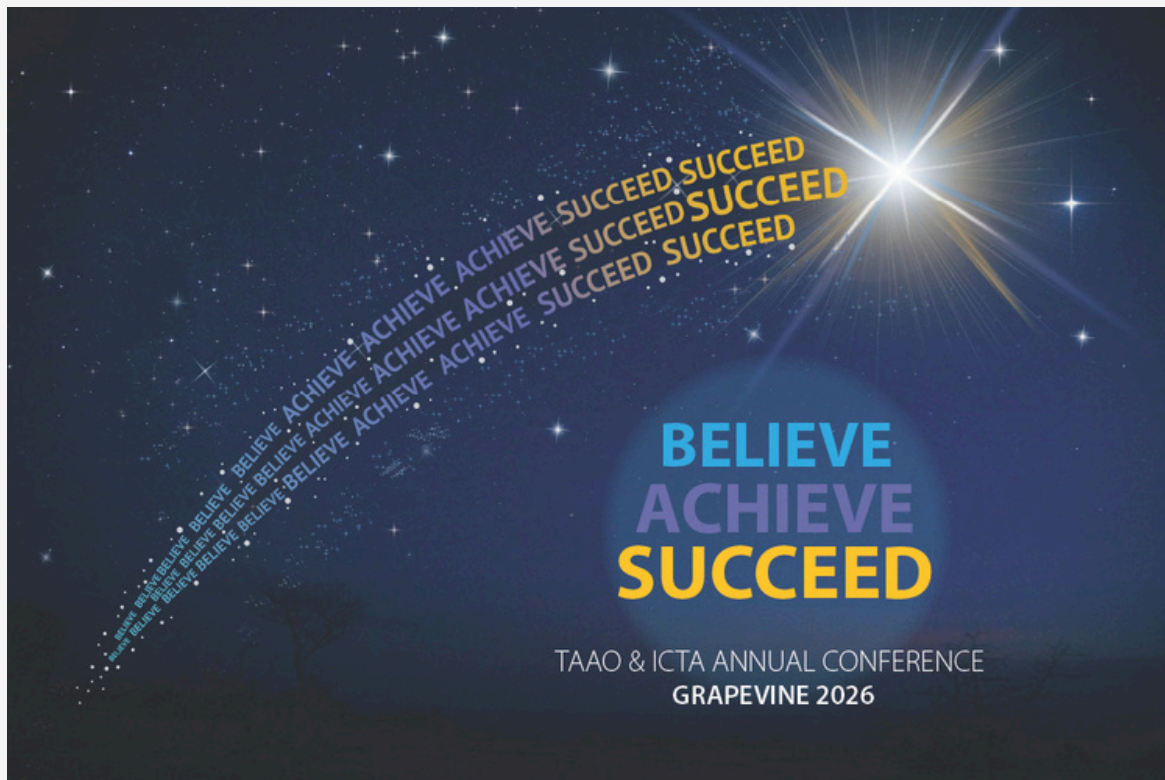


# EXHIBITOR PROSPECTUS



## LET'S PARTNER FOR **87th Annual TAAO & ICTA Conference**



August 30 - September 2, 2026  
at Gaylord Texan Resort in  
Grapevine, Texas



Exhibitor Prospectus  
Aug. 30-Sept. 2, 2026  
Gaylord Texan Resort  
Grapevine, Texas

## TAAO & ICTA Annual Conference

### WHAT TO EXPECT

Four days of professional development seminars specifically for Texas property tax industry.

Expected Attendance: 600+ property tax professionals across the state.

An exhibit hall enhanced with activities that promote constant traffic flow.

Monday prize drawing at the Tradeshow Lunch hosted by our exhibitors.

Registration area and session rooms located in close proximity to the exhibit hall.

Plenty of networking opportunities throughout the event!

TAAO and ICTA invites you to showcase your products and services!

THIS YEAR the 87th Annual Conference of the Texas Association of Assessing Officers is to be held at the Gaylord Texan Resort in Grapevine, Texas.

EXHIBIT in TAAO's bustling exhibit hall, located in the Tate Ballroom at the Gaylord Texan Resort. This intimate demonstration and display area is the most economical way to promote your products and services. You will develop the relationships you need to take your business to the next level within the property tax industry across the state of Texas.

