

2025 STATE CONFERENCE OVERVIEW

Below is a general timeline of our 54th State Conference, June 1-4 at Kalahari Resorts & Conventions outside Austin, in Round Rock.

Our four tradeshow segments are a combined eight hours of exclusive attendee engagement ...

SUNDAY, JUNE 1

Noon-6 PM

Exhibitor Registration, Reg 7 outside *Kilimanjaro Ballroom*

Noon-6 PM

Sponsor Move-In ONLY (red areas in diagram), *Kilimanjaro Ballroom*; *badges required inside tradeshow*

1:30 PM-3:15 PM

Hall of Honor Celebration, *Kalahari Ballroom*; requires separate registration if not in 2025 agreement

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 2

7:30 AM-11:30 AM

Exhibitor Registration Continues, Reg 7 outside *Kilimanjaro Ballroom*

7:30 AM-Noon

Exhibitor Move-In (all areas in diagram), *Kilimanjaro Ballroom*; *badges required inside tradeshow*

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 snacks + drinks for attendees/exhibitors as provided by the THSADA), *Kilimanjaro Ballroom*; digital comp drink tickets included with each all-access badge

TUESDAY, JUNE 3

8 AM-10 AM

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

8:30-

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

12:15 PM-1:30 PM

Innovative Showcase, *Kalahari Ballroom*; requires separate registration to speak to attendees at private function

4 PM-6 PM

Tradeshow #4 (Festival; includes snacks + 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 4

8 AM-Noon

Exhibitor Teardown Continues, *Kilimanjaro Ballroom*



Conference Agenda: THSADA.com
On-Site Registration Begins: 10A-6P on Sunday

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MID-DAY TRADESHOW

NOON-2P / MONDAY, JUNE 3
KILIMANJARO BALLROOM

The first of four two-hour tradeshow segments at the State Conference will be held on Day 2. Complimentary lunch and drinks will be available throughout the ballroom for attendees and exhibitors. Mega Drawings held on Wednesday! tickets available @ ballroom stage.

Conference Agenda: THSADA.com
1st Tradeshow Segment: Noon-2p on Monday (Lunch Provided)

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TRADESHOW FESTIVAL

4-6P / TUESDAY, JUNE 4
KILIMANJARO BALLROOM

The final of four tradeshow segments will bring a close to Day 3. Complimentary appetizers will be available throughout the ballroom for attendees and exhibitors. Mobile drink tickets will also be sent by email to attendees and exhibitors just prior to the conference. Cash + Prize Drawings after 5:30p. Mega Drawings tickets available @ ballroom stage.

Conference Agenda: THSADA.com
On-Site Registration Begins: 10A-6P on Sunday

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TACO TUESDAY TRADESHOW BREAKFAST

8-10A / TUESDAY, JUNE 4
KILIMANJARO BALLROOM

The third of four two-hour tradeshow segments at the State Conference will begin Day 3. Complimentary breakfast will be available throughout the ballroom for attendees and exhibitors. Mega Drawings held on Wednesday! tickets available @ ballroom stage.