# 2021 Crossroads TPGA Propane Expo & Conference





## Crossroads TPGA Propane Expo & Conference August 12 – 14, 2021 Corpus Christi, TX

At the 2021 Crossroads TPGA Expo & Conference, we have a wide range of sponsorship and advertising opportunities available at any budget.

If you are looking to build awareness of your brand in the propane industry, the Crossroads TPGA Expo & Conference will drive traffic and/or business appointments to your booth and maximize the impact of this industry event on your business.

If you would like to discuss our sponsorship and exhibitor packages in more detail, please contact Debbie Simpson, Event Coordinator at info@txpropane.com or 800-325-7427.

#### As a sponsor you can benefit from:

**Brand exposure**: Gain immediate competitive advantage for your business – ensure your brand is know within the Texas propane industry.

**Drive traffic to your booth**: As an exhibitor at the 2021 Crossroads TPGA Expo, your sponsorship opportunities will help to drive traffic to your booth – valuable visitors who you can do business with.

Your competitors are also sponsoring: If you are considering sponsoring at this event, then your competitors are too – ensure it's your company that attendees are seeing this year in Corpus Christi.

We have a package to suit your budget and goals: Whether you have a small budget or a large budget, we have the package to suit you – and however much you spend, your name will be seen by the attendees.

## special events

## Golf Tournament Title Sponsor \$6000 only ONE available

You will have exclusive marketing depot unities onsite including distribution of any provided impair by inded items; FREE full-page, color at the inside page, color ad in 1 issue of *Texa* are magazine; premium exhibit space selection; additional 2 individuals from the sponsoring company may attend the conference (over what is included in exhibit space). *Exhibit space subject to availability*.

#### Gala \$6000 per sponsor; 5 available

The Gala is a consistently well-attended dinner party for attendees and exhibitors. FREE full-page color ad in the onsite program with premium placement; FREE full-page, color ad in 1 issue of *Texas Propane* magazine; premium exhibit space selection; 2 additional individuals from the sponsoring company may attend the conference (over what is included in exhibit space); signage at the event. *Exhibit space subject to availability*.

#### Lunch on Expo Floor \$4000 per sponsor; 4 available

Your company will leave a lasting impression silencing rumbling tummies by sponsoring lunch on the expo floor. Customizable signage near the buffets; your company's representative will be able to draw a winner's name for one raffle prize; FREE full-page, color ad in onsite program; premium exhibit space selection. Exhibit space subject to availability.

#### Welcome Reception \$2500 per sponsor; 3 available

This is the kick-off to the Conference! One of the highlights of the event and offers a unique opportunity to catch up with current customers and meet new potential ones. FREE ½-page, color ad in the onsite program with premium placement; FREE ½-page, color ad in 1 issue of *Texas Propane* magazine; customizable signage at the event.

# activity event options

## President's Cocktail Reception \$2000 per sponsor; 4 available

The social event immediately before the Gala. Catch up with colleagues and friends, new and old, before dinner starts. You will get 50 drink tickets to distribute and be recognized at the event verbally and with signage.

## Expo Hall Refreshments \$1500 per sponsor; 5 available

Sponsor signage displayed at the refreshment stations, offers high visibility among conference attendees.

## Annual Business/Board Meeting Refreshments \$1000 per sponsor; 3 available

Provide refreshments during the TPGA business meetings at the conference. You will be recognized at the event verbally and with signage.

#### Conference Supporter \$1000 minimum donation

Be recognized for cash donations for general conference support. Acknowledged on signage and in the onsite *Conference Program*.

Sponsors can secure "Exclusive" sponsorship in certain categories by "buying out" all shares of a sponsorship opportunity.

# merchandising options

#### **Tote Bags \$2500 only ONE available**

Sponsor's logo imprinted prominently on one side of the official conference bag. Provided to every conference attendee. High-visibility sponsorship opportunity on popular take-away item.

#### Lanyards \$1750 or y O F railable

Sponsor' togo input don Lyards. Attendees are required to wear an official badge.

#### Conference Program \$3000 only ONE available

Sponsor's logo imprinted prominently on the front of the official conference program. Provided to every conference attendee.

#### **Tote Bag Insert \$250 each**

Maximize your reach by inserting a strategic marketing piece into the conference tote bags. Drive traffic to your booth, special events or other offerings; item(s) due to TPGA office by July 12, 2021.

