Texas Association of Appraisal Districts, Inc.

# 44<sup>th</sup> Annual Conference & Trade Show **Exhibit Prospectus**

February 16-19, 2025

(Exhibit Hall open all day Monday & Tuesday AM, February 17-18)



JW Marriott Austin Austin, Texas



# Exhibitors and Donors,



We are excited to invite you to exhibit at the Texas Association of Appraisal Districts 44<sup>th</sup> Annual Conference & Trade Show at the JW Marriott Austin, February 16-19, 2025! (Exhibit Hall open all day Monday & Tuesday AM, February 17-19)

This prospectus outlines the many opportunities 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 44<sup>th</sup> Annual Conference & Trade Show is the place to be. We hope to see you in Austin!

Additional sponsorship opportunities are available. See page 11 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 for their respective appraisal districts. Where else can you have access to this many executives at just one event?

# **Our Attendees**

Last year, the 43<sup>rd</sup> Annual Conference & Trade Show hosted more than 640 attendees in Houston. We anticipate a similar or greater 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 will be held at the JW Marriott Austin located at 110 E 2<sup>nd</sup> Street, Austin, Texas 78701.

Exhibitors and registrants are responsible for making their hotel guest room reservations. The TAAD room block at the host hotel will open in the late fall of 2024 to our member appraisal districts only.

# Alternative lodging located near the host hotel:

Hampton Inn & Suites Austin Downtown

200 San Jacinto Boulevard Austin, TX 78701 **Hyatt Place Austin Downtown** 

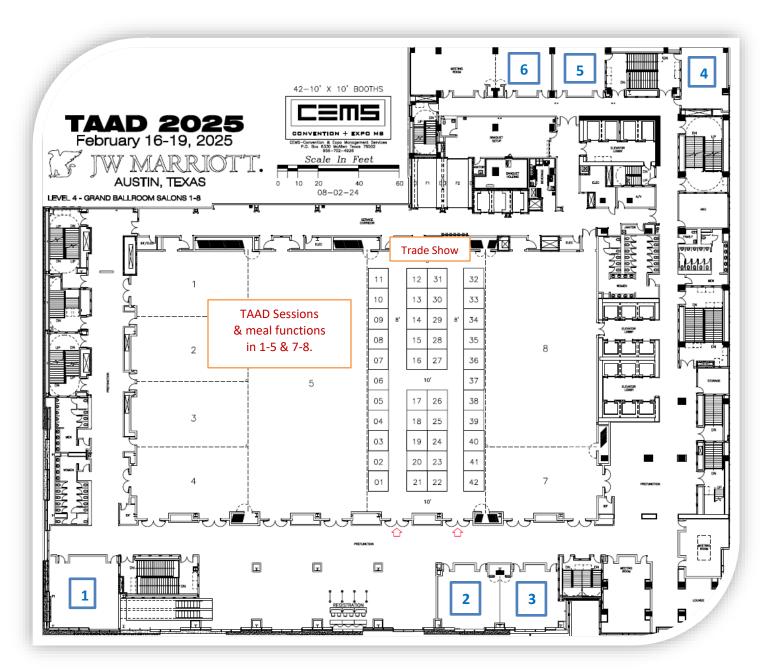
211 East 3<sup>rd</sup> Street Austin, TX 78701 **The LINE Austin** 

111 East Ceasar Chavez Street Austin, TX 78701

# **Exhibit at TAAD**

The exhibit hall will be in Salon 6 on the 4<sup>th</sup> floor of the JW Marriot Austin. Each booth includes five exhibitor booth personnel registrations, which include the breaks on Monday, the morning break on Tuesday as well as access to sessions (does not include CEs). Additional booth personnel registration fees are \$50 per person.

<u>PLEASE NOTE:</u> Limit one booth per company due to limited number of booths. Diamond and Platinum level donors have the option of up to two booths; while available.



Numbered blue boxes indicate available Demo Rooms. Please see pages 9 for more information.

Red arrows indicate front doors to the trade show.

Trade Show floorplan and Demo Rooms subject to change.

### 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.
- Breaks on Monday; AM break on Tuesday
- Eligible for discounted attendee 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
- Meal functions on Monday, Tuesday, or Wednesday of conference
- 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, with a web link.
- Published in the post conference issue of the TAAD newsletter, The APPRISER
- 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 January 27, 2025, to be included in the conference program).
- Opportunity to participate in Trade Show Bingo and/or reserve 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, your name will be printed on a game card that all attendees receive at registration. Attendees will 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 TAAD provides 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 January 27, 2025.

