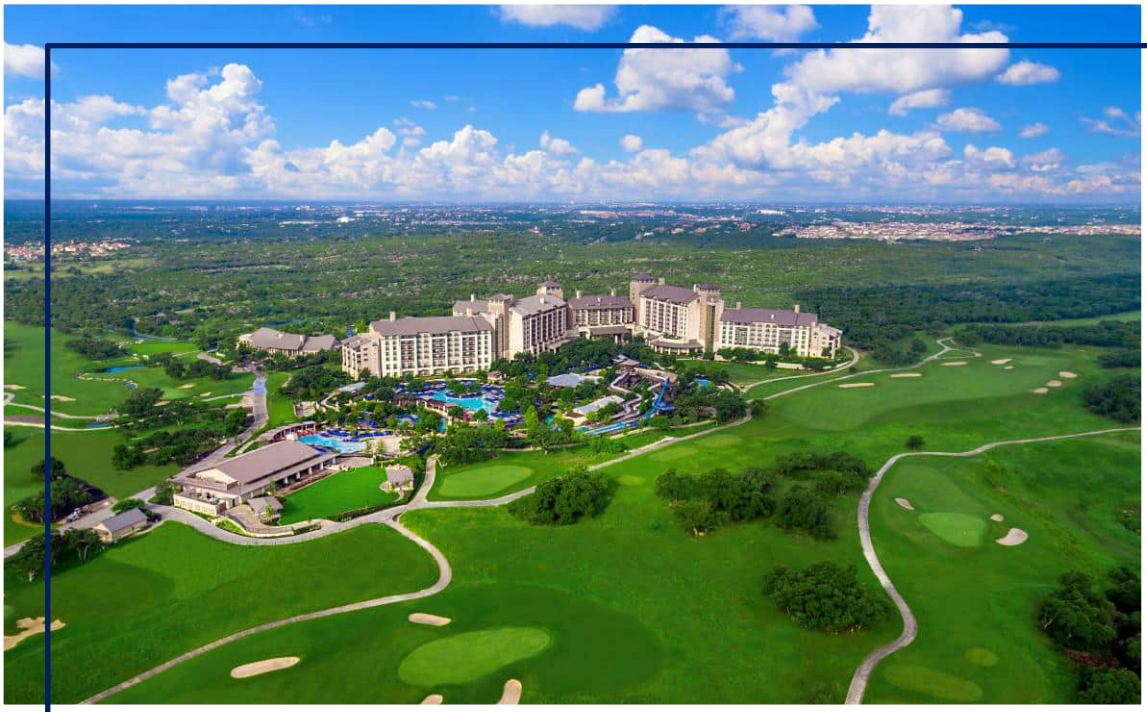
TAAD's 46th Annual Conference & Trade Show

Exhibit Prospectus

JW Marriott San Antonio Hill Country Resort & Spa



February 14-17, 2027

(Exhibit Hall open all day Monday & Tuesday AM, February 15-16)

Texas Association of Appraisal Districts, Inc.
7700 Chevy Chase Drive, Building 1, Suite 425 | Austin, Texas 78752-1558

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 45th Annual Conference & Trade Show hosted more than 650 attendees in Austin. We anticipate a similar or greater attendance in San Antonio 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 JW Marriott San Antonio Hill Country Resort & Spa located at 23808 Resort Parkway, San Antonio, Texas 78261. Exhibitors and registrants are responsible for making their hotel guest room reservations. TAAD will have a room block at the host hotel with a limited number of rooms for participating exhibitors. The link to reserve a room will be shared after exhibit space is reserved *(while rooms last)*.

Alternative lodging located near the host hotel:

Courtyard by Marriott San Antonio North/Stone Oak
1803 East Sonterra Blvd
San Antonio, Texas 78259

Hyatt Place San Antonio-North/Stone Oak
1610 East Sonterra Blvd
San Antonio, Texas 78258

Best Western Plus Hill Country Suites
18555 U.S. Hwy 281 N
San Antonio, Texas 78258

Drury Plaza Hotel San Antonio North Stone Oak
823 N Loop 1604
San Antonio, Texas 78232

Exhibit at TAAD's 46th Annual Conference

The Trade Show will be in the Nelson Exhibit Hall B on the first floor of the JW Marriott San Antonio Hill Country Resort & Spa. Each booth includes five exhibitor expo passes, which include the breaks on Monday, the morning break on Tuesday as well as access to sessions *(does not include CEs).* Additional expo passes are $100 per person. A registration form will be provided after exhibit space is reserved.