#### SHOW HOURS:

- Sunday, August 30th – 5:00 p.m. – 7:00 p.m.
- Monday, August 31st – 8:00 a.m. – 3:30 p.m.
- Tuesday, September 1st – 8:00 a.m. – 12:00 p.m.

(Times subject to change)

ENGAGE by scheduling a Demo Room. The 87th Annual Conference has various time slots available to bring you closer to your targeted audience. Please contact Oscar Lugo no later than July 15, 2026 to schedule your Demo Room.

SPONSOR: TAAO & ICTA is excited to offer some new sponsorship opportunities designed to maximize exposure for your company and/or products. These sponsorships are designed to create visible opportunities as unique as your organization.

PARTNERSHIP: TAAO provides an invaluable partnership opportunity that can significantly enhance your organization's capabilities and outreach.

For more information, please contact:

Oscar Lugo

Texas Association of Assessing Officers

Email: [olugo@taao.org](mailto:olugo@taao.org)

Phone: 512-926-2511

[taao.org](http://taao.org)



Exhibitor Prospectus  
Aug. 30-Sept. 2, 2026  
Gaylord Texas Resort  
Grapevine, Texas

## Information for Prospective Exhibitors

We are pleased to invite you to participate as an exhibitor and/or sponsor at the 87th Annual Conference of the Texas Association of Assessing Officers (TAAO), taking place from August 30 - September 2, 2026, at the Gaylord Texas Resort. This conference presents a valuable opportunity for you to showcase your products and services to a diverse audience of professionals in the property tax industry.

Each 10 x10 booth includes:

- NEW! Added to our resource page on the TAAO website
- A 10' high back drape, 3' high divider drape, one 6' skirted table, two side chairs, one wastebasket, and one 7" x 44" booth identification sign
- Two exhibit hall-only passes: includes all social events
- Mailing list of pre-registered attendees on August 1st for marketing purposes
- Final attendee mailing list in September for follow-up
- Listing in the exhibitor directory included in the attendee's mobile app.
- Prime booths are located throughout the Exhibit Hall.
- Demo rooms (by reservation only)

EXHIBITOR SET UP is on Sunday, August 30th from 12:00 p.m. to 4:00 p.m.

Exhibit Hall Hours:

- Sunday, August 30th – 5:00 p.m. – 7:00 p.m.
- Monday, August 31st – 8:00 a.m. – 3:30 p.m.
- Tuesday, September 1st – 8:00 a.m. – 12:00 p.m.

(Times subject to change)

Enclosed you will find the floor plan, which outlines available booth spaces for your selection. To ensure your preferred location, we recommend indicating at least two choices on the enclosed contract form.

To secure your space, please complete and return the attached contract. Payment is required with the contract submission.

Please note cancellation received on or before July 15, 2026, will incur a fee of 50% of the booth rental. Unfortunately, cancellations submitted after this date will not be eligible for refund.

### Exhibit Booths

**SOLD OUT**  
Premium Booth \$1400  
Standard Booth \$1150

Booth space is limited and assigned on a first-come, first-served basis, so send in your contract today!

### Not able to attend the annual conference?

There are countless branding opportunities that can elevate your business and enhance your visibility. Don't let this opportunity pass you by!

Find more information [HERE](#)

# Sponsorship Levels

## Premier Sponsor - \$12,000

- Conference Sponsorship (select one)
  - President's Dinner
  - Awards Lunch
  - Bingo Night
- 10x10 Prime Booth w/ 2 expo passes
- One Full page ad in one TAN Magazine (Fall or Summer)
- 2 Conference registrations (includes social events)
- Table at the Awards Luncheon will feature your name and logo

## Champion Sponsor - \$9,000

- Conference Sponsorship (select one)
  - Badges
  - Conference OnDemand
  - Exhibit Hall Opening
- 1 10x10 Standard Booth w/ 2 expo passes
- Half page ad in one TAN Magazine edition (Fall or Summer)
- Demo Room (by reservation only)
- 1 Conference registration (includes social events)
- 2 Awards Lunch Passes

## Benefactor Sponsor - \$7,000

- Conference Sponsorship (select one)
  - Attendee Bags
  - Breakfast
  - Trade Show Lunch
- 1 10x10 Standard Booth w/ 2 expo passes
- 1 Presidents Dinner Pass

