

Sponsor/Exhibitor Prospectus



10 Presentations with ***TxSGS Live!*** Q&A by Speakers

32 On-Demand Recordings

Bonus Recordings

Virtual Expo Hall and More!

TEXAS STATE GENEALOGICAL SOCIETY

Become a Sponsor / Exhibitor

Sponsors and exhibitors play an important role in every genealogy conference. Participants welcome the opportunity to engage with companies and organizations to learn about their products and services, even virtually. There are many ways to engage attendees at the **2022 TxSGS Family History Conference**. While we wish we could be together in person, lingering challenges and encouragement from members and friends of TxSGS led us to go “virtual” in 2022. TxSGS will host ***TxSGS Live!*** online on Friday and Saturday, November 4-5, with ten speakers and featuring live Q&A. The Virtual Expo Hall will be open to attendees beginning October 28, 2022. It will remain accessible to registrants through November 6, 2022.

Join us virtually to put your brand in front of more than 350 plus registrants and Virtual Expo Hall attendees from across the country who are interested in genealogy. Make valuable one-on-one connections; generate leads; meet attendees in your booth. Add a video, website links, two downloadable handouts, and more to promote your products and services. Run a live exhibitor showcase from your virtual booth, too, if you like.

Booth Details

All sponsors and exhibitors receive a virtual expo booth. Once you register as a sponsor or exhibitor, we will booth set up. From there you will be given direct access to customize your virtual exhibit booth. Possible features include:

- Build an interactive showcase for attendees
- Upload a product video featuring an overview or your product or company
- Conduct a showcase for attendees through embedded livestreamed demonstrations or panels
- Feature brochures and product photos
- Offer a visual booth preview in a gallery layout

Maximize Booth Attendance

- Offer custom promotions with coupons, discount codes, or special drawings.
- Participate in Passport Content and Leaderboard to encourage attendees to interact with booths and win prizes.
- Collect leads and export to CRM with QR code scanning, manual entry, and virtual interactions.
- Schedule meetings with interested parties.

Engage Registrants and Virtual Expo Hall Attendees

- **Chat Messaging:** Engage with attendees in the Virtual Expo Hall through one-to-one direct messaging.
- **Branded Prizes:** Supply company-branded prizes to be promoted through our event.
- **Demos:** Schedule exhibitor showcases in the virtual platform.

Content Distribution Channels

- **Virtual Content*:** Provide linked content in your virtual exhibit space, including one video, two documents, and a live exhibitor showcase.
- **Intermission Video Spots*:** Show 60-second video spots to event attendees during your sponsored sessions. Platinum and Diamond sponsors only.
- **On-Demand Session(s) Sponsorship*:** See Sponsor Form for details.
- **Bonus Session(s)*:** Provide a TxSGS On-Demand educational presentation, related to a substantive area of interest to genealogists, with content fully developed and managed by the sponsor. ***For Platinum and Diamond sponsors only.***

Brand Recognition**

- **Booth:** Your presence in our Virtual Expo Hall is promoted prior to and during the event on the conference app, in the syllabus, and on our website.
- **Communication Recognition:** Recognition via event promotions and registrant notifications sent through the virtual event platform, the conference blog, social media, and TxSGS emails.
- **Pre- and Post-Event Promotions:** Authorization to use the event logo, title, and hashtags in education and promotional activities before and after the event.

Exhibitor Setup, Dates, and Fees:

TxSGS will set up your basic booth and send you a link to use for customizing it:

- October 21, 2022
 - Exhibitors receive access to their virtual booth to upload and customize content.
- October 28 – November 6
 - The Virtual Expo Hall will be open to exhibitors and conference attendees.

Deadline to Register as a Sponsor or Exhibitor:

- Sponsor: September 15, 2022
- Exhibitor: September 24, 2022

A complementary Exhibitor Registration is included in all Sponsor Packages.

Payment of Fees/Debts

Sponsors and exhibitors must make required payments for any engagement opportunities within 21 days of purchase, but no later than October 1, 2022. Exhibitors may not access their booth until October 21 or until payment in full is received.

Note: Sponsors and Exhibitors will not be publicized until payment is received by TxSGS.

