



# **Texas Association of Appraisal Districts**

38<sup>th</sup> Annual Conference & Trade Show  
Exhibit Prospectus

RENAISSANCE AUSTIN HOTEL  
FEBRUARY 24-27, 2019  
AUSTIN, TEXAS

## Dear Exhibitors and Sponsors:

We are excited to invite you to exhibit at the Texas Association of Appraisal Districts 38<sup>th</sup> Annual Conference and Trade Show at the Renaissance Austin Hotel, February 24-27, 2019!  
*(Exhibit Dates: February 25-26)*

This prospectus outlines the many opportunities you have to reach this important market!  
This is the ideal place to:

- ◆ **Introduce new products and services**
- ◆ **Generate new sales leads**
- ◆ **Give product demonstrations**
- ◆ **Conduct market research**
- ◆ **Build customer relationships**

Whether your company sells products or a service, the TAAD 38<sup>th</sup> Annual Conference and Trade Show is the place to be!

**We hope to see you  
in Austin next  
February!**



***Sponsorship opportunities  
are available!***

*See page 9 for more information.*

## About the TAAD Annual Conference and Trade Show

Take advantage of this timely opportunity and target your marketing dollars toward hundreds of appraisal district professionals who make product recommendations and purchasing decisions. Where else can you have access to this many executives at just one event?

## Our Attendees

Last year, the 37<sup>th</sup> Annual Conference & Trade Show hosted more than 675 attendees in Fort Worth. We anticipate a similar attendance in Austin this February! Attendees include chief appraisers and appraisal office personnel, district directors, elected officials of taxing units and representatives of firms from the private sector.

## Accommodations

The conference and trade show will be held at the Renaissance Austin Hotel. Exhibitors and registrants are responsible for making their hotel guest room reservations. The host hotel is sold out at this time. If you'd like to be added to the waiting list for a room, please let us know as soon as possible.

### [Renaissance Austin Hotel Website](#)

9721 Arboretum Boulevard  
Austin, Texas 78759  
Phone: 512-343-2626

Room rates: \$228/single/double  
or \$248 triple/quadruple occupancy

### ***Alternative lodging, located near the Renaissance Austin Hotel:***

#### [Residence Inn Austin Northwest](#)

3713 Tudor  
Boulevard  
Austin, TX 78759  
512-502-8200

#### [TownePlace Suites Austin Northwest](#)

10024 North  
Capital of TX  
Highway  
Austin, TX 78759  
512-231-9360

#### [SpringHill Suites Austin Northwest/Arboretum](#)

10936 Stonelake  
Boulevard  
Austin, TX 78759  
512-349-0444

#### [Courtyard Austin Northwest/Arboretum](#)

9409 Stonelake Boulevard  
Austin, TX 78759  
512-502-8100

# Exhibit at TAAD

The exhibit hall will be located in the Rio Grande Ballroom at the Renaissance Austin Hotel. All refreshment breaks and the lunch on Monday will be hosted in the exhibit hall and are included in your booth fees. Each booth includes five exhibitor registrations, which include the aforementioned breaks and lunch on Monday, as well as access to sessions. Additional booth representative registration fees are \$50 per person. To reserve your exhibit space, please include a **\$250 non-refundable deposit**, with the balance due no later than **February 8, 2019**.

## What's included in my Exhibit Space fee?

- One 10' x 10' space
- Includes pipe and drape
- One skirted 6' table with two chairs, a wastebasket, and one 7" x 44" identification sign
- Five name badges - Additional badges may be purchased for \$50 each. Does not include CE's.
- Lunch on the first day of the trade show – *Meal functions outside of the Trade Show are not included.*
- Eligible for discounted tickets and/or registrations
- Preliminary roster of conference attendees - *Available early February.*
- Final conference attendee list - *Available 30 days following conference.*

## What's *not* included in my Exhibit Space fee?

- Security – there will be no security provided during trade show hours
- Decorating
- Electricity, Internet
- Continuing Education

Information to acquire these items will be provided once booth is reserved.