## Partner Sponsor - \$4,000

- Conference Sponsorship (select one)
  - Refreshment Break
  - Mobile App
  - Lanyards
- 2 Expo Passes

## Supporter Sponsor - \$2,000

- Conference Sponsorship (select one)
  - TAAO Scholarship Event
  - ICTA Scholarship Event
  - Conference Sessions/Workshop
  - Meet Your Match

## Contributor Sponsor - \$1,000

- Conference Sponsorship (select one)
  - Chapter Relations Fundraising
  - ICTA Fundraising
  - 2nd Chance Meet Your Match

## Friend Sponsor - \$800

## Sponsorship Benefits Include:

- **NEW!** Added to our resource page on the [TAAO website](#)
- Listing in the conference mobile app, website, and TAN Magazine
- On-site acknowledgement on event signage
- Sponsor recognition on your name badge
- Pre and post conference attendee mailing lists
- Demo Room (by reservation only)
- Provide a small marketing item for attendee bags

# ELEVATE YOUR BRAND VISIBILITY BY PARTNERING WITH TAAO!



## ADDITIONAL CONFERENCE BRANDING

At TAAO we understand that branding is more than just a logo; it's the heartbeat of your business, the story behind your vision, and the promise you make to your customers.

Don't miss out on this unique opportunity to strengthen your brand presence in the property tax community. Let's work together to create meaningful connections and drive success for your company.

### INFOMERCIAL

**\$800**

- Thirty second company spotlight before each conference session. Exhibitors only.
- Non-exhibitors \$2,000; one minute company spotlight

### ATTENDEE BAG SWAG

**\$300**

- Swag for the conference bags (Provided by you)

### ENTRANCE UNIT

**\$1000**

- Half Panel entry unit display
- Logo displayed on the entrance unit
- QR code to lead attendees to your organization.

**\$600**

- Quarter Panel entry unit display
- Logo displayed on the entrance unit
- QR code to lead attendees to your organization.

### ONDEMAND BANNER

**\$1000**

- Banner on Conference OnDemand Package

## WEBSITE ADS

Home Page Banner	\$750
Section Page Banner	\$150
Email Blast	\$300
Three month Ads w/hyperlink in daily NewsClips	\$1200/Yearly

## TAN MAGAZINE

Full page Ad	\$900/Per Issue
1/2 page Ad	\$550/Per Issue
Two-page spread (one color)	\$2000/Per Issue
Two page spread (full color)	\$2500/Per Issue

FOR MORE INFORMATION , PLEASE CONTACT:  
Oscar Lugo  
512-926-2511 | olugo@taao.org

**PARTNER WITH TAAO TODAY!**

# PARTNERING WITH



Sponsorship for ICTA supports the professional development of tax administrators while giving your organization valuable exposure to industry leaders and decision-makers. It puts your brand in front of a diverse audience committed to building their skills, allows you to showcase your services, and clearly demonstrates your support for education, excellence, and growth in the property tax profession.

Proceeds will be used to cover costs associated with the Annual Conference, Scholarships, and the ICTA Annual Brunch.

- **Annual Conference** – Conference provides educational benefits for our existing CTA members to maintain their CE requirements
- **Scholarships** – each year at least five (5) \$750 scholarships are awarded to those individuals pursuing their CTA designation
- **ICTA Annual Brunch** – Recognizes and honors those who have completed the required education for receiving their CTA designation

The Institute of Certified Tax Administrators (ICTA) main objective is to establish and maintain the highest standards of performance and education for its members. The ICTA promotes the exchange of ideas and experience among members, and is the hallmark of professional achievement in our industry.