### May 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 awarded. 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 of the conference.

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

Companies with a fully paid exhibitor contract may reserve a meeting room for demos of their products and further discussion of the services they provide. The cost of a Demo Room is \$1,000 per day from 8am until 8pm. Space is limited and will be available on Monday, February 19, 2025, and Tuesday, February 20, 2025. Please see page 2 for Demo Room locations and page 9 for Demo Room Rules and Regulations (on contract).

### Can I have my own prize drawing?

Yes! Whether or not you participate in the Trade Show Bingo, you can offer prize drawings for attendees visiting your booth. You can collect attendee 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 (up to two prizes to be announced from TAAD booth).

# **Application for Exhibit Space**

**Limit one booth per company** (except for Diamond and Platinum level donors, while supplies last). Application for an exhibit space should be made on the form provided herein and must be accompanied by the \$500 non-refundable deposit (per booth) or payment in full.

### **Early Bird Deadline and Payment Information**

The exhibitor early bird deadline is **January 10, 2025**. A \$500 non-refundable deposit (*per booth*), with the entire balance due no later than January 10, 2025. All booths not paid in full by this date require the rate shown for on/after January 11, 2025.

PLEASE NOTE: Booth requests will be taken into consideration; however, TAAD has the final say in booth placement. TAAD will assign booth placements once the trade show is approximately 75% full. Once assignments have been made, TAAD will notify you of your booth number via email to the primary contact listed on the contract submitted with payment.

Exhibit Space Fees	Early-bird Rate Paid on or by 01/10/2025	Paid on/after 01/11/2025
Per 10' x 10' booth	\$1,250	\$1,500

### **Exhibit Hours**

This schedule is preliminary and subject to change.

Exhibitors will be notified of changes by email to the primary contact listed on the contract submitted with payment.

### Sunday, February 16

Set Up & Exhibitor Registration......5 to 10pm

### Monday, February 17

• Exhibits Open......9am to 5pm

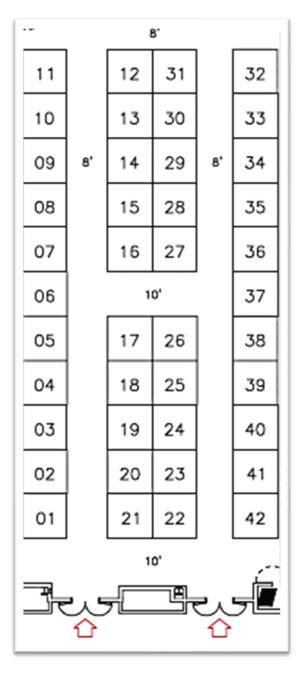
### Tuesday, February 18

- Exhibits Open......8am to 11am
- Tear Down.....11am to 3pm

### To Pay

- Please visit <a href="https://taad.org/conference/trade-show-info/">https://taad.org/conference/trade-show-info/</a> to pay with a credit card.
  - ➤ If you would like to pay via check, please make check payable to Texas Association of Appraisal Districts, Inc.

Mail to: 7700 Chevy Chase Drive Building 1, Suite 425 Austin, Texas 78752



Red arrows indicate front doors to the trade show.

Tentative floorplan. Subject to change.

# Rules and Regulations of the Exhibit Hall

(Please read the Rules and Regulations carefully)

### **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 conforming to the following exhibit rules and guidelines, final judgement will be made by TAAD.

### **Exhibit Space 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 by TAAD when application and deposit are received. Booth requests are welcome but not guaranteed. Show management reserves the right to relocate exhibitors or modify the floorplan should it be deemed necessary. No on-site changes of booth locations.
- **Payment:** To reserve your exhibit space, please include one of the following:
  - \$500 non-refundable deposit (per booth), with the balance due no later than January 27, 2025. For early bird rate, TAAD must receive payment in full by January 10, 2025.
  - Payment in full.

### **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 January 27, 2025.
- 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 Renaissance Dallas 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 booth personnel per 10'x 10' space. Additional badges may be purchased for \$50 each. Breaks during trade show hours are included with each badge. 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:

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.

### **Shipping Information**

Exhibitors are responsible for any handling charges associated with their packages. Shipping information will be in your exhibitor kit from TAAD's official show decorator, Convention and Expo Management Services (CEMS). You may also ship to the hotel, please make sure shipments arriving at the hotel are labeled appropriately and clearly marked for the TAAD Trade Show. A form for the hotel will be provided once you register for the trade show.

### **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.

# Rules and Regulations of the Exhibit Hall continued

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.