## What promotional opportunities do I receive?

- Listed on the TAAD website, [www.taad.org](http://www.taad.org), with a web link.
- Published in the conference issue of the TAAD newsletter, *THE APPRISER*, (*Distribution: over 2,500 appraisal district members, state agency representatives, and legislators*).
- Featured in the Exhibits Directory of the conference program. The directory assists attendees in identifying your specific products and services. (*Signed contract with payment must be received by February 8, 2019, to be included in the conference program*).
- Opportunity to participate in Trade Show Bingo and/or a Demo Room!

## What's Trade Show Bingo and how do I sign up?

Bring attendees to your booth by taking part in our Trade Show Bingo! This opportunity is open to the first 25 exhibitors that choose to take part. For \$50, have your name printed on a game card that all attendees receive at registration. Attendees will have to stop by your booth for a signature, stamp, etc., and when they fill up their card from all 25 booths, they are eligible for cash prizes drawn during Trade Show hours. Attendees must be present to win. Be sure to check Bingo on your booth space form and send with payment to TAAD, no later than February 8, 2019.

## Can I have my own prize drawing?

Yes! Whether or not you decide to participate in the Trade Show Bingo, you can offer prize drawings for attendees visiting your booth. You can collect attendee's information however you like! If you would like to announce your winner and give the prize during the Trade Show, please check "Yes" on the contract and we will assign a time for your announcement at the TAAD booth.

## May I demonstrate my product? Yes, here's how...

Companies with a fully paid exhibitor contract may reserve a half day meeting room for demos of their products and further discussion of the services they provide. The cost of a "Demo Room" is \$250 if paid by January 26, 2019, and \$350 if paid on or after January 27, 2019, per a four-hour time block. Space is limited and will be available on Monday, February 25, 2019 and Tuesday, February 26, 2019. Please see page 8 for more information.

## Exhibit at TAAD *continued*

### Can I attend the rest of the conference?

Yes! You may attend the sessions at no additional cost; however, no continuing education (CE's) will be given. If you'd like to earn CE's, you must register as an attendee. Your exhibitor badge does not grant entrance to any food events outside of the trade show.

### Exhibit Hours

*(This schedule is preliminary and subject to change. Exhibitors will be notified of changes by email.)*

#### Sunday, February 24

- Set Up & Exhibitor Registration.....Noon to 5pm

#### Monday, February 25

- Exhibits Open.....10am to 5pm

#### Tuesday, February 26

- Exhibits Open.....9am to Noon
- Dismantle .....Noon to 5pm

### Shipping Information

Exhibitors are responsible for any handling charges associated with their packages. The shipping address, dates, and information will be located in your exhibitor kit from TAAD's official show decorator, Convention and Expo Management Services (CEMS). You may also ship to the Renaissance Austin Hotel, please make sure shipments arriving to the hotel are labeled appropriately, clearly marked for the TAAD Trade Show, to insure proper logging and tracking as well as easy access when it is requested for delivery. A form for the hotel will be provided once you register for the trade show.

### Early Bird Deadline and Payment Information

The exhibitor early bird deadline is **January 25, 2019**. We anticipate selling out again so reserve your booth early and we'll make sure your company information is included in all of the marketing materials! No contracts will be accepted before the early bird deadline without receipt of the \$250 non-refundable deposit, with the entire balance due no later than January 25, 2019. All booths not paid in full by January 25, 2019, require the rate shown for after January 25, 2019.

TAAD hopes to have online registration, with credit card options, by early Fall 2018, so please stay tuned! If you would like to mail a check to TAAD, please note the following:

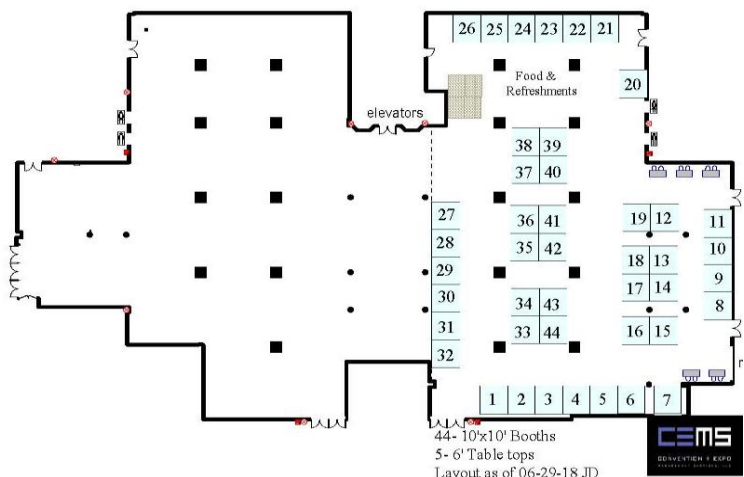
Check payable to: **Texas Association of Appraisal Districts (or TAAD)**  
**7700 Chevy Chase Drive, Building 1, Suite 425**  
**Austin, Texas 78752**

