2025-2026
Corporate Relations Report
October 23, 2026

Committee Members:
Chair, Bobbie Brown, Texas Tech University
Ralie Sutton, University of North Texas
Rene Andre, TTU HSC – El Paso

TACRAO 2026 Exhibitor Report as of October 23, 2026

- Four (4) Diamond Sponsors
  - Two In-Kind and two paid
  - 16 Exhibitor Representatives
- Two (2) Platinum Sponsors: Five (5) Representatives
- Thirteen (13) Silver Sponsors: 27 Representatives
- 18 Exhibitors: 32 Representatives
- Total Exhibitors: 37
- Total Representatives: 80
- THECB: Nine (9) Representatives

Documents Created:

- Updating Eventbrite for TACRAO Conference Exhibitor Registration (appendix A)
- Exhibitor Checklist (appendix B)
- Exhibitor Know Before You Arrive (appendix C)
- Exhibitor spreadsheet with the following tabs (too large to include):
  - Potential Exhibitor List
  - Contact List
  - Registered
- Exhibitor Bingo Card (not complete as of 10/21/26)

Communication Information

- Sent out initial registration link and sponsorship flyer: March 25, 2026 (once Eventbrite was built).
- Resent initial registration link and sponsorship flyer once a month in April and May to entire contact list.
- Resent initial registration link and sponsorship flyer twice a month in June and as needed to those who had not registered.
- Once a company registered, communication started with the Exhibitor checklist and remained ongoing.
- Since August, communication with exhibitors has occurred almost daily and multiple times a day.
- On Friday, October 23rd, the document *Know Before You Arrive* will be sent to every exhibitor contact and representative (those people different most of the time).
- On Friday, October 23rd, the attendee list will be sent to all Exhibitors regardless of level of sponsorship.
- The week prior to the conference, I will send a third confirmation of presentation(s) for those with sponsorship levels of Silver and above.

Respectfully Submitted,
Bobbie Brown, Chair

Appendix A:
Updating Eventbrite for TACRAO Conference Exhibitor Registration

Updating Eventbrite for TACRAO Conference Exhibitor Registration

The following includes how to copy a past TACRAO Conference to a new TACRAO Conference for Exhibitor registration.

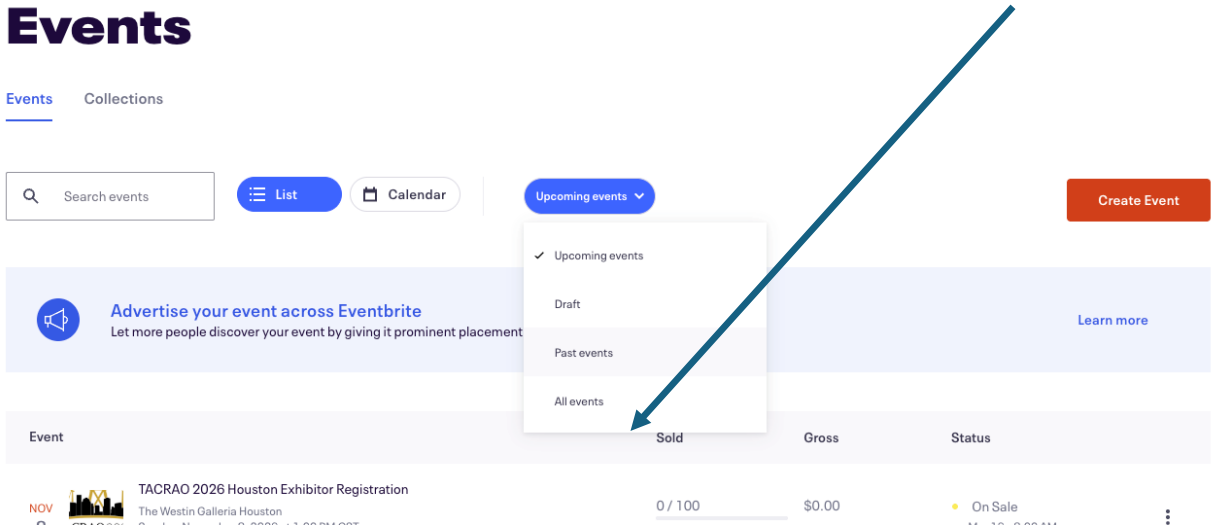
Things to do BEFORE building:

1. Confirm Exhibitor sponsorship levels and prices
2. End date for Exhibitor Registration
3. Account Number (TACRAO President will need to update this information) where registration fees will be deposited. This is found under *Event Finances/Payments and Options*.

The TACRAO VPIT will give you access to Eventbrite. You will go to www.eventbrite.com and log in using the credentials given to you by VPIT.

Build the Event

To build the event, you will copy the previous TACRAO Exhibitor event. Search for the previous year's TACRAO event. It should be listed in the *Events* tab. Make sure to select *Past Events* from the drop-down



Click on the past TACRAO conference when it appears.
Click on *More* in the top right-hand corner of the webpage and select *Copy Event*
The page will refresh. The first step is to Build Event Page.
This is where you will do the following by clicking on the appropriate box:

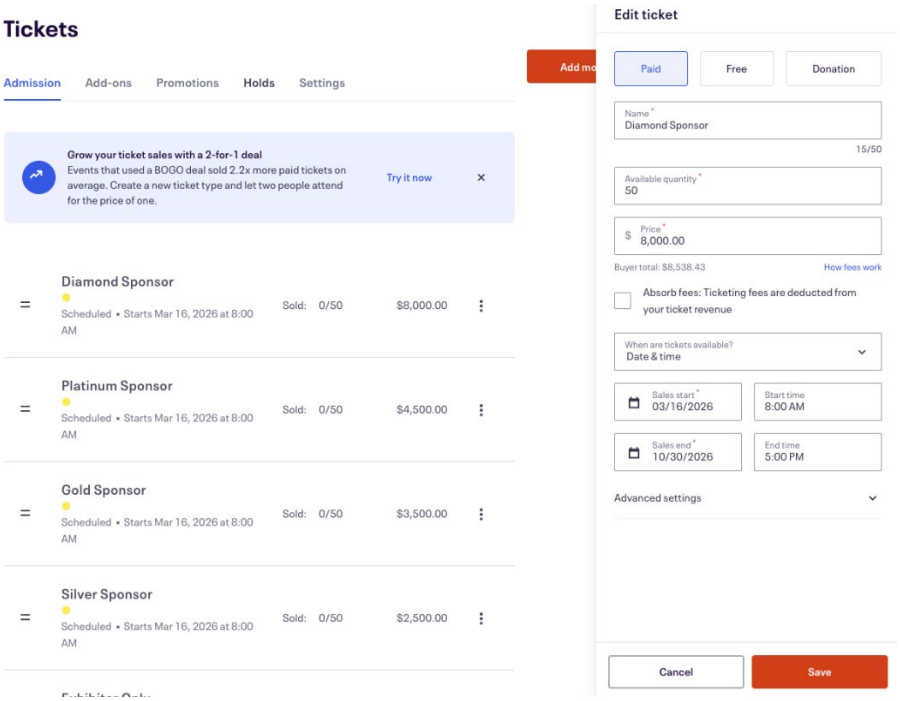
1. Upload the conference logo
2. Update the TACRAO conference year (will be the title of the event)
3. Adjust the location (enter the address)
4. Update the *Overview* section to include the current year.
5. Update Sponsorship box:
    a. Update the "Sales end on" date.
    b. If TEC has changed sponsorship levels, update them (check with TEC President prior to building this page for possible sponsorship level updates).

Add Tickets

Once the event information is updated, you will adjust the tickets (copied from previous year).
Click on each ticket to update. The editable items include:

- Name

- Available Quantity
- Price (update if TEC updates prices)
- Date and time registration is available to exhibitors (normally mid-March – the last day in October prior to the conference)



Once all vital information and payment account information is updated, Preview the event.

Review each piece of information for accuracy.

Once all is correct, you may publish. The Event is now ready for registration once the start date and time comes.

Appendix B:
Exhibitor Checklist

TACRAO Exhibitor Checklist

Register for the TACRAO Conference through EventBrite – Register now!

- [ ] Book your room at the special TACRAO rate! Book now!

- [ ] Check out the TACRAO 2026 Agenda here

- [ ] Send attendee name(s) and email address to bobbie.brown@ttu.edu. Get them on the list!
  - Diamond: Five (5) representatives
  - Platinum: Three (3) representatives
  - Gold: Three (3) representatives
  - Silver: Two (2) representatives
  - Exhibitor Only: Two (2) representatives

- [ ] Send presentation title, description, and presenter information to bobbie.brown@ttu.edu.
  - Diamond: Two (2) presentation sessions
  - Platinum, Gold, and Silver: One (1) presentation session

- [ ] Send company logo to bobbie.brown@ttu.edu. We want to make sure we have the best logo!

Additional Information

- You are invited to all meals and events – please plan to attend with TACRAO members!
- TACRAO will provide WIFI and electrical in the Exhibit Hall for no additional charge.
- Each booth is 10x10 with pipe and drape, a six-foot table, and two chairs.
- Exhibitor Setup is Sunday, November 8th starting at 1:00PM
- Exhibitor teardown is Tuesday, November 10th following the 3:45PM break.

Appendix C:

TACRAO 2026: Exhibitor Representative KNOW Before You Arrive!

Exhibitor Check-in Location:

Exhibitor check-in on Sunday, November 8th will be right outside of the Woodway ballrooms (fourth floor of Westin Galleria).

Set up:	Sunday, November 8th starting at 1:00PM
Tear Down:	Tuesday, November 10th following the 3:30PM break

Download Guidebook!

Guidebook is a free app that will include the entire TACRAO 2026 schedule! Download the app on your smart phone and type tacrao26 in the search.

TACRAO 2026 WIFI Password: Will be listed/appear in Guidebook!

We invite you attend all TACRAO Conference activities!

Some activities/events to review and make plans to attend on the TACRAO 2026 Guidebook app. We hope you join us as we will specifically recognize our Corporate Sponsors on both Sunday and Monday.

1. President's Dinner – Sunday night following the Reception with Corporate Partners Key Note Speaker, Holly Rowe: Link to information https://www.tacrao.org/assets/docs/Other_Documents/26_Conference/TACRAO_keynote_announcement%20flyer.pdf
2. Celebration Lunch – Monday from 11:30AM – 1:00PM
3. President's Reception – Monday from 6:30PM-8:30PM in Monarch Ballroom (24th floor). Come.and.go.casual.dress.event with.light.hors.d'oeuvres.™ .beverages
4. TACRAO BIG EVENT: Get ready for The Big Event: Casino Night on Tuesday, November 10 at 6:30 PM! ⋱ From Bingo and Blackjack to Poker, Slots, arcade games, and more, we're bringing the Vegas vibes for an unforgettable evening of fun, friendly competition, and great company!