What's included in my Exhibit Space fee?

- One 10' x 10' carpeted 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 $100 each. ***Does not include CEs.***
- Breaks on Monday; AM break on Tuesday
- Eligible for discounted attendee registrations
- Preliminary roster of conference attendees - *Available late January.*
- 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
- Decorating
- Electricity, Internet
- Continuing Education
- **Meal functions on Monday, Tuesday, or Wednesday of conference**
- *Information about acquiring these items will be provided after exhibit space is reserved.*

What promotional opportunities do I receive?

- Listed on the TAAD website, www.taad.org, with a web link.
- Published in the conference program and app. Contract with payment must be received by January 22, 2027, 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! For $50, your name will be printed on a game card given to all attendees. Attendees will stop by your booth for a signature, stamp, etc. You choose your method! Winners will be drawn during Trade Show hours. Prizes provided by TAAD. Attendees must be present to win. If interested, be sure to check Bingo on your exhibit space form and submit with payment no later than January 22, 2027.

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 collect attendee information however you like! You can announce up to two winners and give the prize(es) during the Trade Show. Check "Yes" on the exhibit space form and we will assign a time/place for your announcement during trade show hours.

May I attend the rest of the conference?

Yes! You may attend the sessions at no additional cost; however, no continuing education (CEs) will be awarded. If you'd like to earn CEs, you must register as an attendee. Your booth personnel badge does not grant entrance to 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 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 15, 2027, and Tuesday, February 16, 2027. Please see page 8 for more information on Demo Rooms.

Early-bird Deadline and Payment Information

The early-bird deadline is December 15, 2026. Fee increases on December 16, 2026.

Exhibit Space Fees	Early-bird Rate Paid on or by 12/15/2026	Paid on or after 12/16/2026
Each 10' x 10' booth	$1, 500	$2,000

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:***
  - Please select your exhibit space on the online contract on the TAAD website.
  - Booths will be assigned on a first come first serve basis.
  - 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:*** Please visit https://taad.org/conference/trade-show-info/ to pay with a credit card and select your exhibit space. TAAD will not hold exhibit space for later payment.

Exhibit Hall Floor Plan

Booths 1, 2, 16, 23, 30, 37, 44, 51, 67, 68 reserved for Diamond & Platinum donors through 12/15/2026 *(while they last).*