### Application for Exhibit Space

Applications for an exhibit space should be made on the form provided herein and must be accompanied by the \$250 non-refundable deposit or payment in full. Prime booths will have immediate access to the trade show entrances.

Exhibit space fees are as follows:

Type of Exhibit Booth (38 & 39 are unavailable)	Paid on or by 01/25/19	Paid on or after 01/26/19
<b>Prime Booth:</b> 1, 2, 3, 4, 5, 6, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37	\$1,100	\$1,650
<b>Regular Booth:</b> 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 40, 41, 42, 43, 44	\$825	\$1,100



# Rules and Regulations of the Exhibit Hall

*(Please read the Rules and Regulations carefully, as some information has changed)*

## Show Management

The Texas Association of Appraisal Districts, Inc. (TAAD - show management) reserves the right to restrict exhibits which, because of noise, method of operation, materials, promotion of door-to-door sales or other reasons, become objectionable. TAAD may deny installation or request removal or discontinuance of an exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the character and purposes of TAAD. Should there be any question on conforming to the following exhibit rules and guidelines final judgement will be made by TAAD.

## Exhibit Selection and Payment

All exhibits and related demonstrations and presentations must serve the interest of TAAD members. Submission of application does not constitute or imply approval to participate in any TAAD event. TAAD reserves the right to determine eligibility of exhibitor for inclusion in the show prior to, or after, execution of the agreement.

- **Space Selection:** Exhibit space will be assigned on a first-come, first-served basis when application and deposit are received. Show management reserves the right to relocate exhibitors or modify the floor-plan should it be deemed necessary. No on-site changes of booth locations will be made.
- **Payment:** To reserve your exhibit space, please include a **\$250 non-refundable deposit (per space)**, with the balance due no later than February 8, 2019. **For early bird rate, TAAD must receive payment in full by January 25, 2019.**

## Exhibitor's Representative

Each exhibitor will name one individual as its duly authorized representative to have charge of their exhibit, to be present during exhibition, and accept and assume responsibility for the exhibit. This individual will be responsible for the installation, operation, and removal of the exhibit. Said representative shall be authorized to enter such service contracts as may be necessary, for which the exhibiting company shall be responsible.

## Exhibit Space Guidelines

All exhibits must conform to these guidelines. No exhibit may extend beyond the boundaries of its contracted exhibit space. TAAD will provide divider partitions. Management may cancel all or such part of a display that violates these guidelines and require removal of same at the exhibitor's expense.

- a. Exhibitors are not permitted to sublet or share any portion of their exhibit space with another business or firm without written consent of show management.
- b. Exhibitors may not display merchandise of other manufacturers or distributors where no direct business relationship exists between them.
- c. All exhibits must stay within the confines of the contracted exhibit space. It is the responsibility of each exhibitor to arrange displays, product presentations, audio visual presentations, and demonstration areas to ensure compliance. No activities should be planned, or products displayed, in a manner that would require an audience to congest the aisles. TAAD reserves the right to determine if a demonstration interferes with adjacent exhibit space and when it must be discontinued.
- d. The height of displays may not exceed 8 feet tall. No materials may be suspended from the ceiling or bridged across an aisle.
- e. Informational, promotional, educational or other giveaway matter may be distributed only at the exhibitor's display and must be related strictly to the products and/or services on display or eligible for display, and for products which are directly available from the exhibitor.
- f. No exhibitor may distribute or leave behind merchandise, signs, or printed materials in the registration areas, meeting rooms, or public areas of the event site, including hotels, shuttle buses, parking garages, etc., without written prior approval of TAAD.



