TEXAS JAIL ASSOCIATION

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

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Dear Exhibitor,

The 41st Annual Texas Jail Association Conference will be held at the Embassy Suites Frisco, April 26-30, 2027. We hope you will join us to take advantage of the chance to make new contacts with jail personnel and sheriffs from across the state.

A standard indoor booth will be **$1,200 until 5:00pm on January 15, 2027.** From January 16, 2027, a standard booth will be $1,400, so book early for the discounted rate. 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.

If you need electrical service, internet/telephone access, or audiovisual equipment for your exhibit space, **fill out the attached form and email it directly to Embassy Suites Frisco Lead AV at marlo.farrel@atriumhospitality.com.** The exhibit hall is carpeted.

A link to Embassy Suites Event Technology will be available on the TJA website. This link will describe general information on receiving, storage and shipping services. These services can be ordered in advance at a discounted rate prior to April 6, 2027.

EXHIBITS AND SPONSORSHIPS
Exhibits will be located inside the Frisco Ballroom 6-9, 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, April 27th between 7:00AM and 11:30AM. Exhibits will open on Tuesday, April 27th at 11:30AM with lunch and close that evening at 3:30PM. Exhibits will re-open on Wednesday, April 28th at 9:30AM. **Exhibitors will also have exclusive time available** as the participants enjoy lunch. Booth take down will begin at 2:00PM.

**** Do not breakdown your booth prior to 2:00pm. Please note that any exhibitor who dismantles or removes their booth before the official close of the event will be subject to a fine of $500.00.****

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 posted throughout the conference center. In addition, all companies sponsoring events will be recognized in the digital conference workbook and on the conference app.** 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 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. **Payment must be received within 30 days of the booth assignment or the booth will be released.** 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 for exhibitors has been reserved at the Embassy Suites Dallas-Frisco. **Be sure to book your hotel room early by calling (972) 712-7200.** Overflow hotel options will be available, and information about these hotels is posted on **www.texasjailassociation.com**. Shuttle service to the Embassy Suites will be available.

SHIPPING INFORMATION
All Exhibit shipments should be sent to the Embassy Suites. Full shipping information and instructions will be included in the Embassy Suites Exhibitor Kit, which is available via link on the TJA website under Vendor Conference Information.

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

Dates: April 26-30, 2027

Set Up: Tuesday, April 27th between 7:00AM and 11:30AM

Breakdown: April 28th after 2:00PM

Exclusive Exhibit Times: April 27th 11:30AM–1:00PM & April 28th 11:30AM–1:00PM

Location: Frisco Ballroom 6-9, Embassy Suites, Frisco, Texas

Anticipated Attendance: 500-600 attendees

Exhibit Dates and Times: Tuesday, April 27th 11:30AM to 3:30PM &
Wednesday, April 28th at 9:30AM to 1:00PM

Sincerely,

Sharese Hurst

Sharese Hurst, Executive Director
Texas Jail Association
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