

FROM THE GROUND UP

BUILDING DIGITAL LEARNING FOR ALL

PARTNERSHIP PACKAGES

DENTON, TX

MAR 7-10

TxDLA™
Texas Digital Learning Association

★STATEWIDE REACH★
Right in the heart of DFW.

TxDLA 2027 returns to Denton, March 7–10.
Here's what partners saw the last time we were here.

291
people on site, 231 attendees and 60 exhibitor reps
Denton 2025

~50
leads per exhibitor (1,620 total)
Denton 2025

3 in 4
attendees decide on or recommend purchases
2025 and 2026

109
first-time attendees
Denton 2025

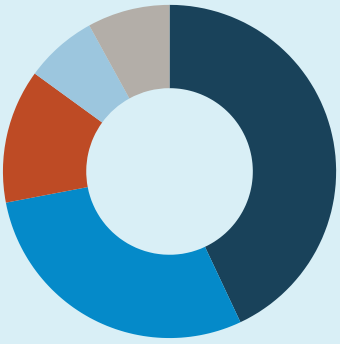
41%
came from Dallas-Fort Worth, the rest from across Texas
Denton 2025

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WHO YOU'LL MEET in Denton

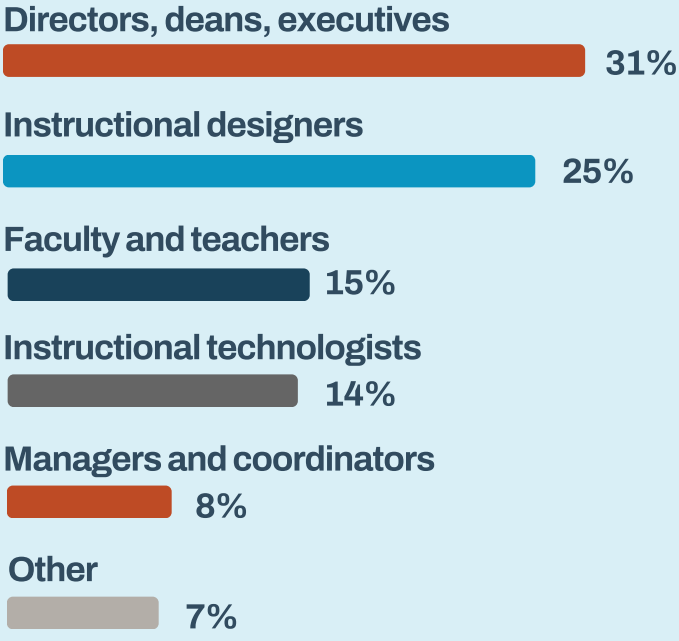
3 in 4
attendees decide on or recommend purchases

Where they work



- 4-year colleges 43%
- 2-year colleges 29%
- K-12 districts and ESCs 13%
- Government 7%
- Corporate and nonprofit 8%

What they do



Of 2025 attendees who listed a job title

For 2027, we're actively recruiting more K-12 and government leaders to join the higher ed decision makers who already fill the room.

Denton 2025 Data

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FAST FACTS

Location

Embassy Suites Hotel at Denton Convention Center
3100 Town Center Tr, Denton, TX 76201

Booths are assigned by package level first, then in the order partners sign up.

Day-by-Day Rundown:

Sun Mar 7

Day 1: Booth Setup & Opening Reception in Exhibit Hall

- 12:00 - 4:00 PM: Exhibitor Setup
- 4:30 - 6:30 PM: Exhibit Hall Opening

Mon Mar 8

Day 2: Sessions & Exhibits, Celebration Dinner

- 10:30 - 11:00 AM: Break with Exhibitors
- 12:55 - 2:25 PM: Lunch with Partner Pitches (Silver Level & Above) & Dessert with Exhibitors
- 2:30 - 3:20 PM: PD for Exhibitors
- 2:55 - 3:25 PM: Break with Exhibitors
- 4:25 - 5:25 PM: Posters, Mixer & Featured Demos
- 7:00 - 10:00 PM: Dinner Party at Andy B's: ALL exhibitors invited!

