

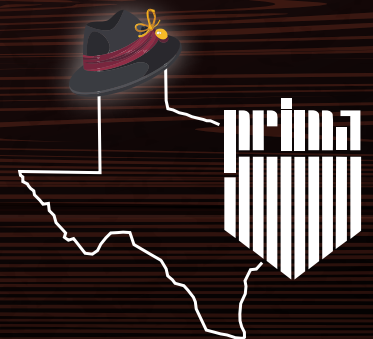
37TH ANNUAL CONFERENCE | NOVEMBER 1-4, 2026 | DALLAS

Preparing for the Worst

TEXAS PRIMA

Fest

**SPONSORSHIP AND EXHIBIT
OPPORTUNITIES**



COME JOIN US!

The Texas PRIMA conference is coming to the Hyatt Regency in Dallas, Texas. Take advantage of this opportunity to join one of Texas' largest concentrations of public entity risk management professionals. Share your products and services to expand your business by becoming a Texas PRIMA sponsor/exhibitor.

Sponsorship Opportunities

The participation of sponsors and exhibitors allows Texas PRIMA to provide affordable educational opportunities for public risk management professionals. We are fortunate to have long-term corporate and risk pool sponsors and invite you to explore the benefits of this opportunity.

We maximize your visibility during the Annual Conference & Expo by allowing sponsor-level organizations to select their exhibit booth location. Sponsors will be provided an opportunity for selection based on a point system tied to the sponsorship level and history. Sponsors receive recognition throughout the conference on signage and in registration materials based on benefits in the level selected.

Sponsorship opportunities increase your brand awareness, attract new clients and enhance relationships with current customers. Sponsors receive the added benefit of hosting attendees at private events.

PLEASE NOTE: All events must be pre-approved by Texas PRIMA and must not conflict with scheduled Texas PRIMA events during the conference. Send requests to conference@texasprima.org for pre-approval.

Texas PRIMA sponsors enjoy increased name recognition throughout the entire year!

Your investment continues after the conference and includes the following:

- Enhanced advertising on Texas PRIMA's website and online Buyer's Guide (based on level inclusions, see benefits chart on pages 4 - 5)
- Recognition in Texas PRIMA's quarterly newsletter
- Increased exposure through Texas PRIMA's social media platforms

DECORATE YOUR BOOTH

You are encouraged to decorate your booth in the Texas PRIMA Fest: *Preparing for the Wurst* theme!



Increase your chances of winning "Best in Show" with a visually engaging booth that includes opportunities for attendee interaction.



Texas PRIMA attendees look forward to our Conference and Expo every year!

Our Conference surveys report:

80%

of attendees visit our Expo to discover new products and services.

60%

of attendees come to the conference to visit current vendors.

EXHIBIT HALL HOURS

Monday, Nov. 2 | 11:30 am - 5:30 pm
Tuesday, Nov. 3 | 9:45 am - 6:00 pm

MOVE-IN & MOVE-OUT SCHEDULE

Sunday, Nov. 1

12:00 pm - 5:00 pm Move-in

Monday, Nov. 2

8:00 am - 11:00 am Move-in

Tuesday, Nov. 3

6:00 pm - 8:00 pm Move-out

Wednesday, Nov. 4

8:00 am - 11:00 am Move-out

EXHIBIT HALL EVENTS

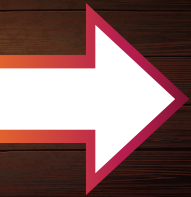
Monday, Nov. 2

11:30 am - 1:00 pm Grand opening of Exhibit Hall & lunch
2:30 pm - 3:00 pm Beverage break with exhibitors
4:30 pm - 5:30 pm Networking with exhibitors

Tuesday, Nov. 3

9:45 am - 10:15 am Beverage break with exhibitors
2:45 pm - 3:15 pm Beverage break with exhibitors
4:45 pm - 6:00 pm Appreciation & networking reception

(Times and events are subject to change; exhibitors will receive notification of changes by email.)