Cancellation & Refund Policy

All sponsorship agreements are final. All requests for exhibit cancellation must be made in writing and shall become effective upon receipt by TxSGS. If written notice of cancellation is received by TxSGS after an order is submitted, but before October 21, 2022, TxSGS shall be owed a cancellation fee equal to 50% of the total exhibit/engagement fee plus a \$25 processing fee; if written notice of cancellation is received by TxSGS on or after October 21, 2022, TxSGS shall retain or shall be owed a cancellation fee equal to 100% of the total exhibit/engagement fee. The above cancellation fee terms shall apply regardless of the execution date of an order or signed contract, and regardless of any re-sale of booth space/engagement canceled by Exhibitor.

Contact

Exhibitor/Sponsor Committee

2022 TxSGS Family History Conference

expohall@txsgs.org. Please use EXHIBITOR or SPONSOR in your subject line.

**May not include messaging containing qualitative or comparative language, pricing information, or other indications of savings or value associated with your company's products or services.*

*** Registration, payment, and materials must be received by August 15 to insure participation in these activities.*

Please Note: As more details become available, we will continue to update you. If you have any questions, please feel free to reach out to: expohall@txsgs.org.



SPONSORS

Description	Diamond \$2,500	Platinum \$1,000	Gold \$500	Silver \$250	Exhibit Only See Exhibitor Page
Expo Hall - Open October 28-November 6, 2022					
Expo Hall Virtual Booth	■	■	■	■	■
Company profile including unlimited web links	■	■	■	■	
Logo	■	■	■	■	
Featured Product listings (subpages)	■	■	■	■	
Booth set up by sponsor or TxSGS at sponsor request	■	■	■	■	
TxSGS 2022 Conference Program					
FREE Registration to All-in-One Package (includes Digital Syllabus and access to TxSGS Live!)	4	3	2	1	
Session Sponsorship (On-Demand Session)	4 (up to 2 may be part of LIVE! day)	2 (On-Demand)	1 (On-Demand)		
Bonus Video (not a Product Demo)	Option to provide 30-45 minute bonus videos	Option to provide 30-45 minute bonus videos			
Vendor Video	Vendor provides a 30-45 minute video re: their product or service	Vendor provides a 30-45 minute video re: their product or service			
Publicity					
Listing/Link on TxSGS Exhibitor Page	■	■	■	■	■
Recognition during TxSGS Live! on November 4-5, 2022	Sponsor-provided slide to run during all breaks each day	Sponsor-provided slide to run during at least 3 breaks each day	Sponsor-provided slide to run during at least 2 breaks each day	Sponsor List	
Sponsor Promotion	Sponsor may provide a 60-second video	Sponsor may provide a 30-second video			
Advertising – Syllabus	1 page – IFC, IBC, OBC*	1 page, IFC or IBC*	Half page	Quarter page	
Recognition on “Thank You” page in Syllabus and on website	■	■	■	■	■
Advertising in <i>Stirpes</i>	1 page – IFC, IBC, OBC*	1 page, IFC or IBC*	Half page	Quarter page	
Additional Full-page advertisement in <i>Stirpes</i> (post-event)	1				
Attendee Engagement					
Participation in Passport program through Expo Hall for lead generation	■	■	■	■	
Logo Placement					
Logo on conference website and link to your website	■	■	■		
Logo on email communications	■	■			
Logo on the Virtual Event Platform Landing Page	■	■	■		
Logo in the conference syllabus	■	■	■		
Session sponsorship including logo on TxSGS Live! Session page	■				
Company description and logo in event syllabus	■	■	■		

1. May not include messaging containing qualitative or comparative language, pricing information, or other indications of savings or value associated with your company's products or services
 2. Your production via webcasting service (e.g., Facebook Live) streamed through the TxSGS virtual event platform.
 3. Giveaways will be drawn at random from registered attendees. Winner announcements will be broadcast during the event via on-screen notifications. All fulfillment the responsibility of the