Tue Mar 9

Day 3: Sessions, Exhibits, PD, Exhibit Closing

- 8:15 - 9:00 AM: Exhibit Hall Open
- 10:55 - 11:45 AM: Partner Speed Dating
- 3:15 - 3:50 PM: Closing Exhibit Celebration (Prizes/Dessert)
- 3:50 - 5:30 PM: Breakdown

Wed Mar 10

Day 4: Farewell Session

- 9:00 - 11:15 AM: Interactive Workshop, Closing Panel & Farewell

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COMPARE PACKAGES

Every package includes a booth, lead retrieval, attendee lists, and a conference attendee app profile.

	Diamond	Platinum	Gold	Silver	Bronze
	$13,000	$10,000	$5,000	$3,000	$1,800
EXHIBIT AND REGISTRATION					
Booth	16x10 VIP	8x10 VIP	8x10 priority	8x10	8x10
Full registrations	6	4	2	1 + 1 at 50% off	1
Booth-only passes	2	2	2	2	2
Partner Speed Dating slots	6	5	4	3	2
SPEAKING AND STAGE TIME					
Stage spotlight	6-min keynote intro	4-min general session (end)	-	-	-
Full breakout session	✓	✓	✓	-	-
Pitch the Wave	✓	✓	✓	✓	-
Featured podcast	✓	✓	✓	-	-
Featured webinar	2	1	First 5 to sign	-	-
BRANDING AND MARKETING					
Event sponsorship	Keynote, reception, party	Lunch	Break (shared)	-	-
TxDLA channel announcements	6	4	3	1	-
Partner launch campaign	✓	✓	✓	✓	-
Resource Table and Conference app message	✓	✓	✓	✓	
YEAR-ROUND EXTRAS					
TxDLA memberships	10	8	5	4	-
VIP Dinner tickets	4	3	2	1	-
Event discounts	Free Fall Leadership	Free Fall Leadership	50% off Fall Leadership	25% off Fall Leadership	-

Full details for each package on the following pages.

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PACKAGES

Diamond

- Exhibit Space: Premium 16x10 Booth with VIP location
- Branding: Extensive visibility on website, app, emails, signage, including Keynote Sponsorship
- 6-minute Keynote Intro & Spotlight
- Full Breakout Session
- Live On-stage Partner Pitch during Monday lunch
- NEW! Six 15-minute Partner Speed Dating Slots
- Featured Podcast Interview
- Two Guaranteed Featured Webinars
- Registrations: 6 full (includes virtual conference access), 2 booth-only passes
- Attendee List: Pre-registered and final lists for both F2F and virtual
- 10 TxDLA Memberships
- 4 tickets to VIP Dinner
- Co-sponsor for Opening Reception and Dinner/Party
- Marketing: Partner Resource Table, 1 Conference App Blast, Prize Donations, Partner Launch Campaign, 6 Announcements on TxDLA Channels
- Discounts: Choice of free Fall Leadership or 50% off Digital Accessibility event

$13,000

Platinum

- Exhibit Space: Premium 8x10 Booth with VIP location
- Branding: Extensive visibility on website, app, emails, signage, including Lunch Sponsorship
- 4-minute General Session Spotlight (end)
- Full Breakout Session
- Live On-stage Partner Pitch during Monday lunch
- NEW! Five 15-minute Partner Speed Dating Slots
- Featured Podcast Interview
- Guaranteed Featured Webinar
- Registrations: 4 full (includes virtual conference , 2 booth-only passes
- Attendee List: Pre-registered and final lists for both F2F and virtual
- 8 TxDLA Memberships
- 3 tickets to VIP Dinner
- Marketing: Partner Resource Table, 1 Conference App Blast, Prize Donations, Partner Launch Campaign, 4 Announcements on TxDLA Channels
- Discounts: Choice of free Fall Leadership or 50% off Digital Accessibility event