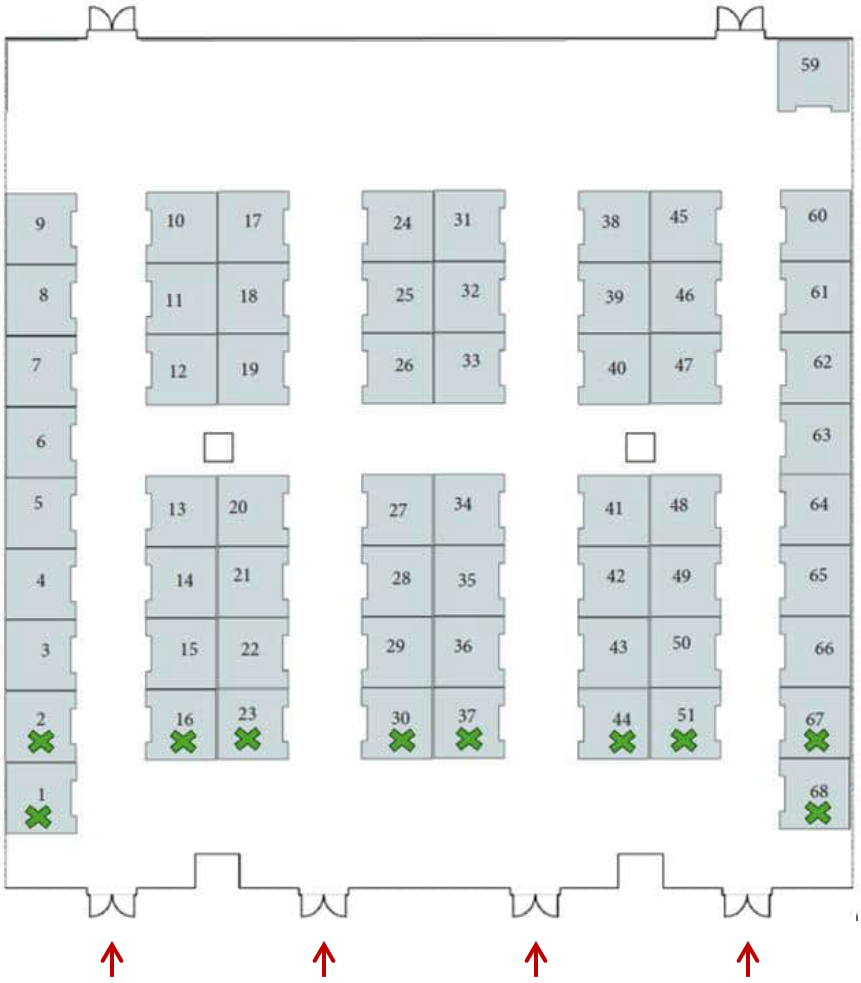


Exhibit Hours

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

Sunday, February 14
Set Up: 2 to 10pm

Monday, February 15
Exhibits Open: 9am to 5pm

Tuesday, February 16
Exhibits Open: 8 to 11am
Tear down: 11am to 3pm

Floor plan & schedule subject to change.

Red arrows indicate front doors.

Rules and Regulations of the Exhibit Hall

Please read 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 regarding conforming to the following exhibit rules and guidelines, final judgement will be made by TAAD.

Exhibit Space Placement

While every effort will be made to honor your request, TAAD does not guarantee booth placement requests. TAAD does not guarantee your company will not be placed near a competitor. TAAD is under no obligation to move an exhibitor's booth to an alternate location due to dissatisfaction with any floor plan changes made after exhibitor's booth has been selected. Further, TAAD reserves the right to reconfigure the floor plan and/or relocate any exhibit at any time.

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 requires 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. 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.

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 22, 2027.**

h. Food and/or beverages from outside sources are not allowed in the exhibit hall, according to contractual obligations with the host 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 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 $100 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:

- *any Exhibitor or its employees*
- *agents of every kind*
- *independent contractors*

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 contact the hotel for more information.

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 because of such removal.

Liability and Insurance

TAAD, Inc. will NOT provide security service in the exhibit hall. Neither TAAD, Inc., or the owners of the JW Marriott San Antonio Hill Country Resort & Spa assume any responsibility for exhibitor's property. Each party involved in the exhibit – TAAD, Inc., JW Marriott San Antonio Hill Country Resort & Spa, and the exhibitor, agree to be responsible for any claims arising out of their own negligence or that of their employees or agents. 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.

Each party agrees to be responsible for their own property through insurance or self-insurance. 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 maintain, at its sole cost and expense, such insurance coverage as is appropriate for its participation in the event, including but not limited to commercial general liability insurance. Upon request by Hotel, Exhibitor shall provide a valid Certificate of Insurance evidencing such coverage. Hotel reserves the right, in its sole discretion, to determine the minimum required insurance coverages, policy terms, limits of liability, and additional insured requirements applicable to Exhibitor's participation. Any required Certificate of Insurance must be provided to Hotel no later than seven (7) business days prior to Exhibitor's arrival or move-in date at the Hotel. Failure to provide satisfactory evidence of insurance within the required timeframe may result in denial of access to the Hotel and/or participation in the event, without liability to Hotel. Any required insurance policy shall name the Hotel, Hotel owner, Hotel Manager, and Marriott International, Inc., together with their respective subsidiaries, affiliates, officers, directors, employees, and agents, as additional insureds where commercially available.

Hold Harmless Clause

The undersigned Exhibitor hereby assumes full responsibility for, and agrees to indemnify, defend and hold harmless, the Hotel, the Hotel owner, the Hotel Manager, Marriott International, Inc., and each of their respective parent companies, subsidiaries, affiliates, officers, directors, employees, representatives and agents (collectively, the "Indemnified Parties"), from and against any and all claims, demands, actions, causes of action, suits, liabilities, damages, judgments, losses, costs and expenses of every kind and nature, including reasonable attorneys' fees and costs of defense, arising out of or relating to Exhibitor's participation in, presence at, or activities in connection with TAAD, Inc., including without limitation the acts or omissions of Exhibitor, its employees, agents, contractors, representatives, invitees, exhibitors, suppliers or vendors.

Exhibitor further agrees to release and waive any claims against the Indemnified Parties for any injury, illness, death, property damage, theft, loss or other damages sustained by Exhibitor or its employees, agents, contractors, representatives or invitees arising out of or related to Exhibitor's participation in the event, except to the extent caused by the gross negligence or willful misconduct of the applicable Indemnified Party.