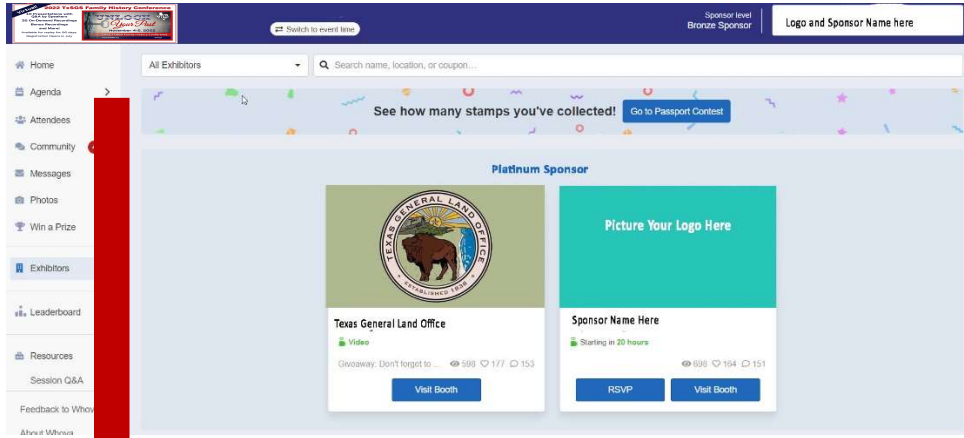
Contact: conference@txsgs.org

Please put SPONSOR in the subject line.

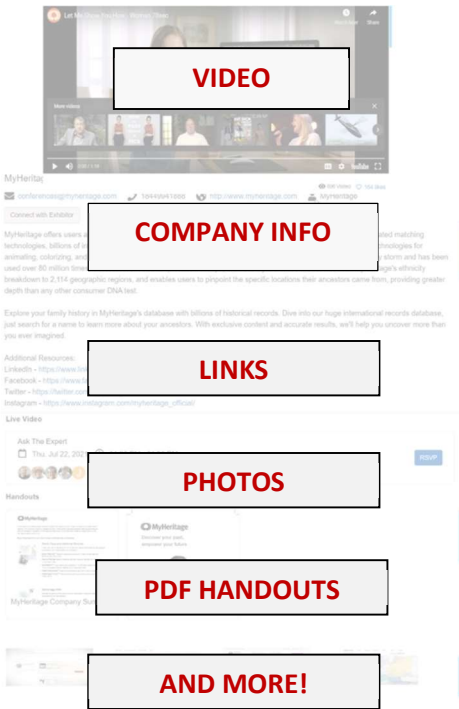
*Inside Front Cover (IFC); Inside Back Cover (IBC); Outside Back Cover (OBC) - based on 1st come, first service and space availability in *Stirpes*



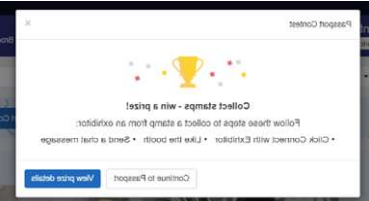
EXHIBITS



Logos are examples from exhibitors and sponsors at previous conferences. **YOUR** logo could be here if you are a 2022 SPONSOR or EXHIBITOR!



PASSPORT and other programs promote engagement!



	2022 Exhibit Space Price	2022 TIPS Price *
Partner Society	\$ 75.00	\$ 50.00
Non-Member Society	\$100.00	n/a
Commercial Vendor	\$125.00	n/a

Contact: conference@txsgs.org
 Include EXHIBITS in subject line.

* Only available to TxSGS Partner Societies in good standing as with current active membership.

Feedback from the 2021 TxSGS Family History Conference



- Excellent conference and loved the Whova application. As much as I enjoy in person conferences there is no way to accomplish as much interaction as I was able to do with attendees, speakers, community and more. It was so very interactive with the Whova app. Thank you TxSGS for hosting, organizing, and putting on a very educational and fun conference.
- I would like to attend an in-person; however, the **virtual is so nice**, because if I have other commitments on the conference weekend, I can still "attend" the sessions. If there is an in- person conference & I can't attend, I would definitely watch recorded sessions later.
- It was **great to be able to watch videos on demand later**. - I liked that people could post interesting photos, but next time, they should be asked to include some descriptions, such as who, what, when and where, if possible.
- **This was a wonderful, educational conference, well-organized with something for everybody!**
- Good Job for all who put this together
- **I loved this conference.** I've never been able to attend before and was **only able to attend this year because it was virtual.**
- **Thank you** to all involved
- It was an **awesome weekend!**
- **The volunteers/staff are wonderful to work with. The idea of being able to view these and not have to choose between sessions is of great value. I love the syllabus and I do print mine out.**
- The conference in and of itself was **absolutely amazing.**
- This conference was **one of the best.**
- **Excellent programs!**