FOR MORE INFORMATION , PLEASE CONTACT:  
Zelda Cryar | 512-926-2511 | [executivedirector@taao.org](mailto:executivedirector@taao.org)



Exhibitor Prospectus  
 Aug. 30-Sept. 2, 2026  
 Gaylord Texan Resort  
 Grapevine, Texas

## CONTRACT FOR EXHIBITORS & SPONSORS

### Company Information

\_\_\_\_\_  
 Company Name

\_\_\_\_\_  
 Street Address

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

\_\_\_\_\_  
 Webpage

### Contact Name

\_\_\_\_\_  
 Name

\_\_\_\_\_  
 Email

\_\_\_\_\_  
 Phone Number

\_\_\_\_\_  
 Products/Services to be exhibited

### Sponsorship

**CHECK ONE**

PREMIER - \$12,000

- Select one:  President's Dinner  
 Awards Lunch  
 Bingo Night

CHAMPION - \$9,000

- Select one: **SOLD** Badges  
 Conference On-Demand  
 Exhibit Hall Opening

BENEFACTOR - \$7,000

- Select one: **SOLD** Attendee Bags  
 Breakfast  
 Tradeshow Lunch

PARTNER - \$4,000

- Select one:  Refreshment Break  
**SOLD** Mobile App  
**SOLD** Banquets

SUPPORTER - \$2,000

- Select one:  TAAO Scholarship  
 ICTA Scholarship  
 Session/Workshop  
**SOLD** Meet your Match

CONTRIBUTOR - \$1,000

- Select one: **SOLD** Chapter Relations Fundraiser  
**SOLD** Second Chance Meet Your Match  
 ICTA Fundraiser

FRIEND - \$800

### Exhibit Booth

Prime Booth **SOLD** \$1400/ea

Standard Booth  \$1150/ea

Booth Preference: \_\_\_\_\_  
list top three booths

Companies I do **NOT** wish to be located nearby:

Companies I **DO** wish to be located nearby:

### Attendee Names (for additional attendees, please use a separate form)

Included - Two Expo Passes per booth purchase: Name \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_  
 (Includes all social events)

Name \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

Additional Expo-Only Passes (\$250 each):  
 (Includes all social events)

Name \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

### Additional Items:

- Presidents Dinner \$150 each \_\_\_\_  Awards Luncheon \$150 each \_\_\_\_

### Payment

\_\_\_\_\_  
 Total Amount

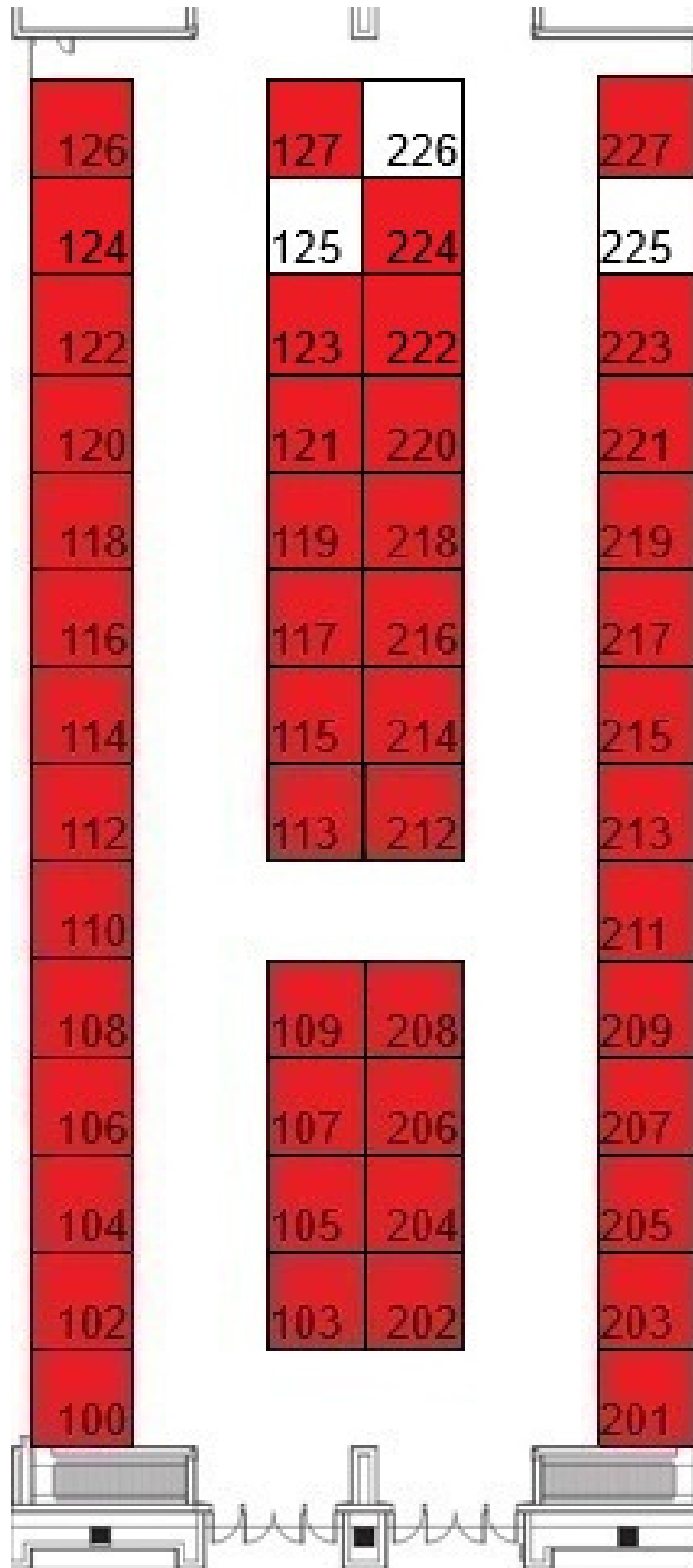
- Make check payable to TAAO and mail to **TAAO, 2028 E. Ben White Blvd., Suite 305, Austin, TX 78741.**
- Credit card payments will include a 3% service fee
- Payment of all outstanding balances is due no later than June 30, 2026.
- **Booth Cancellations:** Must be in writing; Cancellations received on or before July 15, 2026 will incur a 50% cancellation fee of the booth rental. Cancellations received after July 15, 2026 are non-refundable.




