

# Sponsor/Exhibitor Prospectus



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

Speakers 36 On-Demand Recordings

Bonus Recordings

Virtual Expo Hall and More!

**TEXAS STATE GENEALOGICAL SOCIETY**

# Become a Sponsor / Exhibitor

Join us virtually to put your brand in front of more than 350 genealogy-focused registrants and Virtual Expo Hall attendees. Participants eagerly anticipate the opportunity to engage with companies and organizations to learn about their products and services.

There are many ways to engage attendees at the **2023 TxSGS Family History Conference**. Make valuable one-on-one connections; generate leads; meet attendees in your booth. Add a video, website links, downloadable handouts, and more to promote your products and services. Run a live exhibitor showcase from your virtual booth, too, if you like.

The Virtual Expo Hall will be open to attendees beginning November 6, 2023. TxSGS will host ***TxSGS Live!*** online on Friday and Saturday, November 10-11, featuring live Q&A with ten speakers. The Expo Hall will remain accessible to registrants through February 10, 2024.

## Booth Details

All sponsors and exhibitors receive a virtual expo booth. You will be given direct access to customize your virtual exhibit booth for maximum audience engagement. Possible features include:

- Build an interactive showcase for attendees.
- Upload a product video featuring an overview of 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.

## Contact

***Exhibitor/Sponsor Committee***

***2023 TxSGS Family History Conference***

[expohall@txsgs.org](mailto:expohall@txsgs.org). Please use EXHIBITOR or SPONSOR in your subject line.

# Sponsorship Opportunities Summary\*\*

Engage with genealogy enthusiasts from all over the country. All levels feature a Virtual Expo Hall booth created in Whova, which includes:

- Company logo, company profile, link to website, and company description.
- The Passport Program, which encourages attendees to visit your booth.
- Your company name on the “Thank You” page in the Conference Syllabus and on our website.

We’ll even set up your booth for you if you would like us to.

<p><b>Diamond</b> \$2,500</p>	<ul style="list-style-type: none"> <li>• 30 minute product video* and 30-minute educational video*</li> <li>• 60-second promotional video to run during breaks at <b><i>TxSGS Live!</i></b></li> <li>• PowerPoint slide or JPG/PNG half-page ad to run during breaks all day during <b><i>TxSGS Live!</i></b></li> <li>• Full page ad in conference syllabus</li> <li>• Full page ad in one edition of <i>Stirpes</i> during the next twelve months</li> <li>• Sponsorship of up to three On-Demand sessions</li> <li>• Logo on emails, conference landing page, conference syllabus, and <b><i>TxSGS Live!</i></b> session page</li> <li>• All-in-one registration for four attendees</li> </ul>
<p><b>Platinum</b> \$1,000</p>	<ul style="list-style-type: none"> <li>• 30 minute product video* and 30-45 minute education video*</li> <li>• 60-second promotional video to run during breaks at <b><i>TxSGS Live!</i></b></li> <li>• PowerPoint slide or JPG/PNG half-page ad to run during three breaks during <b><i>TxSGS Live!</i></b></li> <li>• Full page ad in conference syllabus</li> <li>• Full page ad in one edition of <i>Stirpes</i> during the next twelve months</li> <li>• Sponsorship of up to two On-Demand sessions</li> <li>• Logo on emails, conference landing page, conference syllabus</li> <li>• All-in-one registration for three attendees</li> </ul>
<p><b>Gold</b> \$500</p>	<ul style="list-style-type: none"> <li>• PowerPoint slide or JPG/PNG half-page ad to run during two breaks during <b><i>TxSGS Live!</i></b></li> <li>• Half-page ad in syllabus</li> <li>• Half-page ad in one edition of <i>Stirpes</i> during the next twelve months</li> <li>• Sponsorship of one On-Demand session</li> <li>• Logo on landing page and in conference syllabus</li> <li>• All-in-one registration for two attendees</li> </ul>
<p><b>Silver</b> \$250</p>	<ul style="list-style-type: none"> <li>• Company name included on the Sponsor list</li> <li>• Half page ad in one edition of <i>Stirpes</i> during the next twelve months</li> <li>• Sponsorship of one On-Demand session</li> <li>• Logo on landing page and in conference syllabus</li> <li>• All-in-one registration for one attendee</li> </ul>

\*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 October 3, 2023, 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](mailto:expohall@txsgs.org).

