



Setting the Standard for Automation™

ISA Texas Channel Section's INSTRUMENTATION EXPO

Thursday, April 11, 2019

We invite you to join the 35th annual Texas Channel Instrumentation Expo. It has become the largest and most highly anticipated Technical Exposition in the Ship Channel and Bayport Areas.

As host for this event, the ISA Texas Channel Section encourages your participation at this year's Instrumentation Expo at the Pasadena Convention Center (7902 Fairmont Parkway, Pasadena, Texas).

This event is the largest, single source fundraiser for the Texas Channel Section's [Scholarship Program](#), which is open to any student seeking a degree in the Technical or Engineering fields. By participating in this event, you are helping shape the future of our industry!

Our promotional efforts will be directed at Engineering and Maintenance Department Managers from all our major Channel Area Manufacturers. We ask not only for vendor participation, but also for support in forwarding the invitation and encouraging attendance within their respective work groups. Complimentary BBQ Meal Tickets are included in the vendor participation package to pass along to invited attendees.

Additionally, we will post an announcement of the event in *ISA Insights Magazine*, our newsletter, website and other local partnered ISA Sections Newsletters.

Finally, your involvement as an Exhibitor will serve to promote participation within your working network via your representatives to client associations. Personal contact and event announcements coupled with distribution of Complimentary BBQ Tickets will encourage their attendance. The event will then provide a social setting to meet and greet with your existing network and present you with new contacts to further augment the networking opportunity.

As a past or new exhibitor participant, please review the attached Exhibition Area Overview and the Exhibitors Registration online. Should you have any questions or require any additional information, please contact oana@evokeexperiences.com or call 469-879-4222. *Early Bird discounted pricing ends 1/11/2019.*

Thank you,

Victor Carbajal | Exhibit Chairman | 832-236-7702

Oana Borcoman | Event Manager | 469-879-4222

LOCATION

Pasadena Convention Center

7902 Fairmont Parkway
Pasadena, Texas 77507
(Wi-Fi Password = none)

TIME

MOVE IN: Thursday, April 11, 2019 at 9:00 am.

OPEN EXHIBITION: 4:00 pm to 8:00 pm

Outside large vehicle displays may move in and park the day before; please inform us of your intent to do so when registering for your booth. Water service will be provided during set up times. All exhibits must be removed by 10:00 pm same day (April 11th, 2019).

BOOTHS

All booths will be uniform in size. A 10' X 10' area will be enclosed with 8' tall curtains as a backdrop. All booths will be furnished with a 6' Skirted table covered and a head sign with your Company Name and booth number will be hung for you. Name tags with lanyards will also be provided for all your attending booth personnel; pick up service will be located at your **EXHIBITOR CHECK-IN** at the foyer entry.

NOTE: Booth assignments on a first-come first-served basis. **If you prefer your last year's location, or require a specific booth arrangement, please call early!** Also note the change in this year's offering of a **PLATINUM PACKAGE** that provides **premium booth placement**. If you want one of those booths, you are required to purchase a platinum package. To provide exhibitors with the best possible attendee traffic, we attempt to position exhibitors' so that they are not directly adjacent to competitors. However, sometimes this is not possible, especially as we move closer to April 11th, 2019. We appreciate your understanding.

Remember: An Early Bird Reservation is critical in optimizing your Floor Location.

RAFFLE PARTICIPATION (REQUIRED)

ALL EXHIBITORS ARE REQUIRED TO BRING A DOOR PRIZE valued at \$50 or greater. The prize will be displayed at your booth and picked up by a winner at your booth. You will be requested to leave a signed business card with our Lottery Manager, along with your booth number, to facilitate your location.

A prize lottery drawing will be conducted and announced via text message to **Registered Attendees Only**. We will inform the attendee, via text, that they are a prize winner, and then direct them to your booth. Proof of Prize Winner Eligibility will be the return of your signed business card, with the winner's name & number on your card, as verified by our Lottery Manager.

NOTE: By participating in the raffle, you will obtain access to a complete contact list of attendees who are signing up to take part in the raffle. All attendee raffle participants will give their consent to share their contact information with you. This is a huge value add we are implementing this year!

ELECTRICITY

Each booth will have access to one outlet of 120V AC electricity. Please supply your own extension cords. No instrument air will be available.

DECORATIONS & BOOTH ENHANCEMENTS

The PHOENIX DESIGN GROUP INC, (281-499-0600) is contracted as the event decorator. Any additional chairs, or different type of chairs, furniture, carpeting, draping, etc., may be ordered through The Phoenix Design Group, Inc. An order form for any additional rental or services, at a discounted rate, will be furnished with your registration/reservation package.

