

SPRING

into action

& CONNECT WITH YOUR PEEPS!



A PROGRAM OF



**OPERATION
KINDNESS**



APRIL 26-29, 2024
AUSTIN, TX

SPRING IS BACK

Texas Unites is returning to our traditional spring dates for the annual conference!

Next spring, April 26-29, 2024, the Texas Unites for Animals Conference will host hundreds of animal welfare professionals who are ready to connect, share, and work together to improve the lives of pets and people in their communities.

Your presence at the Texas Unites for Animals Conference is the perfect opportunity to meet our audience of Texas' animal care & control, sheltering, and rescue professionals, volunteers, and advocates.

Sponsor (pgs. 4-6)

By sponsoring the Texas Unites for Animals Conference, your company will be recognized as one of the leading supporters of animal care, rescue and protection in the country. Texas Unites for Animals provides a variety of sponsorship opportunities, each offering unique ways for your company to participate and network with hundreds of animal care professionals.

Exhibit (pgs. 7-8)

By exhibiting at the Texas Unites for Animals Conference, your company will engage with attendees from all aspects of animal welfare, including animal control officers, shelter and operations managers, rescue volunteers, non-profit board members, private shelter staff, veterinarians and others in the fields of animal sheltering, care and control.

Texas Unites for Animals provides generous, dedicated exhibit hall time for your company to showcase your products and services and network with hundreds of animal care professionals.

More Ways to Connect with the Texas Unites Audience (pg. 9)

Reinforce your company's presence at the Texas Unites for Animals Conference with opportunities beyond your booth! Place an ad in the conference program, add a live social media shout-out to your sponsor package, contribute to exhibit hall games with prize donations, network with attendees at the evening receptions, and join in conference sessions to get the most out of the Texas Unites for Animals Conference!

EXHIBITOR SCHEDULE

Friday, April 26, 2024

Exhibitor Move-In	12:00 pm - 5:00 pm
Conference Registration	2:00 pm - 8:00 pm
*Exhibit Hall Opening Reception	6:00 pm - 8:00 pm

Saturday, April 27, 2024

Conference Registration	7:00 am - 4:00 pm
Breakfast	7:30 am - 8:30 am
Keynote Address/General Session	8:30 am - 9:30 am
*Break in Exhibit Hall	9:30 am - 10:30 am
Workshops	10:30 am - 12:00 pm
Lunch	12:00 pm - 2:00 pm
*Exhibit Hall Open	1:00 pm - 2:00 pm
Workshops	2:00 pm - 3:30 pm
*Break in Exhibit Hall	3:30 pm - 4:00 pm
Workshops	4:00 pm - 5:30 pm
*Exhibit Hall Networking Event	5:30 pm - 7:30 pm

Exhibit Hall Times Noted with Star “*”

Sunday, April 28, 2024

Breakfast	7:30 am - 8:30 am
General Session	8:30 am - 9:30 am
*Break in Exhibit Hall	9:30 am - 10:30 am
Workshops	10:30 am - 12:00 pm
Lunch	12:00 pm - 2:00 pm
*Exhibit Hall Open	1:00 pm - 2:00 pm
FINAL OPPORTUNITY TO VISIT EXHIBIT HALL	
Exhibit Tear Down	2:00 pm - 6:00 pm
Workshops	2:00 pm - 3:30 pm
Break	3:30 pm - 4:00 pm
Workshops	4:00 pm - 5:30 pm
Social Event	5:30 pm - 6:30 pm

Monday, April 29, 2024

Breakfast	7:30 am - 8:30 am
Exhibit Tear Down (optional)	8:00 am - 9:30 am
Workshops	8:30 am - 10:00 am
Break	10:00 am - 10:30 am
Workshops	10:30 am - 12:00 pm
Closing Event	12:00 pm - 12:30 pm

DATES TO REMEMBER

December 15, 2023

Make sure to complete your partner agreement by December 15, 2023 to be recognized in the registration brochure and on the registration website. Registration for the Texas Unites for Animals Conference will begin in January 2024 (exact date TBA).

February 16, 2024

The final commitment deadline to participate in the Texas Unites for Animals Conference is February 16, 2024. To be included in onsite materials (program, signage, etc.), your Partner Agreement, logo files, and ad files must be received by this date.