# onsite visibility

Hotel Dark Channels \$750 per day or \$2000 for the entire event (limit 2 per day)

- Would run from Thursday Saturday at the Omni
- Content can be an image or video and can include audio
- Would need to receive content by July 1, 2021 (Content subject to approval by TPGA)

#### **Sponsored Email (Pre-conference)**

Dates available (subject to change):

- Monday, May 20 \$200 limited to 5
- Wednesday, June 5 \$250 limited to 5
- ☐ Monday, June 24 \$300 limited to 5
- ☐ Wednesday, July 24 \$400 limited to 5
- ☐ Monday, August 5 \$500 limited to 5

# general sponsorships

#### Title Sponsor \$10,000 per sponsor; multiple available

Receive premium ad location in the onsite program with a FREE full-page, color ad; 25% discount on the purchase of your exhibit space with premium location; additional 3 individuals from the sponsoring company may attend (over what is included in exhibit space); provide 1 piece of collateral to be inserted into bags; 1 promotional gift available for each attendee at the onsite registration desk; enhanced listing in the onsite program (75-word description with logo, booth number). Exhibit space subject to availability. Collateral and give away produced and shipped to TPGA by sponsor by July 12.

#### Allied Sponsor \$5000 per sponsor; multiple available

Receive a FREE ½-page, color ad in the onsite program; premium exhibit space selection; additional 2 individuals from the sponsoring company may attend (over what is included in exhibit space); provide 1 piece of collateral to be inserted into bags; enhanced listing in the onsite program (logo, booth number). Exhibit space subject to availability. Collateral and give away produced and shipped to TPGA by sponsor by July 12.

Partner Sponsor \$1500 per sponsor; multiple available

Receive a FREE ½-page, color ad in the onsite program; 1 piece of collateral to be inserted into bags. *Collateral produced and shipped to TPGA by sponsor by July 12.* 

Friend Sponsorship \$1000 per sponsor; multiple available

Receive a FREE ½-page, b/w ad in the onsite program; provide 1 piece of collateral to be inserted into bags. *Collateral produced and shipped to TPGA by sponsor by July 12.* 

#### Pavilion on Expo Floor \$5000 per sponsor; 3 available

The sponsorship package includes carpet, all the furniture for the space, bar with beer/wine and bartender, overhead banners with your logo imprinted, free advertising in one issue of *Texas Propane* magazine and the onsite program, and recognition at the conference and in other printed materials throughout the year.

#### **Silent Auction on the Expo Floor**

Highlight your company by donating an item to be auctioned! A Silent Auction will be open during exhibit hours at the Expo. Proceeds benefit the TPGA Scholarship Foundation whose mission is to promote higher education for children and grandchildren of Texas propane industry members. *Contact us about donating items to the Silent Auction.* 

### SPONSORSHIP APPLICATION

Thank you for your interest in sponsoring the TPGA Propane Expo & Conference in Corpus Christi August 12 – 14, 2021. Please complete the following application and submit to info@txpropane.com. TPGA staff will reply within 3 business days to confirm your sponsorship. This form will be considered your final commitment.

Date of Applica	ation				
Name			Title		
Address			City	ST	Zip
Company					
Phone		Email			
☐ President's	Cocktails \$2000	xpo Hall Refreshments \$1500	☐ Gala \$6000 ☐ Lunch on Ex	opo Floor \$4000 □ Welco	ome Reception \$2500
☐ Board Mee	ting Refreshments \$1000	☐ Onsite Program \$3000 ☐	Tote Bags \$2500 ☐ Hotel Dark	Channels \$750 ea/day ☐ H	otel Dark Channels 3 days \$200
☐ Sponsored	Emails (choose date on pa	ge 4)	each ☐ Title Sponsor \$10,000	O each $\square$ Allied Spor	nsor \$5000 each
☐ Partner Spc	onsor \$1500 each	Friend Sponsor \$1000 each	☐ Pavilion on Expo Floor \$5000	D (contact TPGA)	
	O OF PAYMENT closed (Payable to TPGA	<b>.</b> )			
□ VISA □ MC □ AMEX			PAYMENT: Payment must accompany this application/contract.		
NAME ON CARD			TPGA Right of Refusal Sponsors or Partners: TPGA reserves the right to reject a potential sponsor or partner for any reason including, but not limited to, a mission that is not consistent with TPGA's mission or business practices. TPGA reserves the right to accept only sponsors or partners of its choosing.		
CARD NUMB	ER		<b>Disavowal of Endorsement:</b> TF sponsor, or partner is not, and	•	•
EXP	CSV	BILLING ZIP CODE	exhibitor, sponsor or partner, o	or of its programs, products or	services.