PLEASE NOTE: It is a violation of Texas PRIMA Exhibit Regulations to tear down prior to the hall closing at 6:00 pm Tuesday. Exhibitors who tear down early are subject to a deduction of priority points.
We appreciate your adherence to this regulation.

EXHIBITOR INFORMATION

Exhibit booth space assignments will be made based on the Texas PRIMA conference point system tied to investment level and sponsorship history.

Texas PRIMA will award additional priority points to exhibitors who increase their investment to a sponsorship level.

EXHIBIT BOOTH SIZE – 10' x 10' | EXHIBIT LEVEL – \$2,000

Exhibit level includes

- Standard 10' x 10' draped booth
- Booth identification sign
- 6' table (skirted and draped)
- 2 chairs
- Basic electrical service
- Two (2) conference registrations **(Does NOT include Texas PRIMA membership or CEUs.)**
- Standard listing on Texas PRIMA's website and online Buyer's Guide.

ADDITIONAL PURCHASES:

Texas PRIMA is proud to offer our confirmed sponsors and exhibitors a discount for additional conference registrations.

Conference registration & membership – \$750

Includes

- Educational sessions
- Exhibit Hall access
- Continuing education credit
- Monday night networking event
- Monday & Tuesday luncheons
- Annual Texas PRIMA membership

Conference registration – \$525

(Does NOT include Texas PRIMA membership or CEUs)

Includes

- Educational sessions
- Exhibit Hall access
- Monday night networking event
- Monday & Tuesday luncheons

Pre & Post registration list – \$1,000

If purchased, exhibitors will receive the list in PDF format. Exhibitors who upgrade to Gold level or higher will receive the list in Excel format.

EXHIBITORS ARE ENCOURAGED TO OFFER DOOR PRIZES!

Texas PRIMA's prize giveaways occur during breaks to enhance Exhibit Hall traffic.

A message board will be available near the stage in the Exhibit Hall for exhibitors to post their door prize winners before Tuesday's appreciation and networking reception.

Announcements for sponsoring organizations' door prizes will occur at Tuesday's appreciation and networking reception.

INVESTMENT INFORMATION Benefits based on the level of support.	TITANIUM \$15,000	PLATINUM \$12,500	DIAMOND \$8,500	GOLD \$6,000	SILVER \$3,000	EXHIBITOR \$2,000
Recognition at Texas PRIMA events throughout the year & quarterly Texas PRIMA newsletters	✓	✓	✓	✓	✓	
Invitation to spring partnership meeting	✓ ✓	✓ ✓	✓			
Spotlight promotion before the conference on social media platforms	✓					
Premier listing in the online Buyer's Guide with up to five (5) Buyer's Guide categories	✓	✓	✓	✓	✓	
Basic listing in the online Buyer's Guide with one (1) Buyer's Guide category						✓
Job listings on the Texas PRIMA website	✓	✓	✓	✓	✓	
Company description, logo, and link to company's website on the sponsor section of the Texas PRIMA website	✓	✓	✓	✓	✓	
Company logo in rotating advertisement on the Texas PRIMA website	✓	✓				
One-time spotlight feature article in the Texas PRIMA newsletter	✓	✓	✓			
Access to Texas PRIMA membership listing in electronic format	✓	✓	✓	✓		
Texas PRIMA memberships	6 (\$1,350 value)	4 (\$900 value)	3 (\$675 value)	2 (\$450 value)	1 (\$225 value)	
CONFERENCE-RELATED BENEFITS / RECOGNITION						
Listing in conference schedule materials	✓ With logo	✓ With logo	✓ With logo	✓	✓	✓
10' x 20' Draped booth with a sign, two (2) 6' tables, four (4) chairs, and basic electrical service	✓	✓	✓			
10' x 10' Draped booth with a sign, one (1) 6' table, two (2) chairs, and basic electrical service				✓	✓	✓
Complimentary conference registrations include: access to the exhibit hall, Monday night networking event, Tuesday luncheon and educational sessions. DOES NOT INCLUDE Texas PRIMA Membership	12 (\$6,300 value)	8 (\$4,200 value)	6 (\$3,150 value)	4 (\$2,100 value)	3 (\$1,575 value)	2 (\$1,050 value)
Recognition at morning beverage breaks	✓					
Sponsor videos - Eligible sponsors will be given the choice of live microphone time or video submission. The microphone time agenda placement will be in order of contract and full payment received	✓	✓				
Company logo on the following: Attendee tote bags (co-branded) and registration kick panels	✓	✓				
Company logo on conference signage and exhibitor listing	✓	✓	✓			
Company logo included on digital schedule display - if available	✓					
Company promotional item in attendee bags - sponsor to supply items	✓	✓				
Conference banner ad - recognizing company as a conference sponsor - for use on company website	✓					
Banner advertisement on the conference mobile app	✓	✓				
Push notifications through the mobile app during the conference - up to 2 notifications	✓					
Pre-registration list (Excel format) for pre-show marketing and post-registration list for post-show follow-up	✓	✓	✓	✓		
Pre-registration list (PDF format) for pre-show marketing & post-registration list for post-show follow up					✓	