# Rules and Regulations of the Exhibit Hall *continued*

- g. Exhibits which include the operations of audio visual equipment or any noise-making machines may not operate the equipment in a manner that will disturb other exhibitors and their patrons. Exhibitors will not be allowed to play music. A written request for any other special or unusual exhibit construction or installation must be submitted to TAAD by February 1, 2019.
- h. Food and/or beverages from outside sources are not allowed in the exhibit hall, per contractual obligations with the hotel.
- i. Electricity and/or Internet are not included with exhibit space rental. To arrange for electricity and/or internet for your exhibit space, please review the Austin Renaissance Hotel's electricity and/or internet order form.
- j. Each Exhibitor is charged with knowledge of compliance with all laws, ordinances and regulations pertaining to health, fire prevention and public safety.

## **Staffing of Exhibit Space**

Exhibitors will receive five show badges for exhibitor personnel per 10'x10' space. Additional badges may be purchased for \$50 each. Monday lunch is included with each badge, as well as breaks held during trade show hours. Show badges do not include CEs reported to TDLR. *(An attendee registration must be purchased for CEs.)*

- a. All exhibitor personnel must register and wear the official show badge at all times.
- b. Exhibitor representatives are restricted to persons engaged in the display, demonstration, application or sale of the company's products and services.
- c. Exhibitors and their agents shall not injure or deface the walls, floors, or any part of the hotel, table materials, or equipment of another exhibitor. When such damage occurs, the exhibitor causing such damage is liable to the owner of the property so damaged.

TAAD reserves the right to exclude from the exhibit area and/or the conference, without any refund or reimbursement:

- |                        |                      |                          |
|------------------------|----------------------|--------------------------|
| ➤ <i>any Exhibitor</i> | ➤ <i>independent</i> | ➤ <i>agents of every</i> |
| ➤ <i>its employees</i> | ➤ <i>contractors</i> | ➤ <i>kind</i>            |

who breach this contract, behave inappropriately at conference functions or in the exhibit hall, violate the law, misrepresent his or her products or services, or otherwise bring discredit upon the conference or TAAD. Any such conduct shall constitute a material breach of this contract.

## **Installation and Removal of Exhibits**

All exhibits must be completely installed and ready for viewing by the date and hour the show is scheduled to begin. Exhibits or displays may not be removed from the show until the show has been officially closed.

Convention and Expo Management Services (CEMS) is the designated official service contractor and will be available to install and remove exhibits. TAAD allows exhibitors to install and remove their own exhibits, or to appoint firms other than the official contractor, so long as these firms conform to all rules and regulations and do not disrupt the orderly installation and removal of exhibits. If an outside contractor is used, the exhibitor must furnish show management with the name and address of the contractor as well as a certificate of insurance at least 15 days prior to the show.

All exhibitor property must be removed from the exhibit hall by the conclusion of the designated exhibitor move-out time. If the exhibit space is not vacated by that time, show management is authorized to remove, at the exhibitor's expense, all goods and property of the exhibitor. Show management or its agents shall not be liable for any damage or loss to such goods or property by reason of such removal.

# Rules and Regulations of the Exhibit Hall *continued*

## **Liability and Insurance**

TAAD, Inc. will NOT provide security service in the exhibit hall. Neither TAAD, Inc. or the owners of the Renaissance Austin Hotel assume any responsibility for exhibitor's property. Each party involved in the exhibit – TAAD, Inc., the Renaissance Austin Hotel, and the exhibitor, agree to be responsible for any claims arising out of their own negligence or that of their employees or agents.

Each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy. Exhibitors shall, at their sole expense, procure and maintain throughout the term of the contract for exhibit space, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon resulting from the premises leased. Such insurance shall include contractual liability and products liability coverage.

Exhibitor shall obtain and shall furnish with the exhibit contract, upon request from Management, a certificate of insurance evidencing the required insurance. All property of the exhibitor is understood to remain under his/her custody and contract including transit to, within, and in transit from the confines of the exhibit area.

## **Hold Harmless Clause**

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the Renaissance Austin Hotel and shall indemnify and hold harmless TAAD, Inc., and their agents, consultants, and employees from any and all such losses, damages, and claims.