Signature \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_

# 2026 TAAO & ICTA 87th Annual Conference Exhibit Hall

GAYLORD TEXAN RESORT & CONVENTION CENTER - TATE B BALLROOM - GREAPEVINE, TX  
 AUGUST 30 - SEPTEMBER 2, 2026



-  Prime Booth
-  Standard Booth
-  Booth Sold

# TAAO & ICTA Annual Conference Exhibit Space Contract

- 1. AGREEMENT TO CONDITIONS** - These terms and conditions are to be a part of all exhibit space contracts. Texas Association of Assessing Officers (TAAO) reserves the right to interpret them as well as make final decisions on all points, rules and regulations.
- 2. CONTRACTS AND ELIGIBILITY** - All exhibitors must complete Exhibit Space Contract for exhibit space. Must be executed by an individual who has authority to act for the organization (exhibitor) complete all information requested and submit payment. Products and services to be exhibited must be listed on the contract. TAAO reserves the right to determine the eligibility of any organization, product, or part thereof. TAAO reserves the absolute right to reject any such contract that in its opinion is not in keeping with the character and purpose of the TAAO Annual Conference.
- 3. RESERVATION OF SPACE** - Space selection – Exhibit space will be reserved on a first come, first paid basis upon confirmation of payment received.
- 4. PAYMENT** - **Payment of all outstanding balances is due no later than July 15, 2026.**
- 5. INSURANCE** - Insurance of the exhibitor's property, business interruption insurance, and the exhibitors' protection and insurance against any other liability or loss must be provided by the exhibitor and be at the exhibitor's sole expense.
- 6. SHIPMENT** - Shipment/receipt, storage, and the installation/dismantling of displays shall be coordinated by the exhibitor and at their sole expense.
- 7. USE OF SPACE** - Sub-leasing, co-participation or display of information by another corporation, firm, or its representatives in space assigned to the original Exhibitor is prohibited without prior written consent from TAAO. The exhibitor must, at own expense, maintain and keep in good order the space in which the exhibitor has contracted.
- 8. PROTECTION OF EXHIBIT FACILITY** - Exhibitors are subject to all conditions, requirements and instructions set forth by TAAO and the hotel/exhibit facility. Nothing shall be attached to columns, walls, floors, or other parts of the exhibit hall. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with guidelines set forth by TAAO and the facility.
- 9. INSTALLATION/DISMANTLING EXHIBITS** - The specific requirements as to the time installation and dismantling of exhibits shall be supplied to each exhibitor at least 30 days in advance of the show. Such requirements shall be binding upon the exhibitor as though fully set forth herein. All displays must be in place and set up one (1) hour prior to the official opening of the show. No installation or dismantling of exhibits may take place during show hours.
- 10. DEFAULT OCCUPANCY** - Any exhibitor failing to occupy space contracted for is not relieved of the obligation to pay for such space at the full rental price. TAAO shall have the right to use such space as it sees fit, provided such booth space is not occupied by one hour prior to the official show opening. Space not occupied by that time may be reassigned or used for other purposes deemed appropriate by TAAO.
- 11. OUTSIDE CONTRACTOR** - Those exhibitors who have contractual arrangements with other contractors may, by making advance arrangements with TAAO management, use their outside contractor to erect and dismantle their exhibits. Notice to use outside contractors must be submitted in writing to the official contractor at least 60 days in advance of the show and must include the appropriate certificate of insurance coverage for general liability, worker's compensation and the names of all workers assigned by the outside contractor.