### **Liability and Insurance**

TAAD, Inc. will NOT provide security service in the exhibit hall. Neither TAAD, Inc., nor the owners of the JW Marriott Austin assume any responsibility for exhibitor's property. Each party involved in the exhibit – TAAD, Inc., JW Marriott Austin, 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/or 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.

The 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 JW Marriott Austin and shall indemnify and hold harmless TAAD, Inc., and their agents, consultants, and employees from any and/or all such losses, damages, and claims.

### **Conditions of Agreement**

By signing the contract and submitting with payment, the exhibitor is subject to all rules and regulations mentioned herein, and to all conditions the exhibit facility has made available. The 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/Refund Policy**

Booth space cancellation must be made in writing. If paid in full, the cancellation policy is as follows:

- > Postmarked on or before January 10, 2025 \$400 cancellation fee
- > Postmarked January 11-19, 2025 \$600 cancellation fee
- > Cancellations postmarked January 20, 2025, or later obligates the exhibitor to pay full rental

No refunds on cancellation of Bingo participation, Demo Room, or additional name-badges purchased. No refunds on deposits made for booth reservations if booth(s) not paid in full. 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.

# 2025 Contract for Exhibit Space

Texas Association of Appraisal Districts, Inc. \* 44<sup>th</sup> Annual Conference & Trade Show JW Marriott Austin \*Austin, Texas\* February 16-19, 2025

PLEASE NOTE: The primary contact will receive all informational emails pertaining to the TAAD conference. One contact per company.

It is up to the contact to distribute information within your company.

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Company Name:		
Primary Contact:	Telephone:	
Email:	Website:	
Street Address:		
City:	State: Zip:	
Notes for TAAD:  Booth preferences, near friends, away from competitors, etc.; TAA	AD will do our best to honor requests but	can't make any promises.
RESERVE EXHIBIT SPACE (Please choose 1 option)		
Option 1: Payment in Full (No deposit required. Company)	Cancellation fees apply - see page	7 for cancellation policy.)
Postmarked by/on January 10, 2025	Postmarked on/a	ifter January 11, 2025
10' x 10' booth: \$1,250	10' x :	10' booth: \$1,500
Option 2: Pay the Non-refundable Deposit Early-bird Rate: TAAD must receive remaining balance totaling \$1,		
paying balance due no later than January 27, 2025, to participate.	10' x 10' booth	deposit: \$500
EXHIBITING EXTRAS		
BINGO \$50 (one spot per company; non-refundable)	<b>Prize Drawing:</b> Announce TAAD Trade Show? <b>Yes</b>	up to 2 winners during the No
Total enclosed: \$	Only contracted exhibiting firms	t payment will not be accepted. are eligible for Bingo, Prize Drawings, emo Rooms.
Please mail completed form with check/money order to:  Texas Association of Appraisal Districts, Inc.  7700 Chevy Chase Drive, Building 1, Suite 425  Austin, Texas 78752  INSURANCE: If using a source other than CEMS to assemble your display	https://taad.org/conferenceexhib	with a credit card: e/trade-show-info/contract-for- oit-space/ ce evidencing the required insurance
AGREEMENT: By signing the Exhibit Contract, the exhibitor agrees Regulations and all amendments thereto, as well as all decisions	to abide by the Rules and	TAAD USE ONLY  Date Received:
Signature:	Date:	Amount:

### 2025 Contract for Demo Room

Texas Association of Appraisal Districts, Inc. \* 44<sup>th</sup> Annual Conference & Trade Show JW Marriott Austin \*Austin, Texas\* February 16-19, 2025

PLEASE NOTE: The primary contact will receive all informational emails pertaining to the TAAD conference. One contact per company.

It is up to the contact to distribute information within your company.

Company Name:		
Primary Contact:		
Street Address:		
City:	State:	Zip:
Email:		
DEMO ROOM RESERVATION (Must be reserved by January		
<b>\$1,000 per day:</b> Mo	onday Tu	esday
PAYMENT  Contracts received without payment will not be accepted.		
Please mail completed form with check/money order to:	7700 Chevy Ch	n of Appraisal Districts, Inc. (TAAD) nase Drive, Building 1, Suite 425 ustin, Texas 78752

*Or pay online with a credit card:* https://taad.org/conference/trade-show-info/contract-for-demo-room/

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

### Please read carefully

- Demo Rooms are available in one-day increments on Monday and Tuesday of the conference.
- 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 the conference.
- A Demo Room may not be used to offer sessions for continuing education.
- Included in the 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 room.
- Per hotel rules, 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 to the exhibitor.
- No refunds 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.