SPONSOR PACKAGES



Lone Star Sponsor - \$30,000

Recognition as the Title Sponsor with an opportunity to address all attendees at the Opening Session

Logo Recognition

- Top placement of logo on entrance unit signage
- Top placement of logo on the back of the conference t-shirt
- Top placement of logo in all 2024 conference email campaigns
- Top placement of logo on sponsor page of conference program and on sponsor signage
- Top placement of logo and a link to your website on the sponsor page of the Texas Unites website

Connect with Your Audience

- Full page ad in the conference program
- Digital ad emailed to Texas Unites contact list in advance of the conference
- Live social media "shout out" during exhibit hall hours
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up

Exhibit Hall Participation

- 20 x 20 Island Booth in prime location
- 4 complimentary registrations for your representatives, providing access to meals, receptions, and workshops



Heart of Texas Sponsor - \$20,000

Recognition as a General Session Sponsor with an opportunity to address all attendees

Logo Recognition

- Prominent placement of logo on entrance unit signage
- Prominent placement of logo on the back of the conference t-shirt
- Prominent placement of logo in all 2024 conference email campaigns
- Prominent placement of logo on sponsor page of conference program and on sponsor signage
- Prominent placement of logo and a link to your website on the sponsor page of the Texas Unites website

Connect with Your Audience

- Full page ad in the conference program
- Digital ad emailed to Texas Unites contact list in advance of the conference
- Live social media "shout out" during exhibit hall hours
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up

Exhibit Hall Participation

- 20 x 20 Island Booth in prime location
- 4 complimentary registrations for your representatives, providing access to meals, receptions, and workshops

SPONSOR PACKAGES



Monarch Sponsor - \$15,000

Recognition as the Networking Night Sponsor with an opportunity to address all attendees

Logo Recognition

- Prominent placement of logo on entrance unit signage
- Prominent placement of logo on the back of the conference t-shirt
- Prominent placement of logo in all 2024 conference email campaigns
- Prominent placement of logo on sponsor page of conference program and on sponsor signage
- Prominent placement of logo and a link to your website on the sponsor page of the Texas Unites website

Connect with Your Audience

- Full page ad in the conference program
- Digital ad emailed to Texas Unites contact list in advance of the conference
- Live social media "shout out" during exhibit hall hours
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up

Exhibit Hall Participation

- 20 x 20 Island Booth in prime location
- 4 complimentary registrations for your representatives, providing access to meals, receptions, and workshops



Bluebonnet Sponsor - \$10,000

Recognition as a Track Sponsor with an opportunity to address attendees within a selected track, such as:
Health & Behavior * Placement & Shelter Programs * Field Services & Investigations * Marketing & Outreach
Management & Team Building * Shelter Medicine * Animal Law

Logo Recognition

- Prominent placement of logo on the back of the conference t-shirt
- Prominent placement of logo in all 2024 conference email campaigns
- Prominent placement of logo on sponsor page of conference program and on sponsor signage
- Prominent placement of logo and a link to your website on the sponsor page of the Texas Unites website

Connect with Your Audience

- Full page ad in the conference program
- Digital ad emailed to Texas Unites contact list in advance of the conference
- Live social media "shout out" during exhibit hall hours
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up

Exhibit Hall Participation

- 10 x 20 booth in prime location
- 4 complimentary registrations for your representatives, providing access to meals, receptions, and workshops

SPONSOR PACKAGES



Yellow Rose Sponsor - \$5,000

Recognition as the sponsor of an item received by all conference attendees

or

Recognition as the sponsor of a highlighted social event or exhibit hall area

Registration ~ Recognition on badge / lanyard
Tote Bag ~ Recognition on one side of tote bag
Print ~ Recognition on back cover of the conference program

Welcome Reception ~ Friday evening
Social Event ~ Sunday evening
Photo Booth ~ recognition on photo printouts
Snack / Coffee Break
Exhibit Hall Lounge

Logo Recognition

- Logo recognition on your selected item or on signage for selected social event / area
- Prominent placement of logo on sponsor page of conference program and on sponsor signage
- Prominent placement of logo and a link to your website on the sponsor page of the Texas Unites website

Connect with Your Audience

- Half page ad in the conference program
- Live social media "shout out" during exhibit hall hours
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up

Exhibit Hall Participation

- 10 x 20 booth in prime location
- 2 complimentary registrations for your representatives, providing access to meals, receptions, and workshops



Mockingbird Sponsor - \$1,750

Recognition as a sponsoring partner of Texas Unites

Logo Recognition

- Logo recognition on sponsor page of conference program and on sponsor signage
- Logo recognition and a link to your website on the sponsor page of the Texas Unites website

Connect with Your Audience

- Quarter page ad in the conference program
- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up

