

OCTOBER 1      SEPTEMBER 30  
**2026 – 2027**

# EXHIBITOR PROSPECTUS

Connect with CTE Professionals  
at Conferences & Regional Events  
with Year Round Sponsorship Opportunities

**ctat**  
CAREER & TECHNICAL  
ASSOCIATION OF TEXAS



**±800 Attendees**

CTE Administrators, Counselors,  
ESC Personnel



**±1000 Attendees**

CTE Administrators, Counselors,  
ESC Personnel and CTE Teachers



**±100 Attendees**

CTE Teachers, Forensic Science Teachers,  
Law Teachers, Public Service Teachers,  
Criminal Justice Teachers

# EXHIBITING BENEFITS

- + Face to Face Interactions with buyers
- + Showcase Solutions
- + Generate Leads
- + Build Customer Relationships
- + Maximize Brand Visibility
- + Meals and Refreshment Breaks inside the exhibit hall to drive traffic

# AVAILABLE OPPORTUNITIES

**5**  
YEAR ROUND  
SPONSORSHIPS

**3**  
ANNUAL  
CONFERENCES

**5**  
REGIONAL  
EVENTS

**10**  
SPONSOR  
PACKAGES

**6**  
A LA CARTE  
SPONSORSHIPS

# ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Go beyond the booth and put your brand in the spotlight at CTAT's conferences.

## DIVERSE REPRESENTATION

**500+**

Texas school districts represented, including rural, urban, and suburban areas.

## GROWING ATTENDANCE

**1,000+**

Educators Participating Annually

The CTAT Conferences have seen a steady increase in attendance over the past 5 years.

## LEADERSHIP ATTENDEES

**Over 65%**

of CTAT conference attendees are CTE administrators, program directors, and school leaders responsible for purchasing decisions and curriculum planning.

## ENGAGEMENT OPPORTUNITIES

**Nearly 75%**

of attendees actively seek new resources, tools, and partnerships with exhibitors to enhance their CTE programs.

## PROFESSIONAL DEVELOPMENT FOCUS

**Around 80%**

of attendees earn professional development credits at the conference, which underscores their commitment to ongoing education and interest in purchasing innovative solutions and technologies.

*These statistics highlight the value of exhibiting at CTAT conferences for those looking to reach decision-makers in Texas CTE.*

# EXCLUSIVE TITLE PARTNER

\$ 60,000

Includes both Winter and Summer conferences. Limited to one.

- + 4 Booths
- + Presentation
- + 2 Lead Retrieval
- + Tote Insert
- + Banner Ad In App
- + Logo On Event Emails
- + Push Notification in Conference App
- + General Session Remarks
- + Prominent Conference Signage
- + Conference Social Sponsor / Signage
- + Roundtable Remarks in January and May
- + 5 Booth Staff Per Booth

# PREMIER

\$18,000 per event

For Summer and Winter Conferences

|                                                          | Professional Development Partner        | PreConference Social Partner    | New CTE Admin / NextGen Partner        | District of Distinction Reception Partner | Conference Connectivity Partner |
|----------------------------------------------------------|-----------------------------------------|---------------------------------|----------------------------------------|-------------------------------------------|---------------------------------|
| 2 Booths                                                 | +                                       | +                               | +                                      | +                                         | +                               |
| Presentation                                             | +                                       | +                               | +                                      | +                                         | +                               |
| 2 Lead Retrieval                                         | +                                       | +                               | +                                      | +                                         | +                               |
| Tote Insert                                              | +                                       | +                               | +                                      | +                                         | +                               |
| Banner Ad In App                                         | +                                       | +                               | +                                      | +                                         | +                               |
| Logo On Event Emails and Website                         | +                                       | +                               | +                                      | +                                         | +                               |
| Push Notification In Conference App                      | +                                       | +                               | +                                      | +                                         | +                               |
| Remarks                                                  | General Session Remarks                 | Remarks at PreConf Social       | Remarks at Closing General Session     | Remarks at Reception                      | ×                               |
| Prominent Conference Signage                             | +                                       | +                               | +                                      | +                                         | +                               |
| Promotional Material                                     | Promotional Material at General Session | Promotional Materials at Social | Promotional Materials at New CTE Admin | Promotional Materials at Reception        | ×                               |
| 10 Nextgen Virtual Meetings                              | ×                                       | ×                               | +                                      | ×                                         | ×                               |
| Prominent Placement On Mobile App Splash Screen          | ×                                       | ×                               | ×                                      | ×                                         | +                               |
| Featured Branding On Registration Kiosk Ipads            | ×                                       | ×                               | ×                                      | ×                                         | +                               |
| Branded Wifi/Network Name/Passcode for Winter Conference | ×                                       | ×                               | ×                                      | ×                                         | +                               |

