



55^h-Annual THSADA State Conference and Tradeshow

Sunday-Wednesday, May 31- June 3, 2026

Kalahari Resorts & Conventions – 3001 Kalahari Blvd – Round Rock

Key Tradeshow Benefits

- Tradeshow ballroom and adjacent rooms throughout Convention Center are carpeted.
- Eight non-competing tradeshow hours; four two-hour tradeshows.
- Comp Wi-Fi access provided on-site @ registration.
- Opportunity for Exhibitors to promote/manage their own prize drawing during Tradeshow.
 - Live mic will roam tradeshow floor during final segment to announce winners
- Multiple opportunities to entertain clients after 6p on Sunday, Monday and Tuesday.
 - Utilize pre-conference attendee list provided to exhibitors 15 days before conference to schedule meetings at conference and to schedule private hospitality events
- Your Company also highlighted in Conference App, Partner Playbook and Buyer's Guide.
- Food/beverage stations on tradeshow floor located to maximize traffic throughout ballroom.
- Download Conference App (details provided on-site @ registration) and follow the THSADA on social @OfficialTHSADA (primarily X) to stay in the loop on conference promos.
- NEW: Lead retrieval capabilities (exciting new addition for 2026) will be shared in April.

Tradeshow Guidelines

- Per Kalahari regulations, no alcohol or food may be brought in from outside property
- Exhibitors are not permitted to erect displays or other materials at their booth that would obscure the view of adjoining booths. **Nothing higher than 8' back-drape, unless you select a booth on an outside wall, or you have an island booth where nothing is behind you.** If you install higher than 8', you will be required to pay for drape to cover the back side of your encroachment. Front area must remain clear of obstructions. **Aisles must be clear in conformance with fire code.**
- **Official Conference Lanyards/badges must be worn during set-up and all conference functions.**
- Each 10' x10' booth receives no less than 3 badges (check your agreement). Additional badges are **\$200** per badge (including lost badges or on-site name changes).
- Exhibitors may attend any Professional Development session. We encourage exhibitors to also engage with attendees during breaks between sessions.
- **Only registered exhibitors are permitted in tradeshow during set-up, tear-down and show hours. Children are not permitted at all times in tradeshow, for safety reasons.**
- **No day passes or tradeshow walk around passes** will be available.
- Exhibitors are not to entertain attendees outside tradeshow during official tradeshow hours. No materials, catalogs or product literature shall be placed outside an exhibitor's booth.