Exhibit Hall Participation

- 10 x 10 booth in prominent location
- 2 complimentary registrations for your representatives, providing access to meals, receptions, and workshops

SPONSOR PACKAGES



Longhorn Exhibitor - \$875

Recognition as an exhibiting partner of Texas Unites

Logo Recognition

- Logo recognition and a link to your website on the sponsor page of the Texas Unites website

Connect with Your Audience

- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up

Exhibit Hall Participation

- 10 x 10 booth
- 1 complimentary registration for your representative, providing access to meals, receptions, and workshops



Longhorn Exhibitor - \$450

Reduced Rate for 501(c)3 Nonprofit Organizations

Recognition as an exhibiting partner of Texas Unites

Logo Recognition

- Logo recognition and a link to your website on the sponsor page of the Texas Unites website

Connect with Your Audience

- Mailing list of all conference attendees to use for pre-conference contact and post-conference follow-up

Exhibit Hall Participation

- 10 x 10 booth
- 1 complimentary registration for your representative, providing access to meals, receptions, and workshops

THE EXHIBIT HALL

Your Texas Unites Booth!

- *Generous, dedicated exhibit hall time, with several opportunities to engage with all of the attendees*
- *Lively events designed to increase your booth's exposure and drive traffic to all areas of the exhibit hall*
- *Access to workshops, meals, and receptions for all of your representatives*

Booth Package

- 8' high backwall
- 3' high side drape
- 7" x 44" one-line ID sign
- 6' x 30" skirted table
- two chairs
- one wastebasket

Additional charges apply for electricity, internet access, or supplementary equipment access, or supplementary equipment

Lodging

Renaissance Austin Hotel
9721 Arboretum Boulevard
Austin, Texas 78759
1-800-468-3571

Texas Unites Room Rate is \$199 per night.

To receive this exclusive rate, you must use the special link on the Texas Unites website to make your reservations, or call and mention "Texas Unites." Rooms are limited at this rate, so reserve yours today.

Booth Placement

Booth placement is assigned based on sponsorship level, the number of years the company has exhibited, and the order in which exhibitor requests and payments are received, so make your reservations early!

For premium booth placement and to increase your visibility to attendees, contact us to discuss available sponsorship opportunities.

Secure Your Booth

Complete and Return the Partner Agreement on pages 10-11.

To guarantee inclusion in the conference program and on signage, Partner Agreements, logo files, and ad files must be received by February 16, 2024.

MORE WAYS TO CONNECT!

Conference Program

Our gorgeous, glossy program, filled with schedules, maps, workshop descriptions, speaker bios, announcements, and your ads is consistently in the hands of every attendee throughout the weekend.

\$500 for full-page ad (8" wide by 10 ½" tall)

\$350 for ½ page ad (8" wide by 5 ¼" tall)

\$250 for ¼ page ad (4" wide by 5 ¼" tall)

Premium ad placement is included in sponsor packages (see pgs. 4-6). Your completed Partner Agreement (pgs. 10-11) and ad must be received by February 16, 2024 to be included in the program. Ads should be complete and include all supporting artwork and fonts embedded. Minimum resolution is 300 dpi at 100%.

Social Media

Add a live social media "shout out" to your sponsor or exhibitor package for \$500. Our Texas Unites team will visit you during exhibit hall hours ~ Lights, Camera, Action!

Raffles

Draw attention to your booth and create excitement around your products by contributing merchandise, gift certificates, baskets, etc. to be given away during the receptions and closing ceremonies of the conference. This is a great way for your organization to be individually recognized.

Booth Giveaways

Stock your booths with promotional items, coupons, flyers, business cards, etc. Attendees are provided with a conference tote bag to hold all of their goodies!

Donate

Demonstrate your support of Texas' animal welfare community through a donation to the Texas Unites for Animals Conference. Your donation will support our efforts to educate and advocate for animal welfare professionals in Texas. All donors will be recognized in the conference program.

Remote Participation

If your company is unable to attend Texas Unites, but you are interested in reaching our attendees through any of the above promotional opportunities, please contact Rebecca Langevin, Senior Manager - Texas Unites, at rlangevin@operationkindness.com for additional information on how to participate.