Contact us at [expohall@txsgs.org](mailto:expohall@txsgs.org)

**Event Highlights from  
2022 TxSGS Family History Conference**  
(statistics provided by Whova)

<b>SPONSOR impressions</b>	<b>82,501</b>
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<b>COMMUNITY BOARD Total messages</b>	<b>2,461</b>
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<b>DISCUSSION TOPICS POSTED</b>	<b>133</b>
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<b>MEET-UP PARTICIPATION</b>	<b>215</b>
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<b>LEADS GENERATED BY EXHIBITORS</b>	<b>716</b>
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# Virtual Expo Hall Booth Logistics and Engagement

## Booth Setup, Dates, and Fees

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

- October 30, 2023 - Sponsors and exhibitors receive access to their virtual booth to upload and customize content.
- November 6 – November 13 - The Virtual Expo Hall will be open to sponsors, exhibitors, and Expo Hall attendees. These are the peak dates for the conference and Expo Hall. The Expo Hall will also be accessible after November 13. Details on availability will be provided with your booth link.

## Deadline to Register as a Sponsor or Exhibitor:

- Sponsor: September 22, 2022
- Exhibitor: September 29, 2022

All sponsors are also included in the Expo Hall.

## Payment of Fees/Debts

Sponsors and exhibitors must make required payments for any engagement opportunities (publicity on TxSGS website, Facebook, syllabus, and more) within 21 days of purchase, but no later than October 3, 2023. A link to access your booth will be provided no later than October 30.



## SPONSORS

Description	Diamond \$2,500	Platinum \$1,000	Gold \$500	Silver \$250	Exhibit Only See Exhibitor Page
<b>Expo Hall - Open November 6 – November 13, 2023</b>					
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	■	■	■	■	
<b>TxSGS 2022 Conference Program</b>					
FREE Registration to All-in-One Package (includes Digital Syllabus and access to <b>TxSGS Live!</b> )	4	3	2	1	
Session Sponsorship (On-Demand Session)	3 (On Demand)	2 (On-Demand)	1 (On-Demand)		
Bonus Video*	Option to provide 30-45 minute bonus videos	Option to provide 30-45 minute bonus videos			
<b>Publicity</b>					
Listing/Link on TxSGS Exhibitor Page	■	■	■	■	■
Recognition during <b>TxSGS Live!</b> 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 to run during breaks	Sponsor may provide a 30-second video to run during breaks			
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 – interior, during 2024	1 page, IFC or IBC	Half page	Quarter page	
<b>Attendee Engagement</b>					
Participation in Passport program through Expo Hall for lead generation	■	■	■	■	
<b>Logo Placement</b>					
Logo on conference website and link to your website	■	■	■		
Logo on the Virtual Event Platform Landing Page	■	■	■		
Logo in the conference syllabus	■	■	■		
Logo on <b>TxSGS Live!</b> Session page	■				

\*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 compared to other vendors.

[Contact: conference@txsgs.org](mailto:conference@txsgs.org)

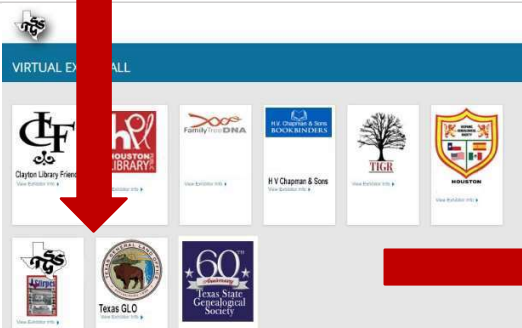
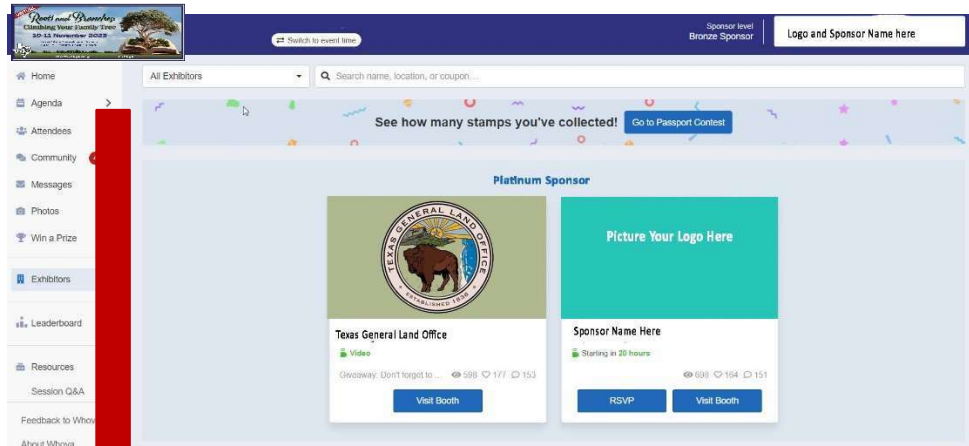
Please put **SPONSOR** in the subject line.