## **Conditions of Agreement**

By signing the contract and submitting with payment, exhibitor is subject to all rules and regulations named herein, and also to all conditions the exhibit facility has made available. Exhibitor agrees to abide by all applicable fire, utility, and building codes.

All points not covered herein are subject to settlement by show management, and show management reserves the right to make such changes, amendments, and additions to these rules and such further regulations as may become necessary. This agreement shall be governed by the laws of the State of Texas.

## **Cancellation of Exhibit Space**

Booth space cancellation must be made in writing. If cancellation of exhibit space occurs prior to February 1, 2019, the exhibitor will be refunded 50% of the booth fee less the \$250 deposit. After February 1, 2019, no refunds will be made. No refunds will be made on Bingo participation, a demo room, or additional name-badges purchased. Show management reserves the right to refund any money paid for exhibit space on this contract and cancel space with no notice required.

In case the TAAD conference must be cancelled due to act of God, fire, strike or any other circumstances beyond TAAD's control, the exhibitor will be refunded any money paid for booth space, less the prorated share for the expenses incurred by TAAD in connection with the exhibition.

# 2019 Contract for Exhibit Space

Texas Association of Appraisal Districts, Inc. \* 38<sup>th</sup> Annual Conference & Trade Show  
Renaissance Austin Hotel \*Austin, Texas\* February 24-27, 2019

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

Primary Contact: \_\_\_\_\_ Telephone: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

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

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

Company Description: \_\_\_\_\_

(Not to be used in program)

**PLEASE CHECK ALL THAT APPLY** *(only contracted exhibiting firms are eligible for Bingo and/or Prize Drawings):*

## EXHIBIT SPACE INFORMATION:

### Postmarked by/on January 26, 2019

\_\_\_\_\_ \$1,100 Prime 10' x 10' Exhibit Space \_\_\_\_\_ \$825 Regular 10' x 10' Exhibit Space

### Postmarked on/after January 27, 2019

\_\_\_\_\_ \$1,650 Prime 10' x 10' Exhibit Space \_\_\_\_\_ \$1,100 Regular 10' x 10' Exhibit Space

**TRADE SHOW BINGO:** \_\_\_\_\_ \$50 per spot *(one spot per company; no refunds on Bingo)*

**PRIZE DRAWING:** Would you like to announce your winner during the TAAD Trade Show? Yes \_\_\_\_ No \_\_\_\_

**PAYMENT:** Payment in the form of a check or money order to reserve Exhibit Space for the 2019 Conference must be submitted with this Contract. ***Contracts received without payment will not be accepted.*** Please mail completed form with payment to:

**Texas Association of Appraisal Districts, Inc.  
7700 Chevy Chase Drive, Building 1, Suite 425  
Austin, Texas 78752**

**INSURANCE:** Please attach a certificate of insurance evidencing the required insurance described in the Rules and Regulations of the prospectus.

**AGREEMENT:** By signing the Exhibit Contract, the exhibitor agrees to abide by the Rules and Regulations and all amendments thereto, as well as all decisions made by Management.

<p><b>Signature:</b> _____</p> <p><b>Date:</b> _____</p>	<p><b>FOR TAAD USE ONLY</b></p> <p>Date Received: _____</p> <p>Amount: _____</p> <p>Check #: _____</p>
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## 2019 Contract for Demo Room

Texas Association of Appraisal Districts, Inc. \* 38<sup>th</sup> Annual Conference & Trade Show  
Renaissance Austin Hotel \*Austin, Texas\* February 24-27, 2019

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

Primary Contact: \_\_\_\_\_ Telephone: (\_\_\_\_) \_\_\_\_\_

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

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

Email: \_\_\_\_\_

### **DEMO ROOM RESERVATION** *(will be published in the conference program):*

- **\$250** per ½ day block if **payment received by January 25, 2019**

Monday AM \_\_\_\_\_ Monday PM \_\_\_\_\_ Tuesday AM \_\_\_\_\_ Tuesday PM \_\_\_\_\_

- **\$350** per ½ day block if **payment received on or after January 26, 2019**

Monday AM \_\_\_\_\_ Monday PM \_\_\_\_\_ Tuesday AM \_\_\_\_\_ Tuesday PM \_\_\_\_\_