# PREMIUM

\$12,000 per event

for Summer & Winter Conferences

|                                   | Photo Booth Sponsor                    | Lanyard Sponsor                   | Tote Bag Sponsor                   | Expo Happy Hour Sponsor                  | Pocket Agenda Sponsor         |
|-----------------------------------|----------------------------------------|-----------------------------------|------------------------------------|------------------------------------------|-------------------------------|
| 1 Booth                           | +                                      | +                                 | +                                  | +                                        | +                             |
| Presentation                      | +                                      | +                                 | +                                  | +                                        | +                             |
| 1 Lead Retrieval                  | +                                      | +                                 | +                                  | +                                        | +                             |
| Tote Insert                       | +                                      | +                                 | +                                  | +                                        | +                             |
| Logo On Event Signage             | +                                      | +                                 | +                                  | +                                        | +                             |
| Company Logo Placement            | Company Logo On All Photo Booth Images | Company Logo On Attendee Lanyards | Company Logo On Attendee Tote Bags | Company Logo On Drink Cups For Attendees | Company Logo On Pocket Agenda |
| Sponsor Signage During Happy Hour | ×                                      | ×                                 | ×                                  | +                                        | ×                             |

# EXHIBIT OPTIONS

**10x10 Exhibit Booth – \$2,250**  
Full exhibit space for traditional booth displays and backdrops. Three booth staff.

**6' Tabletop Display – \$1,950**  
*WINTER ONLY.* Tabletop Displays are located in the foyer. All display materials must remain within the width of the 6' table. Two booth staff included.

## \*IMPORTANT

- \$500 late fee for exhibitors who sign up after the deadline
- Per CTAT board policy, attendee lists are not shared with exhibitors. This policy is in place to protect the privacy of our attendees and maintain the integrity of their contact information.

## Want to get creative?

We're happy to explore **custom sponsorship opportunities** if you have a unique idea—just let us know!

# PER CONFERENCE A LA CARTE

|                                                                               |          |                                                                                                                                                                                                                                                                                                           |        |
|-------------------------------------------------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| Presentation + Booth<br><i>Limited Availability</i>                           | \$ 6,000 | Office Hours<br>Office Hours gives you a reserved private room for 2 hours to meet one-on-one (or with a group) for product walkthroughs, Q&A, hands-on training, or simply building stronger relationships. (Please note that Office Hours does not include AV equipment or food and beverage services.) | \$ 500 |
| Additional Booth                                                              | \$ 2,250 |                                                                                                                                                                                                                                                                                                           |        |
| Additional Table                                                              | \$ 1,950 |                                                                                                                                                                                                                                                                                                           |        |
| Attendee Email<br>Pre or Post Conference<br><i>Maximum per conference - 2</i> | \$ 2,500 | Lead Retrieval                                                                                                                                                                                                                                                                                            | \$ 475 |
| Tote Insert                                                                   | \$ 1,000 | Additional Booth staff<br><i>3 included with booth. Max 5 per booth.</i>                                                                                                                                                                                                                                  | \$ 250 |

NEW  
\*

**Relax. Recharge. Reconnect. Lounge Partner** \$3,000

*Limited to 5 Exhibitors*

Put your brand at the center of a dedicated Exhibit Hall destination where attendees can relax, recharge, and reconnect throughout the conference.

### Partnership Includes:

- + Recognition and branding throughout the Lounge
- + Inclusion in the Relax. Recharge. Reconnect. Passport
- + Passport activity designed to drive attendees directly to your booth
- + CTAT provided stamp for your booth
- + Featured raffle prize displayed in the Lounge, creating an additional draw for attendees

### How the Passport Works:

Attendees visit each Lounge Partner booth to collect a stamp. Completed passports are entered into a special prize drawing during Wednesday morning's Morning Walkabout. Attendees must be present to win.