$10,000

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PACKAGES

Gold

- Exhibit Space: Premium 8x10 Booth with priority location
- Branding: Extensive visibility on website, app, emails, signage, including Shared Break Sponsorship
- Full Breakout Session
- Live On-stage Partner Pitch during Monday lunch
- NEW! Four 15-minute Partner Speed Dating Slots
- Featured Podcast Interview
- Featured Webinar for the first 5 companies to sign up at Gold
- Registrations: 2 full (includes virtual conference , 2 booth-only passes
- Attendee Lists: Pre-registered and final lists for both F2F and virtual
- 5 TxDLA Memberships
- 2 tickets to VIP Dinner
- Marketing: Partner Resource Table, 1 Conference App Blast, Prize Donations, Partner Launch Campaign, 3 Announcements on TxDLA Channels
- Discounts: 50% off Fall Leadership or Digital Accessibility event

$5,000

Silver

- Exhibit Space: 8x10 Booth
- Branding: website, app, emails, signage
- Live On-stage Partner Pitch (Monday lunch)
- NEW! Three 15-minute Partner Speed Dating Slots
- Registrations: 1 full F2F plus 50% off 1 additional (includes virtual conference, 2 booth-only passes
- Attendee Lists: Pre-registered and final lists for both F2F and virtual
- 4 TxDLA Memberships
- 1 ticket to VIP Dinner
- Marketing: Partner Resource Table, 1 Conference App Blast, Prize Donations, Partner Launch Campaign, 1 Announcement on TxDLA Channels
- Discounts: 25% off Fall Leadership event

$3,000

Bronze

- Exhibit Space: 8x10 booth
- Branding: website, app, emails, signage
- Registrations: 1 full (includes virtual conference), 2 booth-only passes
- NEW! Two 15-minute Partner Speed Dating Slots
- Attendee Lists: Pre-registered and final lists for both F2F and virtual
- Marketing: Partner Resource Table, Prize Donations

$1,800

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★ BOOTH DETAILS ★

Every Partner Booth Package Includes:

Bronze through Diamond

- 8'x10 pipe and drape booth in the room with keynotes and meals
- 6' skirted table, two chairs, wastebasket
- Electricity and wireless internet
- 7"x44" company ID sign
- Lead retrieval and profile page in the conference app
- Logo on website

★ PACKAGE TERMS, EXPLAINED

- Live on-stage pitch. Two minutes on stage during Monday lunch to answer one of three prompts, like “What one problem do you solve?” Attendees vote, and the winner earns a 5-minute live Q&A. Every audience question goes to the winner afterward for follow-up. Silver and up.
- NEW! Partner Speed Dating. 15-minute one-on-ones with attendees on Tuesday.
- NEW! Partner Resource Table. Your materials at registration, plus a conference app message for Silver and up.
- Exhibitor PD. A session just for exhibitors during non-exhibit hours.

Other ways to partner

Vendor Table

Table and 2 chairs, wifi (no electricity), lead retrieval, website logo, app profile, email, 1 full registration, final F2F attendee list, 1 TxDLA membership

$1,250

Poster

Printed poster in a high-traffic spot with a QR code to your website or materials. No registration or booth included. Exclusively for non-profits and educational institutions

$1,000

Scholarships

Covers one full registration for an educator chosen by the TxDLA Scholarship Committee. Thank-you slide at the conference and a conference app shout-out. Add on to any package or give its own.

$595 each

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★ PARTNER UP! ★

> What started at our TxDLA conference booth led to rapid results: Temple College discovered Simple Syllabus at our exhibit space and within one month chose to adopt our platform. The entire implementation was completed in just 11 weeks.
>
> Christy Wessel, Director of Operations, Simple Higher Ed

READY TO SIGN UP?

www.txdla.org/partnernow

SIGN UP

QUESTIONS?

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