Without limiting the foregoing, Exhibitor shall be solely responsible for any products, materials, demonstrations, displays, equipment or services provided, distributed, sold, sampled or otherwise made available by Exhibitor and shall indemnify, defend and hold harmless the Indemnified Parties from and against any claims arising therefrom.

Conditions of Agreement

By submitting the contract 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 submitted via email to kkemp@taad.org. The cancellation policy is as follows:

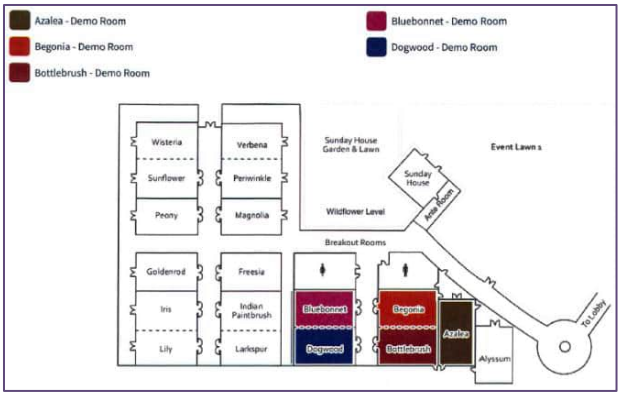
- Received on or before January 6, 2027 - $400 cancellation fee
- Received January 7-17, 2027 - $600 cancellation fee
- Cancellations received January 18, 2027, or later – full forfeiture of fees

No refunds on cancellation of Bingo participation, Demo Room, or additional name-badges purchased.

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. Show management reserves the right to refund any money paid for exhibit space and cancel space with no notice required.

Demo Rooms

The demo rooms are located on the third floor of the JW Marriott San Antonio Hill Country Resort & Spa. Cost for one Demo Room is $1,000. Each room is the same size *(965 sq. ft.)* and available in one-day increments *(8am-8pm)* on Monday and Tuesday of the conference.



The Demo Rooms are as follows:

- *Azalea*
- *Begonia*
- *Bottlebrush*
- *Bluebonnet*
- *Dogwood*

Rules and Regulations of the Demo Rooms

Please read carefully

- TAAD will assign your Demo Room. TAAD will share room and hotel information via email to the primary contact listed on the contract submitted with payment.
- Demo Rooms will be given on a first come first serve basis.
- Show management reserves the right to relocate demo room participants should it be deemed necessary.
- No on-site changes of demo room locations.
- 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.
- Signage for Demo Room may not be displayed in high traffic areas, i.e. registration or trade show areas.
- 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.

Demo Room Payment

- *Payment:* Please visit https://taad.org/conference/trade-show-info/ to pay with a credit card and select your demo room. Payment must be received by January 22, 2027, to be included in conference materials. TAAD will not hold a room for later payment.

Sponsored Items

As a participating trade show vendor and/or conference donor, you have additional opportunities to have your name in front of the attendees! Offered on a first-come, first-served basis.

for participating Platinum and Diamond donors only

- SOLD **Badge Lanyards $4,000** *(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. One full attendee registration + one additional expo pass included. Payment must be received by December 15, 2026, to ensure adequate production and shipping time.

for participating trade show vendors and/or donors only

- SOLD **Conference Mini Program $1,000** *(one sponsorship)* – Our attendees love the mini, trifold, pocket sized programs! Your logo along with the TAAD logo on the mini program. Approximately 1,000 printed. One-day registration with one breakfast ticket included. Payment must be received by January 22, 2027, to ensure adequate printing time.
- _____**Conference Program $3,500** *(one sponsorship)* – 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 22, 2027, to ensure adequate printing time.
- SOLD **Pens $1,500** *(one sponsorship)* – 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 650 pens provided. One-day registration with one Monday lunch ticket included. Payment must be received by December 15, 2026, to ensure adequate production and shipping time.

Please contact kkemp@taad.org prior to paying to confirm the item is still available.

The Fine Print: TAAD will reserve the item for you once you submit the paperwork; payment must be received by TAAD within 5 business days. 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 _____

Contact _____

Email _____

TAAD Office Use Only

Date: _____

Ck/CC#: _____

Amt: _____

Inv: _____

TAAD |7700 Chevy Chase Drive; Bldg. One, Suite 425 |Austin, TX 78752-1558