SCHOLARSHIP FUND CONTRIBUTION & RECOGNITION

Texas PRIMA's Scholarship Fund

The Scholarship program is designed to assist public entity professionals whose entity could not otherwise pay the cost of attending Texas PRIMA's annual conference. Please consider contributing to this year's scholarship fund. (The value of each scholarship is \$775.)

- Sponsors/Exhibitors contributing a minimum of \$500 will receive an invitation to attend the exclusive Scholarship Recipient Reception and have the opportunity to address the scholarship recipients.
- Scholarship sponsors who contribute the minimum amount will receive a 'Texas PRIMA Scholarship Sponsor' sign to place on their exhibit hall table.

ADDITIONAL SPONSORSHIP INVESTMENT OPPORTUNITIES Must Commit by July 12, 2026	Investment
Keynote sponsor - includes reserved seating, microphone time, plus four (4) complimentary tickets to the awards luncheon.	\$15,000
Awards luncheon sponsor - includes reserved seating, microphone time, the announcement of the Risk Professional of the Year - plus four (4) complimentary tickets to the awards luncheon.	\$8,000
Headshot lounge sponsor - includes company logo in event marketing materials and on signage near lounge.	\$8,000
First-time member event sponsor - company logo on marketing materials and signage.	\$8,000
NEW! Wednesday Closing Keynote Brunch sponsor - includes microphone time, the announcement of the closing keynote speaker - plus four (4) complimentary tickets to the awards luncheon.	\$5,000
Breakfast Voucher Sponsor - provide attendees breakfast vouchers to be used at specified on-site food locations. Includes company logo on voucher. EXCLUSIVE: one sponsorship only, first come, first served.	\$5,000
Lanyard sponsor - your logo will appear side-by-side with Texas PRIMA's logo on attendee lanyards. EXCLUSIVE: one sponsorship only - first come, first served.	\$5,000



HOTEL AND ACCOMMODATIONS



This year's conference will be held at:

Hyatt Regency Dallas
300 Reunion Blvd., Dallas, TX 75207
214-651-1234

***229/night** **plus applicable state and local taxes*

HOTEL RESERVATION DEADLINE: Oct. 10, 2026

[CLICK HERE](#) to reserve your room now!

ABOUT TEXAS PRIMA

Texas PRIMA is one of the largest and most active state chapters affiliated with National PRIMA. Texas PRIMA offers educational programs, a virtual summit, newsletters and Texas' premier public risk management conference and exhibition. Texas PRIMA has members throughout the state representing all types of public entities; members' job functions include risk/insurance management, benefits management, finance, human resources, claims, and safety/loss control, among many more.



Once a year, at the Texas PRIMA conference, more than 700 industry professionals gather to learn more about issues, challenges they face daily, and the solutions they find.

RESERVE YOUR SPACE FOR THE 2026 CONFERENCE!

