOMMODATIONS

The Austin Renaissance Hotel • 9721 Arboretum Blvd. • Austin, TX 78759 • (512) 343-2626  
Ask for the THLN group rate (Rate Deadline: August 15, 2016.) Guaranteed special group rate of \$139 for double occupancy room. Rate subject to change after deadline.  
Visit Renaissance Austin Hotel to make reservations.

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## SPONSORSHIP OPPORTUNITIES

### PREMIERE SPONSOR PACKAGE

Exclusive sponsorship opportunity – ONLY ONE AVAILABLE. Please contact THLN for details.

### PREMIUM SPONSOR PACKAGES

- Complimentary booth in Exhibit Hall
- Five-minute welcome message at opening of one of conference workshops or activities
- Complimentary full page color ad in conference program
- Recognition as a Premium Sponsor in the conference program
- One piece of literature in attendee bags
- Listing in the sponsor section of the THLN Conference website
- Four (4) complimentary tickets to the conference party
- Full list of conference attendees after the show

Note: The mailing list of attendees is provided to sponsors and exhibitors only. This list is limited to one-time use and all names and addresses are the exclusive property of Texas Humane Legislation Network. The exhibitor/sponsor in no way acquires ownership or rights to further usage of the list or the names. THLN reserves the right to refuse use of the list at their discretion.)

### PREMIUM SPONSORSHIP OPPORTUNITIES

• **Continental Breakfast Sponsor:** Get the conference attendees day started off right with a healthy and delicious breakfast. Your company will be the first thing on their mind when attendees see signage with your company logo acknowledging your contribution, as well as, an announcement naming you as the breakfast sponsor. Join attendees for the meal to network. Please provide company literature to be placed at tables for further exposure.

- Includes all items listed in Premium Sponsorship Package
- **Rate: \$4000 (Only one available at Premium Level; Also available to split between two sponsors at Deluxe Level.)**

• **Lunch Sponsor:** After a full morning of seminars, conference attendees will be ready for a hearty lunch that will reenergize them for the afternoon. Signage with your company logo will be in the lunchroom area acknowledging your contribution, as well as, an announcement naming you as the break sponsor. Join attendees for the meal to network. Please provide company literature to be placed in the break area for further exposure.

- Includes all items listed in Premium Sponsorship Package
- **Rate: \$4000 (Only one available)**

• **Party Sponsor:** By the end of the day, conference attendees will be ready to let loose and have some fun. This year's conference features an after-conference party that will feature food, drinks, entertainment that will only be the start of the evening's activities! Signage with your company's logo/name will be throughout the ballroom, your company's name will be announced throughout the program, and there will be plenty of other additional creative opportunities to add your company's name/logo to enrich the attendee's experience. (An additional cost may apply.) Join attendees to network and be a party animal!

- Includes all items listed in Premium Sponsorship Package
- Upgrade your sponsorship and enhance the attendee experience with a custom cocktail glass with your company name/logo that they can take home. An additional charge will apply.
- **Rate: \$5000 (Two available)**

### • Libations & Legislators Happy Hour:

The theme of this year's Friday night cocktail reception is libations and legislation. This is your chance to sponsor an up close and personal social hour for attendees and an animal friendly legislator who understands the necessity of animal protection legislation. Signage with your company logo will be in the room acknowledging your contribution, as well as, announcements naming you as the sponsor. Join attendees during the cocktail hour to network.

• Upgrade your sponsorship and enhance the attendee experience with a custom cocktail glass with your company name/logo that they can take home. An additional charge will apply.

- **Rate: \$5000**

Texas Humane Legislation Network 2016 Advocacy Conference  
PO Box 685283, Austin, Texas 78768-5263 | Call (888) 548-6263  
www.thln.org





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## DELUXE SPONSORSHIP PACKAGES

- Complimentary booth in Exhibit Hall
- Complimentary ½ page color ad in conference program
- One piece of literature in attendee bags
- Listing in the sponsor section of the THLN Conference website
- Two (2) complimentary tickets to the conference party
- Full list of conference attendees after the show

## DELUXE SPONSORSHIP OPPORTUNITIES

• **Networking Break/Snack Sponsor:** Satisfy conference attendee mid-morning or mid-afternoon hunger pangs with a light snack and beverage. Signage with your company logo will be in the break area acknowledging your contribution, as well as, an announcement naming you as the break sponsor. Place your company literature in the area for more exposure.

- Includes all items listed in Deluxe Sponsorship Package
- **Rate: \$2500 (Two available)**

• **Charging Arena Sponsor:** Help attendees power up their phones, tablets, and laptops by providing an area outside of the conference classroom with plenty of outlets to spare! The Charging Arena will be available for use throughout the conference and visible to conference and non-conference attendees. Signage with your company logo will be in the arena, as well as, an announcement in the morning and afternoon reminding conference attendees of its availability. Place your company literature in the break area for more exposure.

