

OCTOBER 21-24  
LUBBOCK, TEXAS



*Conference*

Texas Tech University  
Health Sciences Center  
General Services ...

*will be your host.*

## SPONSORSHIP

**Exclusive opportunities for vendors to support in-plant decision makers in the printing, copying, and mailing industries.**

**Relationship building opportunities abound on both the showroom floor and in casual dining and entertainment venues.**

This is a joint conference for

**TACUP**

(Texas Association of College and University Printers)  
and

**SWACUMS**

(Southwest Association of College and University Mail Services).

The 2013 joint conference in Lubbock will feature separate educational tracts. The sessions will be offered at varying times to allow an almost continuous flow of attendees in the showroom while still allowing sufficient breaks for the vendors to respond to emails, phone calls, etc.

## WHO ATTENDS ?

- The typical attendee is a decision maker or highly influential in the decision making process:
  - Directors*
  - Managers*
  - Supervisors*
  - Key production employees*
- Attendees are typically from Texas, Oklahoma, New Mexico and Louisiana, but there may be attendees present from other states or even an international colleague or two.
- The majority of the attendees will be representing a college or university, but school districts and other non-educational in-plants are encouraged to attend.
- At least fifty attendees are expected.



All sponsors receive conference program with the list of attendees with contact information during the conference. The vendor showroom will be open from 8:30 am on Tuesday, October 22, 2013 until 4:00 pm on Wednesday, October 23, 2013. However, there will be a tour of Texas Tech University and the printing copying and mail facilities at Texas Tech University Health Sciences Center. Vendors are welcome to join us for the tour.

Brochures promoting each organization and the joint conference are available upon request. Area sales professionals may be aware of several in-plants that may be interested in joining the organization(s) and/or attending the conference. Brochures will be helpful with existing customers and for cold calls. Please specify TACUP or SWACUMS when requesting brochures.



## SPONSORSHIP Levels

### PLATINUM Sponsorship - \$3,500

Platinum sponsors will receive prominent placement in all promotional material, including a logo link on the conference websites, logo listing in the program guide and a full page, full color ad in the conference program, three full conference attendee packages which permit networking opportunities for all meals, receptions, and entertainment venues. Booth space of up to 200 square feet with tables, chairs, wireless internet access and 110v power provided. As an added bonus, Platinum Sponsors will receive registered attendees list prior to the conference.

### GOLD Sponsorship - \$2,000

Gold sponsors will receive recognition in all promotional material, including a logo link on the conference websites, logo listing in the program guide and a one-half page, full color ad in the conference program, two full conference attendee packages which permit networking opportunities for all meals, receptions, and entertainment venues. Booth space of up to 150 square feet with one table, chairs, wireless internet access and 110v power provided.

### SILVER Sponsorship - \$1,000

Silver sponsors will receive recognition in all promotional material, including a logo link on the conference websites, logo listing in the program guide and a one-quarter page, full color ad in the conference program and one full conference attendee packages which permits networking opportunities for all meals, receptions, and entertainment venues. Booth space of up to 100 square feet with one table, chairs, and wireless internet access.

## BRONZE Sponsorship - \$500

Bronze sponsors will receive recognition in promotional material, including a link on the conference websites, logo listing in the program guide and a one-eighth page, full color ad in the conference program. One two-day conference attendee packages which permits networking opportunities for all meals, receptions, and entertainment venues from the opening reception on Monday through lunch on Wednesday. Booth space of up to 80 square feet with one table, chairs, and wireless internet access.

### *Additional Sponsorship Opportunities:*

**GOLF TOURNAMENT  
AT  
THE RAWLS COURSE:**

**BREAKS:**

**HOSPITALITY  
SUITE:**

**DOOR PRIZES:**

Voted #2 Best Course in Texas for 2012 and #3 University Golf Course in America by Golfweek (<http://www.therawlscourse.com/index.php>). Sponsor an entire tournament for \$60 for each player with a minimum of 16 players. \$60 fee includes green fees, cart, lunch, and tournament support. Please call to discuss tee times and additional options. Awards extra.

\$500 two morning and one afternoon breaks are available. Beverages, snacks, and an attendant are included. Special recognition on the schedule and a 12x18" full color sign will be placed on the serving table.

For \$3,000, you can be everyone's best friend! Beverages, snacks, and an attendant are included. Hospitality suite will be open for three nights from 9 p.m. to midnight. A generous full color banner will be displayed in the suite and special recognition on the schedule.

Any and all contributions for door prizes are welcome!

Please call Debbie Cate at 806.743.2090 to discuss any thoughts you may have on alternative sponsorship ideas.

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Additional Charges:

Additional Sponsor Attendee \$300.00 includes all functions

Additional Banquet ticket \$50.00

220v electrical, flat screen displays, extension cords, etc. may all be obtained directly from the hotel.



## Hotel Accommodations

The 2013 TACUP/SWACUMS conference will be held at the beautiful Overton Hotel and Conference Center in Lubbock, Texas. The Hotel provides complimentary shuttle to and from Lubbock Preston Smith International Airport (LBB) and offers free parking. The Hotel also offers a complimentary Business Center, Fitness Center, Outdoor Pool and Complimentary Wireless Internet access. The Overton offers a full service Restaurant, The Pecan Grill and Lounge on the ground level. Rooms with one king sized bed have a shower only and rooms with two queen sized beds have a tub/shower combination. All rooms include a refrigerator and coffeemaker. ADA rooms are available. All rooms are non-smoking.

Overton Hotel and Conference Center  
2322 Mac Davis Lane  
Lubbock, Texas 79401  
888.776.7001



Room Rate: \$109/night  
Please use registration code: 1013TTUPRINT

[www.tacup.org/hotel](http://www.tacup.org/hotel)



## ADDITIONAL INFORMATION



All 2013 conference events will center on the theme, "Get a Clue". Vendors are encouraged to apply the theme as mystery and intrigue, gaining more knowledge of the printing, copying and mail industries, or both! There will be a game for the attendees to encourage everyone to visit with each vendor. We are encouraging every vendor representative who will be in attendance to submit a photo of him/herself or a group shot. We will print a card for each conference sponsor/vendor and each attendee will have the opportunity to keep the cards as a handy reference when vendors make follow-up calls. One of the best benefits about attending a conference is meeting all of the vendor representatives. However, if you are new to the area or industry, meeting so many people at one time can be confusing once you return home. Our hope is that the attendees will find the cards to be a handy reference well into the future. If no photo is available, we can use the company logo solely.

[www.tacup.org/conference](http://www.tacup.org/conference)