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

Contact us at [expo@txsgs.org](mailto:expo@txsgs.org)

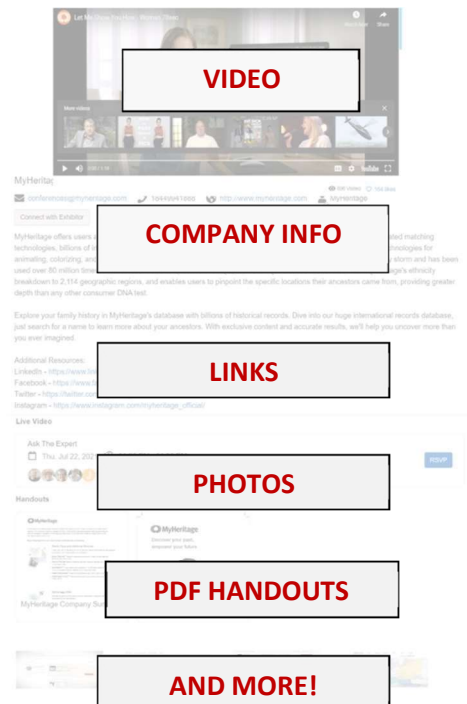
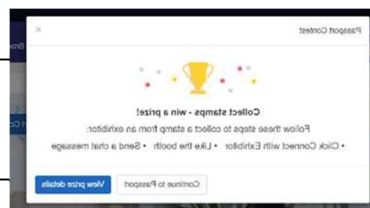


# EXHIBITS



Logos are examples from exhibitors and sponsors at previous conferences. **YOUR** logo could be here if you are a 2023 SPONSOR or EXHIBITOR!

**PASSPORT and other programs promote engagement!**



	2023 Exhibit Space Price	2023 TIPS Price*
Partner Society	\$ 75.00	\$ 50.00
Non-Member Society	\$100.00	n/a
Commercial Vendor	\$125.00	n/a

Contact: [expohall@txsgs.org](mailto:expohall@txsgs.org)  
Include EXHIBITS in subject line.

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

Contact us at [expohall@txsgs.org](mailto:expohall@txsgs.org)



# Comments from Previous Conference Participants

- **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 ... .**
- **It was great to be able to watch videos on demand later. - I liked that people could post interesting photos [on the Whova app] ... .**
- **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!**
- **I am certainly enjoying the conference! You have done a great job.**



# Maximizing Booth Attendance

## Maximize Booth Attendance

- Offer custom promotions with coupons, discount codes, or special drawings.
- Participate in Passport, Content, and Leaderboard activities sponsored by TxSGS that will 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.
- **Communities:** Create and participate in communities to answer questions and join in topical conversations.

## Content Distribution Channels

- **Virtual Content\*:** Provide linked content in your virtual exhibit space, including one video, two documents, and a live exhibitor showcase.
- **On-Demand Session(s) Sponsorship\*:** See Sponsor Form for details.
- **Intermission Video Spots (Platinum and Diamond sponsors only)\*:** Show 60-second video spots to event attendees.
- **Bonus Session(s) (Platinum and Diamond Sponsors Only)\*:** 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.

## 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.
- **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 TxSGS conference logo, title, and hashtags in education and promotional activities before and after the event.