- Includes all items listed in Deluxe Sponsorship Package
- **Rate: \$2000 (Only one available)**

• **Workshop Sponsor:** Show your company's commitment to education of animal welfare officers, workers, and supporters by sponsoring an education track. Signage with your company logo will be in the classroom, as well as, an announcement at the beginning of the class and again at the end. A representative from your organization is welcome to place your company literature on chairs prior to the start of your sponsored workshop.

- Includes all items listed in Deluxe Sponsorship Package
- **Rate: \$2000 (Two available)**

• **Attendee Bag Sponsor:** Accessorize conference attendees with a fashionable tote that will feature your logo and THLN's conference logo. Attendees will be provided with this bag at the conference registration table when they check-in to carry throughout the conference. This is a great opportunity to extend the value of your sponsorship beyond the conference and show your company's commitment to animal welfare to non-conference attendees, as the bag can be reused in a variety of ways.

- Includes all items listed in Deluxe Sponsorship Package
- **Rate: \$2500 (Only one available)**

• **Name Badge Sponsor:** Put your company's name or logo on conference name badges and lanyards so that your company's name is everywhere conference attendees are, all of the time.

- Includes all items listed in Deluxe Sponsorship Package
- **Rate: \$1800 (Only one available)**

• **Writing Pen Sponsor:** Your company's logo/name can be seen (and written) over and over again when you sponsor the THLN conference pens. Pens will be provided in attendees welcome bags and at each seat in conference classrooms.

- Includes all items listed in Deluxe Sponsorship Package
- **Rate: \$1800 (Only one available)**

• **Key Tag Sponsor:** Attach your company's logo/name to conference attendees keys with a key tag that features your logo/name and the THLN conference logo. Key tags will be provided in the welcome bags. When they attach the key tag to their keys, your company logo/name will be seen by non-conference attendees everywhere!

- Includes all items listed in Deluxe Sponsorship Package
- **Rate: \$1800 (Only one available)**

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## BASIC SPONSORSHIP PACKAGE

- Included in conference program as a Choice Sponsor
- One piece of literature in attendee bags
- Listing in the sponsor section of the THLN Conference website
- Two tickets for complimentary lunch and snack breaks with attendees
- **EXHIBITOR:** Get one-on-one time with conference attendees in your exhibit hall booth. Tables, chairs, and access to electricity upon request. Your company will be listed in the conference program as an Exhibitor.
  - Basic Sponsorship Package included
  - **Rate: \$350**

## OTHER SPONSORSHIP OPPORTUNITIES

### BAG FLYER INSERT SPONSOR

- Place your company's literature in our conference attendee's bag. Each attendee will receive a bag when they check-in at the conference registration table.
  - All material must be printed in advance and provided to THLN by the dates provided.
  - **Rate: \$150**

### CREATE AN ANIMAL LEGACY

- Your commitment to animals and animal welfare issues probably began with your own pet. Continue your promise to protect animals and their well-being in Texas, and honor your pet's life with a "My Pet Supports THLN" advertisement in the THLN conference program and the THLN website. Provide a picture of your pet, their name, your name, where you live, and 25 words or less that describes their best attribute.
  - Pictures will be printed, framed, and displayed throughout the conference for all attendees to view.
  - **Rate: \$200 per pet**



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## ADVERTISING RATES FOR THE CONFERENCE PROGRAM

Be in the book that will be in everyone's hands the entire conference. Attendees will reference the pages of the conference program multiple times throughout the conference, giving your company many opportunities to be seen.

### PROGRAM, AD SPECS, PRICING

- Program will be printed in a 4-color, 5.5" x 8.5" booklet format
- **Full Page, Back Cover:** 5" wide x 8" high .....\$800
- **Full Page, Inside Page:** 5" wide x 8" high .....\$800
- **Half Page:** 5" wide x 3.75" high.....\$450
- **Quarter Page:** 2.35" wide x 4" high.....\$300

### SUBMISSION REQUIREMENTS

- Ads should be submitted digitally as a high-resolution (250-300dpi) file in a JPEG, EPS, or PDF format.
- If needed, we can design your ad for an additional \$75
- Ads will not be created or included in the program until full payment is received.
- The content of all ads must be approved by THLN.

### DEADLINES

- Materials for ads that need to be created are due: July 15, 2016
- Pre-designed ads are due: August 1, 2016

### TO PURCHASE

- Please contact Laura Donahue, the Executive Director of Texas Humane Legislative Network at [laura@texashumanenetwork.org](mailto:laura@texashumanenetwork.org)