- 12. SAFETY REGULATIONS** - The exhibitor shall comply with all fire, electrical and safety codes set forth by the hotel/exhibit facility and any municipal, state or federal laws, rules or regulations. All displays must be nonflammable and are subject to inspection by the local Fire Marshal.
- 13. PERSONNEL CONDUCT** - Booth personnel are required to confine their activities within the contracted booth space. All personnel are expected to comply with all rules set forth by TAAO and be of a caliber in keeping with the high standards of the TAAO Annual Conference. TAAO reserves the right to close any exhibit or part thereof that conducts solicitation in an objectionable manner or infringes upon the rights and privileges of other exhibitors.
- 14. DISTRIBUTION OF PRINTED MATTER** - Neither the exhibitors nor non-exhibitors shall distribute to the conference attendees printed matter, samples, souvenirs, and the like—except from within rented space. Special distribution of such material elsewhere must be approved by TAAO. TAAO invites exhibitors and sponsors to provide materials or giveaways to be included in the conference registration bags.
- 15. CANCELLATION OR RELOCATION** - In the event of cancellation or relocation of this conference, due to circumstances within TAAO's direct control, the liability of TAAO shall be limited to a refund of the rental fees paid. In the event TAAO has no control over the cancellation or relocation of this conference, TAAO will reimburse exhibitors pro-rata on any rental fees paid, less any and all legitimate expenses incurred by TAAO for advertising, administration, and similar and related costs.
- 16. CANCELLATION BY EXHIBITOR** - Cancellations of paid booth space **must** be in writing. Cancellations received on or before July 15th **will** incur a fee of 50% of the booth rental fee. Cancellations after July 15th **will** result in forfeiture of booth rental fee.
- 17. VIOLATION OF CONDITIONS** - Failure to follow the conditions outlined in sections 1 through 16 shall constitute a violation of the Conditions of the Exhibitor's Contract.
- 18. LIABILITY** - TAAO undertakes no duty to exercise care, nor does it assume any responsibility for the protection and safety of the exhibitor, their officials, agents, or employees, or for the protection of the property of the exhibitor or their representatives, or for property used in connection with the exhibit, from theft, damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the exhibitor. Any protection provided by TAAO shall be deemed purely gratuitous on their part and shall in no way be construed to make TAAO liable for any loss or inconvenience suffered by the exhibitor.
- 19. HOLD HARMLESS** - The exhibitor agrees to protect, defend, indemnify, and hold harmless TAAO, the hotel and/or exhibit facility, the contractors, and any officers, staff, employees or agents against any claims, losses, damages, or liability arising out of the actions of the exhibitor, its employees, or agents.
- 20. REMEDIES** - In the event the exhibitor violates any of the conditions of the Exhibitor's Contract, TAAO reserves the right to invoke either or both of the following remedies, which shall be in addition to, and not in lieu of, any other rights or remedies granted under this contract. 1) TAAO may order the exhibitor to remove exhibit and personnel or have them removed. In these circumstances, no part of the exhibitor's fees will be returned. 2) TAAO may refuse thereafter to enter into any contractual agreement with exhibitor to lease booth space at future conferences sponsored by TAAO.
- 21. REGISTERING** – Receipt of your payment, confirms Sponsors (and/or) Exhibitors will abide by Rules & Regulations.