



TEXAS JAIL ASSOCIATION

Correctional Management Institute of Texas
Sam Houston State University
Huntsville, TX 77341-2296

Sharese Hurst, *Executive Director* • Correctional Management Institute of Texas • 936.294.1687 • sharese@shsu.edu

Dear Exhibitor,

It is hard to believe, but the **35th Annual Texas Jail Association Conference** is right around the corner. We hope you will join us this year in Austin to take advantage of the chance to make new contacts with jail personnel and sheriffs from across the state. This conference will be held at the Renaissance Hotel, May 10-14, 2021 in Austin, Texas.

A standard indoor booth will be **\$1000 until 5:00pm on January 31, 2021**. From February 1, 2021, to May 14, 2021, a standard booth will be \$1,200, so book early for the discounted rate. New to the 35th Annual is the option of a Table Top Only Exhibit for \$800 before January 31, 2021. From February 1, 2021 to May 14, 2021, a Table Top Only Exhibit will be \$1,000. Your standard booth exhibit fee will include **three (3)** company representative registrations per booth, with a six-foot (6') draped table and two chairs, as well as a computerized list of conference attendees. Additional representatives from your company may register for an extra \$100 per person. Representatives can attend all functions at the conference.

If you need electrical service, internet/telephone access, or audiovisual equipment for your exhibit space, **fill out the attached form and fax it directly to Event Technology** at the Renaissance Hotel, (512) 795-6090.

A link to Freeman will be available on the TJA website. This link will describe information on furniture rental, labor to install and dismantle exhibits, special booth decorations, carpeting, special sign service, etc. These services can be ordered in advance at a discounted rate prior to April 20, 2021.

EXHIBITS AND SPONSORSHIPS

Exhibits will be located inside the Rio Grande Exhibit Hall, where attendee refreshments will be served. The first day of exhibits will begin with **two hours of exclusive exhibit time**. All exhibits will need to be set up Tuesday, May 11th between 7:00AM and 11:30AM. Exhibits will open on Tuesday, May 11th at 11:30AM with the Presidential Lunch and close that evening at 5:00PM. Exhibits will re-open on Wednesday, May 12th at 8:00AM. **This will be another hour of exclusive exhibit time** as the participants enjoy breakfast. Booth take down will begin at 11:00AM.

**** Do not breakdown your booth prior to 11:00am.****

Along with exhibiting your products, or even if you are unable to attend the conference, please consider **sponsorship of conference events (see attached Event List)** as another means of conveying your message to attendees. These events are well attended and sponsors generate a great deal of goodwill through the provision of such amenities. Companies that want to be featured by the Association and receive special recognition for their level of participation in the conference should fill out the Sponsorship Opportunity Form and return it as soon as possible. **Signage denoting sponsorship will be provided at all events and in the hotel lobby. In addition, all companies sponsoring events will be recognized in the conference workbook.** If you cannot join the sponsors, but want to provide a prize during the exhibit hall hours, please indicate that as well so we may plan accordingly.

You may select your preferred booth(s) using the Exhibit Hall floor plan enclosed or on the Interactive Exhibit Hall floor plan available on the TJA website. Spaces will be assigned as contracts are received on a first come, first served basis. Please have your exhibit fee sent to our headquarters as soon as possible in order for TJA to ensure full utilization of exhibit hall space. Only a limited number of spaces will be available, so do not delay in making your reservations for a booth and a hotel room. For those vendors that have an outstanding bill from a previous conference, that balance must be paid before a booth may be assigned.

HOTEL INFORMATION

A room block has been reserved at the Austin Renaissance Hotel. **Be sure to book your hotel room early by calling (512) 343.2626.** Overflow hotel options will be available, and information about these hotels is posted on www.texasjailassociation.com.

SHIPPING INFORMATION

- All Exhibit Shipments should be sent to Freeman (not to Hotel). Full shipping information and instructions will be included in the Freeman Exhibitor Kit, which is available via link on the TJA website under Vendor Conference Information.
- **DO NOT** ship packages to the hotel. You will be charged for any packages they receive.

All vendor information can also be found on our website at www.texasjailassociation.com under the Vendor tab, along with availability of booth space. We look forward to another great conference. Please feel free to contact me should you have questions or require assistance. See you in Austin!

Dates: May 10–14, 2021

Set Up: Tuesday, May 11th between 7:00AM and 11:30AM

Breakdown: May 12th at 11:00AM

Location: Rio Grande Exhibit Hall, Renaissance Hotel, Austin, Texas

Anticipated Attendance: 400-500 attendees

Exhibit Dates and Times: Tuesday, May 11th 11:30AM to 5:00PM &
Wednesday, May 12th at 8:00AM to 11:00AM

Sincerely,



Sharese Hurst, Executive Director
Texas Jail Association
936-294-1687