All sponsor and exhibitor contracts are processed online. Review the sponsor/exhibitor rules and regulations at the end of this document. Log into your Texas PRIMA account and complete your online application - then **[CLICK HERE](#)**.

Additional conference registrations are available to confirmed sponsors/exhibitors at the discounted rate of \$750 (Membership included) and \$525 (Membership NOT included). Both conference registration types include exhibit hall access, Monday night networking event, Monday and Tuesday luncheon tickets, and access to educational sessions.

Booth assignments are made in September. You will receive a booth confirmation and more information about the programs and other conference events at that time. The exhibitor service kit will be sent directly from the general service contractor 4-6 weeks before the show. This kit contains information on show services and drayage/freight handling rates.

QUESTIONS?

SPONSORSHIP / EXHIBITING
conference@texasprima.org

TEXAS PRIMA MEMBERSHIP
info@texasprima.org

2025 – 2026 SPONSORS

These sponsors enable Texas PRIMA to bring together a unique partnership of government and industry in a coordinated effort to offer its members exceptional educational resources and networking opportunities.



TITANIUM



PLATINUM



DIAMOND



GOLD

**The Cigna Group | Safety National | Delta Dental Insurance Company
HUB International | Work Shield | Pilot**

SILVER

ACM | AED123 | Aetna | Carl Warren & Company | CAS - Claims Administrative Services, Inc.
Cavalry Construction & Restoration | Charlesworth Consulting, LLC | ClearRisk
Commercial Risk Services, Inc. | Crawford & Company | DigiStream Investigations
Ethos Risk Services | First Financial Group of America | Frost Insurance Agency
HCA Asset Management, LLC | Kroll | MASA Access | Midwest Employers Casualty
Mission Physical Rehabilitation | MKA International, Inc. | Munich Re | Origami Risk
Paradigm | Recordables, Inc. | SafetyMed | Sigma 7 | TASB Risk Management Fund
The Alcohol & Drug Testing Service, Inc. | TMLIRP | Trinity Review Services, Inc.
USI Southwest | Wilber Group

TEXAS PRIMA SPONSOR/EXHIBITOR RULES AND REGULATIONS

1. GENERAL

Texas PRIMA Sponsor/Exhibitor Rules & Regulations (Agreement) establish the mutual protection of Texas PRIMA and sponsors/exhibitors (Sponsor). Texas PRIMA reserves the right to change rules, regulations, or the general plan of the Conference/Expo (Conference) as may be deemed in the best interest of Texas PRIMA, the Sponsor, or the Conference. All matters not explicitly covered by the Agreement shall be subject to the decision of Texas PRIMA.

2. PAYMENT AND CANCELLATIONS

The Sponsorship/Exhibitor Agreement is valid only when the application accompanies a non-refundable deposit of 50% of the total fee due. Texas PRIMA reserves the right to terminate this Agreement immediately without refunding any previously paid monies if a Sponsor fails to pay as required by the application or fails to observe and abide by this Agreement. If a Sponsor wishes to cancel, they must inform Texas PRIMA in writing (45) days before the date of the Conference. Any refunds of money paid to Texas PRIMA over and above the non-refundable deposit will be returned upon valid cancellation notice. No funds will be refunded if cancellation is received within (45) days of the Conference. This Agreement may transfer, with the written consent of Texas PRIMA, in the event the company is sold during the term of this Agreement.

3. USE OF EXHIBIT SPACE

Space is to be used for the Exhibitor whose name appears on the Sponsor/Exhibitor Agreement. Exhibitors may not sublet or resell any portion of their space nor allow their badges to be used by unauthorized persons. All signs/displays in an exhibit must be related to the Exhibitor's company. All efforts to advertise and operate the exhibit must be conducted to not trespass on the rights of other exhibitors or visitors. Texas PRIMA reserves the right to prohibit or restrict and, if necessary, remove or require correction of any exhibit that is unsuitable or objectionable for the Texas PRIMA Conference or the exhibit area. Exhibitors must observe fire and safety rules as required by the exposition location and local fire department. Exhibitors shall not cause any violation of the rules of the exposition location.

