

2024 STATE CONFERENCE TRADESHOW OVERVIEW

Below is a general timeline of our 53rd State Conference, June 2-5 at Kalahari Resorts & Conventions outside Austin, in Round Rock.

Please note below that we have added a fourth tradeshow segment for a combined eight hours (from 3 segments and 7 hours in 2023) of attendee engagement ...

SUNDAY, JUNE 2

10 AM-6 PM

Exhibitor Registration, Designated Area Outside *Kilimanjaro Ballroom*

Complimentary Tradeshow drink tickets emailed to registered exhibitors

1:30 PM-3:15 PM

Hall of Honor Celebration, *Kalahari Ballroom*; requires separate registration

4 PM-4:15 PM

Welcome From THSADA President, *Kalahari Ballroom*; all sessions open to exhibitors; badges mandatory at all functions

8PM-10 PM

THSADA Kickoff Reception, *Kalahari Event Barn*; N/A for tradeshow exhibitors – conference attendees only

MONDAY, JUNE 3

7:30 AM-11 AM

Exhibitor Registration Continues, Designated Area Outside *Kilimanjaro Ballroom*

7:30 AM-11 AM

Exhibitor Move-In (green, blue, pink and yellow areas in diagram), *Kilimanjaro Ballroom*

10:45 AM-11:15 AM

Tradeshow Meeting for all Exhibitors, *Kilimanjaro Ballroom Stage*

Noon-2 PM

Tradeshow #1 (includes lunch + drinks for attendees/exhibitors as provided by the THSADA), *Kilimanjaro Ballroom*

4-6 PM

Tradeshow #2 (Festival; includes appetizers + drinks for attendees/exhibitors as provided by the THSADA), *Kilimanjaro Ballroom*; digital comp drink tickets included with each all-access badge

TUESDAY, JUNE 4

8 AM-10 AM

Tradeshow #3 (includes Taco Tuesday breakfast + coffee for attendees/exhibitors as provided by the THSADA), *Kilimanjaro Ballroom*

8:30 AM-

Benny Carter Memorial Golf Tournament, *The Golf Club at Star Ranch*; requires separate registration

4 PM-6 PM

Tradeshow #4 (Festival; includes appetizers + drinks for attendees/exhibitors as provided by the THSADA), *Kilimanjaro Ballroom*; digital comp drink tickets included with each all-access badge

6:30 PM-9 PM

Exhibitor Teardown, *Kilimanjaro Ballroom*

WEDNESDAY, JUNE 5

8 AM-Noon

Exhibitor Teardown Continues, *Kilimanjaro Ballroom*

To maximize hospitality planning around the event, official functions of the State Conference will end at 6:10 PM on Sunday, and after both Tradeshow Festivals (6 PM) on both Monday and Tuesday.

Timeline above is subject to minor revisions.

Tradeshow Prospectus and other tradeshow docs (electrical forms, badge info) + link to THSADA hotel block at Kalahari Resorts & Conventions will be automatically sent to each exhibitor upon finalization of tradeshow space.