	TAAD USE ONLY
Signature:	Date Received:
Date:	Amount:
	Check #:

# **Donorship Opportunities**

TAAD's donorship program allows supporters to publicize their firm while supporting TAAD and attendees. As an Annual Conference Donor, 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. Donorship pledges must be paid no later than January 27, 2025, for inclusion in the program.

### All donors will receive

- Ribbons for name badges recognizing donation
- Display of company name throughout the conference
- Announcement of your contribution during conference
- Listing in conference program, TAAD website, and APPRISER

*Diamond, Platinum, Gold, Silver, & Bronze donors* are eligible to purchase attendee registrations at discounted rates, as well as sponsoring items.

### Diamond Level

### \$7,500 and up

- Top billing in conference advertising
- One complimentary Trade Show Booth with 10 name-badges
- Option to purchase one additional booth

- 2-to-3-minute intro for a General Session speaker of TAAD's choice
- List of pre-registered attendees
- One complimentary full-page ad in APPRISER
- Two complimentary full attendee registrations
- Three guaranteed rooms at the host hotel (TAAD makes reservation; sponsor pays for rooms)

### Platinum Level

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

- Top billing in conference advertising
- One half-page ad in APPRISER

- Option to purchase one additional booth
- Three tickets to Tuesday's Awards Luncheon
- Two one-day attendee registrations
- List of pre-registered attendees

# Gold Level \$2,500 to \$4,999 • Four tickets to President's Breakfast • List of pre-registered attendees Bronze Level \$999 to \$500 Silver Level \$1,000 to \$2,499 • Three tickets to President's Breakfast Supporter Level \$499 and below

# **VES**, count me in as a donor for TAAD's 44<sup>th</sup> Annual Conference!

To pay with a credit card – <a href="https://taad.org/conference/donorship-signup-form/">https://taad.org/conference/donorship-signup-form/</a> - Or mail form with check to: Texas Association of Appraisal Districts \* 7700 Chevy Chase Drive, Building 1, Suite 425 \* Austin, Texas 78752

Company	Amount \$
Contact	Email
Address	_ City/St/Zip

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Please send me an invoice for our donorship

# **Sponsored Items**

### for participating Bronze to Diamond donors only

As a participating Bronze, Silver, Gold, Platinum, or Diamond donor, we are providing additional opportunities to have your name in front of the attendees! Provided on a first come, first served basis.

	Please contact TAAD prior to paying to verify the item is still available.
•	Pens \$1,500 – Attendees love grabbing a pen while picking up registration materials, making this one of the handiest items to sponsor! Your company logo will be imprinted on the pen alongside the TAAD logo. Approximately 700 pens provided. Two Awards Luncheon tickets included. Payment must be received by December 4, 2024, to insure adequate shipping time.
•	<u>Conference Program \$3,000 (one sponsorship)</u> – Exclusive conference program sponsor. Logo placement in the program, along with one full page ad in the on-site conference program. Approximately 500 programs printed. One full attendee registration included. Payment must be received by January 10, 2025, to ensure adequate printing time.
•	<u>Conference Mini Program \$1,000</u> (one sponsorship) — Our attendees love the mini, trifold, pocket sized programs! Your logo, along with the TAAD logo, on the cover of the mini program. Approximately 1,000 printed. Two Monday or Tuesday Breakfast tickets included. Payment must be received by January 10, 2025, to ensure adequate printing time.
•	Conference App \$1,000 (one sponsorship) – Your company will have exclusive advertising in the mobile app available to all attendees. We will highlight your company in the app and in the materials promoting the app to the attendees. Two Monday or Tuesday Breakfast tickets included. Payment must be received by January 10, 2025.
•	Badge Lanyards \$2,500 (one sponsorship) – All attendees will wear their badge lanyards throughout the conference, making this one of the most visible opportunities. Your company name will be imprinted on the lanyard alongside the TAAD logo. Two Awards Luncheon tickets included, as well as two booth personnel registrations. Payment must be received by December 4, 2024, to ensure adequate printing and shipping time.

The Fine Print: TAAD will reserve the item for you once you submit paperwork; payment will need to be received by TAAD within 5 business days to keep item. Final assignments will be made at TAAD's discretion. TAAD will handle development and printing of items listed above. Sponsor offerings are subject to change based on availability and/or planning.

Company	Amount \$	
Contact	Email	
Address	City/St/Zip	

To pay with a credit card, please contact TAAD. (512) 467-0402 or kkemp@taad.org

### Or mail form with check to:

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



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Austin, Texas 78752
(512) 467-0402
www.taad.org