4. SPONSOR/EXHIBITOR STAFF/PERSONNEL

During official Expo hours, a representative from the exhibiting firm must always be in the Expo booth. A maximum of four (4) individuals (per 10'x10' booth space) will be allowed to work in a booth at any one time. We require all booth staff to wear the official conference badge issued at registration. You may purchase additional registrations for an additional fee.

5. EXHIBIT SPACE ASSIGNMENTS

Booth assignments are on a priority-point basis. Points are awarded based on the Sponsor's history with Texas PRIMA. Texas PRIMA reserves the right to alter the exhibit hall floor plan and an exhibitor's assigned space if it is deemed necessary in the best interest of the Expo. Before exercising its discretion, Texas PRIMA will consult with the Exhibitor.

6. EXHIBIT SETUP & TEAR DOWN

Adequate setup and tear-down time will be allowed. Setup and tear-down times are subject to change; all exhibitors will receive an email. EXHIBIT SETUP AND TEAR-DOWN IS NOT ALLOWED DURING EXHIBIT HOURS. THERE ARE NO EXCEPTIONS TO THIS RULE WITHOUT PRIOR APPROVAL. It is incumbent upon the Exhibitor to coordinate with the official conference decorator to ensure that all materials arrive at the exhibit hall in ample time to be erected and ready when the conference expo officially opens. Texas PRIMA reserves the right to assign labor to set up any exhibit that is not in the process of being erected two (2) hours before the completion deadline on the designated setup day. The Exhibitor will pay all charges for labor. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits and materials by specified time and date.

7. TRADEMARK

Sponsors/Exhibitors can only use the Texas PRIMA logo with prior written permission from the Board of Directors. To obtain consent and receive the logo in high resolution, please email info@texasprima.org. Texas PRIMA maintains the right to refuse its logo to anyone at any time. Previous use of the logo does not entitle a party to future use; each use must be approved on a case-by-case basis.

8. CORPORATE REGISTRANTS

Corporate registrants connected with non-exhibiting companies are prohibited from dealing, exhibiting, or soliciting within the exhibit area. Exhibitors should report any violations of this rule immediately to the Conference manager.

9. SECURITY

Texas PRIMA will take every reasonable precaution to protect property during installation, exhibit hours, and removal. Texas PRIMA, however, will have no liability for any loss or damage sustained by an exhibitor during such hours or at any time, whatever the cause. Exhibitors are responsible for securing items in their booth.

10. DAMAGE TO EXHIBIT FACILITIES

The exhibiting company must leave the space assigned and occupied in the same condition as when possession began. Exhibitor is liable for damage to walls, columns, floor, carpet, furniture, etc.

11. INDEMNITY

It is expressly understood and agreed that the Exhibitor will hold harmless and make no claim against Texas PRIMA nor any of its officers, members, or agents for any loss, damage to, or destruction of property, nor for any injury that may occur to the Exhibitor, its agents, its employees, invitees, guests, or other exhibitors while in the exhibit facilities, nor for any damages of any nature or character whatsoever, including direct or indirect damage because of loss of business arising out of the Expo or cancellation thereof.

12. NON-ENDORSEMENT

The exhibiting of products and services at the Texas PRIMA Annual Conference does not constitute an endorsement of any product or service exhibited by Texas PRIMA. Exhibitors are not permitted to represent in any manner that Texas PRIMA has endorsed goods or services supplied by them.

13. CANCELLATION OF CONFERENCE

Should any emergency arise before the opening date of the Conference/Expo that would necessitate cancellation of the Conference (such as fire, strike, or other circumstances), it is understood and agreed Texas PRIMA will reschedule the event near the original date and site if possible. If the event is not rescheduled, Texas PRIMA will refund the fees paid by the Exhibitor.

14. Should Texas PRIMA see the need to pivot this meeting to a hybrid event or a completely virtual event, sponsors and exhibitors will be notified promptly.