PARTNER AGREEMENT

Contact Information

PRIMARY CONTACT : _____ ORGANIZATION: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

WEBSITE (FOR LINK): _____

SECONDARY CONTACT: _____

PHONE: _____ EMAIL: _____

COMPANY NAME (AS YOU WANT IT TO APPEAR): _____

Package Selection

PARTNER LEVEL: _____ REQUESTED OPTION IF APPLICABLE: _____

PACKAGE AMOUNT: _____

CONFERENCE PROGRAM AD AMOUNT: _____

SOCIAL MEDIA AMOUNT: _____

DONATION AMOUNT: _____

ADDITIONAL BADGES / REPRESENTATIVES _____ X \$245 EACH

See Sponsor/Exhibitor Packages, pgs. 4-7, for number of complementary badges
Please purchase additional badges using this form. Names of representatives attending are not needed at this time.

TOTAL: _____

Payment Information

____ Check enclosed (**payable to Operation Kindness**) _____ Please send invoice

____ Please charge: _____ Visa _____ Mastercard _____ American Express

Name on Card: _____

Card Number: _____

Expiration Date: _____ CVV: _____

Billing Address: _____ Billing Zip Code: _____

Authorized Signature (for credit cards): _____



PARTNER AGREEMENT

Terms and Conditions

CONTRACTING SERVICES: Freeman is contracted to assist with the Texas Unites for Animals 2024 conference. Freeman order forms and information will be available online and details will be sent via email. If you have any questions, you can reach Freeman's Exhibitor Services Department at (210) 227-0341. Due to the layout of the hotel, storage space is not available for display materials and/or show merchandise. Direct shipments to the hotel are NOT permitted and could result in storage charges of up to \$50/day. All supplies, related equipment, crates, trash, etc. must be removed from the exhibit hall no later than 9:30 am on Monday, April 29, 2024. **HOLD HARMLESS:** The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless Operation Kindness, the Renaissance Austin Hotel, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims. **INSURANCE:** Texas Unites for Animals exhibitors and sponsors acknowledge that the Hotel and its owners do not maintain insurance covering property brought onto the Hotel premises by exhibitors and that it is the sole responsibility of the exhibitor to obtain insurance covering such losses. **PROMOTIONAL MATERIALS:** Nothing shall be posted, nailed or screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. **UNATTENDED ITEMS:** The Hotel cannot ensure the security of items left unattended in function rooms. **LABOR FEES:** There are labor fees associated with extraneous tasks such as hanging banners, loading or unloading meeting materials. Please consult the Senior Manager - Texas Unites at rlangevin@operationkindness.org to determine what, if any, charges may be applicable. **FOOD:** No outside food or beverage is permitted in the Exhibit Hall. **SALE OF PRODUCTS:** Operation Kindness reserves the right to prohibit the sale and/or display of any products or services for any reason, including, without limitation, products and/or services it considers, in whole or in part, to be in conflict with its values or mission. **EXHIBIT HALL HOURS:** Exhibitors **MUST BE PRESENT** during all regularly scheduled exhibit hall hours. **Booths are to remain intact through the end of the exhibiting portion of the conference. Tear down begins no earlier than Sunday, April 28, 2:00 p.m.** Exhibitors are allowed in the hall one-half hour prior to and one-half hour after scheduled conference hours. **MAILING LIST:** The mailing list of attendees is provided before and after the event to sponsors and exhibitors of the Texas Unites for Animals Conference only. This list is limited to one-time use and all names and addresses are the exclusive and valuable property of Operation Kindness. The exhibitor/sponsor in no way acquires ownership or rights to further usage of the list or the names. Operation Kindness is not endorsing or promoting any product or service. The Texas Unites for Animals or Operation Kindness name cannot be used in promotion without prior written approval. Operation Kindness reserves the right to refuse use of the list at their discretion.

Cancellation Policy

The Texas Unites for Animals Conference is made possible through the generosity of our partners and supporters. Every partner opportunity is limited, making each sponsor, exhibitor and advertiser essential to a successful conference for all. Once the Partner Agreement is submitted with payment, we are unable to issue refunds.

Acknowledgement

PRINTED NAME AND TITLE: _____

SIGNATURE: _____ DATE: _____

Commit Early!

Deadline to be included in registration materials is December 15, 2023.

FINAL COMMITMENT DEADLINE IS FEBRUARY 16, 2024. To be included in onsite materials (program, signage, etc.), Partner Agreement, logo files, and ad files must be received by this date.

Please send this completed form with payment to:

Texas Unites c/o Operation Kindness
3201 Earhart Drive
Carrollton, TX 75006
rlangevin@operationkindness.org

Please make checks payable to Operation Kindness.

Please retain a copy of this agreement for your records.

THANK YOU FOR YOUR SUPPORT OF TEXAS UNITES!

SPRING

will be here
BEFORE YOU KNOW IT!



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