Connect with Texas educators preparing the **next generation of public service professionals.**

The CTAT Forensic Science, Law and Public Service Conference brings together CTE professionals from across Texas who specialize in:

- + forensic science
- + emergency services
- + corrections
- + law enforcement
- + criminal justice
- + public administration

## PREMIUM EXHIBITOR PACKAGE

\$1,500

**Limited availability – multiple spots may be open based on space!**

Make a memorable impact and connect meaningfully with attendees throughout the day. This premium opportunity includes:

- + 5-minute speaking opportunity during the event program to spotlight your organization.
- + All-day exhibitor table in a high-traffic location for maximum visibility and engagement.
- + Logo + hyperlink featured in all pre-event email marketing (4,000+ subscribers).
- + Onsite signage and recognition during the conference.
- + Inclusion in post-conference email to attendees for lasting visibility.

# REGIONAL TRAININGS 2026-2027

| TRAINING                                                                                         | LOCATION      | DATE             | SPONSORSHIP PRICE |
|--------------------------------------------------------------------------------------------------|---------------|------------------|-------------------|
| <div> <div>CAMPUS CTE<br/>COACH TRAINING</div> <div>NEW<br/>CTE Teacher<br/>ACADEMY</div> </div> | New Braunfels | October 6, 2026  | \$1,500           |
| <div> <div>CAMPUS CTE<br/>COACH TRAINING</div> <div>NEW<br/>CTE Teacher<br/>ACADEMY</div> </div> | Waco          | October 7, 2026  | \$1,500           |
| <div> <div> <div></div> <div>CTE+CAMPUS<br/>ADMIN TRAINING</div> </div> </div>                   | Spring Branch | October 21, 2026 | \$1,500           |

Sponsorship Includes:

- + 3-minute welcome address in the morning

+ Booth space in a prime location

+ 10-minute speaking slot before lunch to address attendees
- + Networking opportunities during lunch and breaks

+ Signage recognition throughout the event
- + Advertisement included in the pre-training email to attendees

# YEAR ROUND SPONSORSHIPS

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## SOCIAL MEDIA SHOUT-OUTS

**\$500**

- + 10 sponsorships available
  - + Include logo, brief description and hyperlink
- 

## CTAT MEMBER EMAIL

**\$2,500 each**

Deliver your message directly to CTE leaders across Texas with a dedicated, stand-alone email. Each sponsorship includes:

- + Custom text, image and hyperlink featured in an exclusive email
- + Sent directly to CTAT members statewide for maximum visibility
- + Limited Sponsorships Available

## STATEWIDE VIRTUAL CTE ROUNDTABLE SPONSORSHIPS

**\$750 per Month**

- + 3-minute welcome address
  - + 100-170 active attendees
  - + Company logo placement on slides
  - + "Sponsored By" recognition on email reminders
  - + 8 sponsorships available
- 

## CTAT CHAT NEWSLETTER SPOTLIGHT SPONSOR

**\$800 each**

Put your organization in front of CTE decision makers across Texas! Each sponsorship includes:

- + A brief message & company logo featured in CTAT Chat, our monthly CTE program and policy update email
- + Visibility to approximately 1,150 subscribers statewide

## MEMBER COMMUNITY FEATURED PARTNER

**\$1,500 each**

Stay visible with CTAT members beyond the conference. Feature your organization on the CTAT Member Community home page, where members connect, share resources, ask questions, and engage with the CTAT forum throughout the year.

Includes:

- + Featured advertisement on the Member Forum home page
  - + Three months of continuous placement
  - + Clickable ad linked to your company website or landing page
  - + One advertiser per three month period
  - + Sponsor provides final artwork according to CTAT specifications
- 

## REGIONAL TRAININGS

- + See page 10

# INCREASE YOUR REACH.

CTE continues to be at the forefront of education as strong interest in quality programs across the country continues to increase.

CTAT works to protect over \$3,000,000,000 in state funding districts use to purchase equipment, supplies, and instructional materials.

## MAXIMIZE BRAND RECOGNITION AMONG DECISION MAKERS.

The key to reaching buyers in the career and technical education marketplace is to participate in Texas' three premier state conferences for CTE and workforce training:



Please reach out if you have any questions: [sponsorexhibit@ctat.org](mailto:sponsorexhibit@ctat.org)

**Subject to Change:** CTAT reserves the right to modify, add, remove, or substitute sponsorship opportunities, benefits, pricing, event details, and other offerings throughout the year as needed. Any changes affecting a confirmed sponsorship will be communicated directly with the sponsor.