**PAYMENT:** Payment in full to reserve a Demo Room for the 2019 Conference must be submitted with this Contract. Contracts received without full payment will not be accepted. Please mail completed form with payment to:

**Texas Association of Appraisal Districts, Inc. (TAAD)**  
**7700 Chevy Chase Drive, Building 1, Suite 425**  
**Austin, Texas 78752**

### **Rules and Regulations of Demo Rooms**

*Please read carefully*

- Companies participating in demo room rental must also have exhibit space reserved in the hall.
- Demo Rooms will be allocated on a first-come, first-served basis.
- Contracted companies may not sublet, share, or consign their demo room with another company without written consent from TAAD. Requests must be made prior to the start date of conference.
- A Demo Room may not be used to offer sessions for continuing education.
- The schedule for demo rooms is broken into half day blocks on Monday (*Feb 25*) and Tuesday (*Feb 26*) of the conference. AM Block: 8am – 12pm PM Block: 1-5pm
- Included in demo room rental is a private room, chairs, three tables, and electricity. All other audio-visual equipment, internet, refreshments, etc., will be at the cost of the company reserving the demo space.
- No outside food and/or beverages are allowed in the demo rooms. These items must be ordered from the hotel.
- Should TAAD discover any of the Demo Rooms rules and regulations have been disregarded, TAAD reserves the right to shut down the demo room with no refund offered to the exhibitor.
- No refunds offered on cancelled demo rooms.

**AGREEMENT:** By signing the Demo Room Contract, the exhibitor agrees to abide by the Rules and Regulations and all amendments thereto, as well as all decisions made by Management.

<p><b>Signature:</b> _____</p> <p><b>Date:</b> _____</p>	<p><b>FOR TAAD USE ONLY</b></p> <p><b>Date Received:</b> _____</p> <p><b>Amount:</b> _____</p> <p><b>Check #:</b> _____</p>
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# Sponsorship Opportunities

TAAD's sponsorship program allows supporters to publicize their firm while supporting TAAD. As an Annual Conference Sponsor, your firm will gain broad exposure for your products and services, while being recognized as a TAAD supporter to hundreds of appraisal district decision makers. Sponsorship pledges must be paid no later than January 25, 2019 for inclusion in program.

## All sponsors will receive:

- Ribbons for name badges recognizing sponsorship level
- Display of company name on large signs throughout the conference
- Announcement of company name with sponsorship level at the Award's Luncheon
- Listing in conference program and APPRISER

### Diamond Level

#### **\$7,500 and up**

- Top billing in conference advertising
- One complimentary Prime Trade Show Booth with 10 name-badges (*while prime booths last*)
- List of pre-registered attendees
- Two complimentary full registrations
- Eligible to purchase tickets and/or registrations at discounted rates
- Complimentary Demo Room for a full day
- One Full page advertisement in Jan/Feb APPRISER

### Platinum Level

#### **\$5,000 to \$7,499**

- Top billing in conference program and APPRISER
- Five tickets to Gala
- List of pre-registered attendees
- Eligible to purchase tickets and/or registrations at discounted rates

### Gold Level

#### **\$2,500 to \$4,999**

- Four tickets to President's Breakfast
- List of pre-registered attendees
- Eligible to purchase tickets and/or registrations at discounted rates

### Silver Level

#### **\$1,000 to \$2,499**

- Three tickets to President's Breakfast
- Eligible to purchase tickets and/or registrations at discounted rates

### Bronze Level

#### **\$999 to \$500**

- Eligible to purchase tickets and/or registrations at discounted rates

### Supporter Level

#### **\$499 and below**

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***YES,*** count me in as a sponsor for the Texas Association of Appraisal Districts' 38<sup>th</sup> Annual Conference on Appraisal Administration!

Company \_\_\_\_\_ Amount \$ \_\_\_\_\_

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

Address \_\_\_\_\_ City/St/Zip \_\_\_\_\_

Email \_\_\_\_\_ ☐ Please send me an invoice for our sponsorship amount

**Mail to:** Texas Association of Appraisal Districts \* 7700 Chevy Chase Drive; Building 1, Suite 425 \* Austin, Texas 78752  
**Fax Number:** (512) 452-0427 \* **Email:** [kkemp@taad.org](mailto:kkemp@taad.org)