ATTENDANCE

All attendees will register prior to entering the exhibit area. Their badge will include their name and company affiliation. You will be given a contact list of all attendees who have given their consent and are participating in the raffle to use at your discretion for follow up.

COMPLIMENTARY FOOD CONCESSIONS

BEER, TEA AND WATER SERVICE: 4:00 pm - 7:30 pm

BBQ DINNER (BY BBQ TICKET ONLY): 5:30 pm - 7:30 pm

All Exhibitors will receive BBQ tickets with their Registration Packages and ***are encouraged to distribute all tickets to their clients prior to the show.***

Additional BBQ tickets may be purchased at \$15/ticket prior to or early at the event.

REFUNDS

Full refunds will be made upon request prior to March 04, 2019. All "Early Birds" are only 80% refundable. Cancellations made past March 4, 2019 will be credit only towards other ISA Texas Channel events. Different rates apply for the Kicked-Out Section.

EXHIBITOR & SPONSORSHIP PACKAGES

Please note the addition of the **Platinum Package** in this year's offerings with *Premium Booth Placement*. These booths offer the most foot traffic, and therefore, offer more value to the exhibitor. There are only 15 available Platinum Packages, and while they can be *combined* with other booths, they cannot be split and must be sold together as two booths. The Platinum Package comes with additional BBQ tickets compared to the other packages. We have also included the opportunity to be a **Lanyard Sponsor** (your company logo will be printed on the lanyards given to everyone) or a **Beer Cup Sponsor** (your logo will be printed on a take-home stadium beer cup that will be used to serve beer).

For a complete listing of packages and sponsor opportunities, please review the chart on the next page.

ISA Expo 2019 - Sponsorship Packages

	Platinum	Gold	Silver	Bronze	Beverage	BBQ	Lanyard	Beer Cup
<i>Early Bird</i>	\$2,000	\$2,000	\$1,400	\$700	\$500	\$500	\$1,000	\$1,000
<i>Regular</i>	\$2,150	\$2,150	\$1,500	\$750	\$500	\$500	\$1,000	\$1,000
	<i>Exhibiting Sponsors</i>				<i>Additional Sponsorship Opportunities</i>			
Premium Booth Placement (heaviest consistent foot traffic)	✓							
Booth Space (10x10)	x2	x3	x2	x1				
6-Foot Skirted & Covered Table	x2	x3	x2	x1				
Chairs	x4	x6	x4	x2				
Electricity Outlet	✓	✓	✓	✓				
BBQ Tickets	x80	x60	x40	x20	x20	x20	x40	x40
Logo or Company Name Printed on Included BBQ Tickets <small>(the BBQ ticket will be custom to your company as to show you are hosting them)</small>	✓	✓						
Logo Real Estate on Event Signage & Program <small>(largest logo visibility for Platinum & Gold)</small>	✓	✓	✓	✓	✓	✓	✓	✓
Company Promoted in ISA TX Channel Newsletter to Over 1500 Industry Peers	✓	✓	✓	✓	✓	✓	✓	✓
Raffle Item Inclusion & Raffle Participant Attendee Contact Information	✓	✓	✓	✓	✓	✓	✓	✓
Host Company for BBQ Buffet on Stations (Max of 5 Host Companies)						✓		
Host Company on Beverage Station (Single Sponsor per Station)					✓			
Logo on Lanyard (Single Lanyard Sponsor)							✓	
Logo on Take-Home Stadium Cups (Single Cup Sponsor)								✓
Available Sponsorships	15	TBD (first come)	TBD (first come)	TBD (first come)	5	5	1	1

QUESTIONS & REGISTRATION INFORMATION

Registration: <https://www.isatexaschannel.org/>

Questions & Information: Please reach out to Oana Borcoman (event manager) at oana@evokeexperiences.com or 469-879-4222 (cell).

Early Bird Pricing: Early Bird pricing end on **January 11, 2019.**

	Platinum	Gold	Silver	Bronze	Beverage	BBQ	Lanyard	Beer Cup
Early Bird	\$2,000	\$2,000	\$1,400	\$700	\$500	\$500	\$1,000	\$1,000
Regular	\$2,150	\$2,150	\$1,500	\$750	\$500	\$500	\$1,000	\$1,000
<i>Pricing</i>	<i>Exhibiting Sponsors</i>				<i>Additional Sponsorship Opportunities</i>			