

**YOUR VOICE
OUR COMMUNITY**



TLA★2027

TEXAS LIBRARY ASSOCIATION

SAN ANTONIO ★ APRIL 19-22

2027 Exhibits Brochure



TLA is the **largest state library association conference** in the country, drawing **more than 4,000 professionals and representatives** from virtually every sector of the industry. With organizational expenditure budgets exceeding **\$2.5 million** on average, exhibiting at TLA puts your organization in front of the decision makers who drive purchasing across Texas libraries.

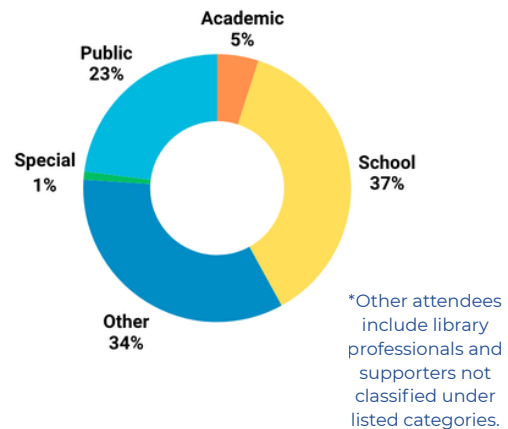
Why exhibit at TLA?

TLA 2027 is your chance to connect with an engaged, excited, and creative audience: library professionals and decision makers hailing from all corners of the Lone Star State who are ready to learn about what you have to offer.

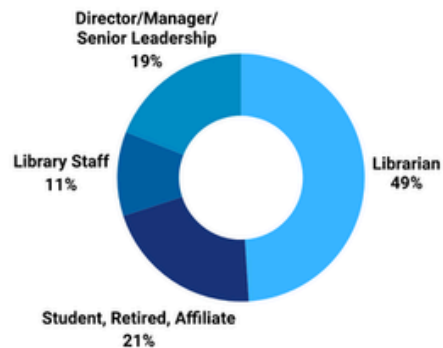
Who are TLA Attendees and Members?



Library Types Represented at TLA 2026



TLA Member Career Level



Products and Services that Attendees Are Interested In

- Architects and Architecture Firms
- Digital Preservation and Archiving Solutions
- E-Resources and Digital Content Providers
- Educational Software Providers
- Educational Programs
- Continuing Education Providers
- Furniture and Library Design Firms
- Library Automation and Self-Service Solutions
- Professional Associations and Orgs
- Technology and Media Solutions
- Library Supplies and Equipment
- Library Technology Providers
- Non-Profit Organizations and Foundations
- Publishers and Book Distributors
- Library or Bookish T-shirts, Decor, Jewelry
- And More...

2027 Exhibitor Schedule

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Day 0 - Sunday, April 18

8:00 am to 12:00 pm Large Exhibitor Move In (300+ sq ft)

12:00 pm to 8:00 pm All Exhibitor Move in

3:00 pm Exhibitor Registration Open

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Day 1 - Monday, April 19

8:00 am Exhibitor Registration Open

8:00 am to 12:00 pm All Exhibitor Move in

12:00 pm Loading Dock doors closed

2:00 pm to 5:00 pm Exhibits Grand Opening

Exhibit Hall Hours

4/19 - 2 pm to 5 pm

4/20 - 10 am to 5 pm

4/21 - 9 am to 2 pm

Questions?

Contact
jaimeb@txla.org

512-328-1518
ext. 121

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Day 2 - Tuesday, April 20

8:30 am Exhibit Hall open to exhibitors

10:00 am to 5:00 pm Exhibit Hall & Authors Area Open

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Day 3 - Wednesday, April 21

8:00 am Exhibit Hall open to exhibitors

9:00 am to 2:00 pm Exhibit Hall & Authors Area Open

2:00 pm to 8:00 pm Exhibitor Move Out

*carriers must be checked in by 6 pm

*Move Out continues until completed

Shelf Help
The TLA
Exhibitor
Guide

link coming soon!

Exhibitor Booth Packages

10' x 10' Booth

Price: \$2200

Price is per 10x10

Combine booths for larger space

\$200 fee for
each exposed
corner for all
booth sizes

5' x 10' Booth

Price: \$1150

Must meet eligibility criteria
1 5x10 per company - no
combining

What's Included With Your Booth

- 3 Comp Exhibitor Badges per 10'x10' booth (2 per 5'x10')
- 3 Comp Author Badges per 10'x10' booth (2 per 5'x10')
- Exhibitor Listing in the winter and spring issue of Texas Library Journal, signage, website, online conference program, conference app, TLAbuyersguide.com, and Aisle X Aisle coupon book
- Opportunity to purchase a single-use attendee list pre- or post-conference
- Complimentary promotion of author signings in conference program

Who qualifies for a 5x10?

- Storyteller
- Independent Author
- Non-Profit
- Small Publisher (12 or fewer books annually)
- Startup

Want to combine multiple 10' x 10' booths to create a larger exhibit space?

Please contact the exhibits manager at 301-658-2115 or tlaxpo@discoversb.com to combine your chosen booths before renting them.

**View the
TLA 2027
Floorplan**

**Exhibitor
Terms and
Conditions**

How to rent a booth/sponsorship

1. Visit the exhibit sales website by clicking the floor plan link
2. Click "Rent Booth/Sponsorship Now"
3. Type your organization's name. As you type, organization names will be suggested for you.
4. Verify or update the administrative booth sales contact information for your organization.
5. Indicate the booth you would like to rent.
6. Select sponsorship/advertising
7. Sign the Terms and Conditions.
8. Enter credit card information to submit payment/select alternate payment method
9. An email confirmation of your contract submission will automatically be sent to the booth coordinator

Go Beyond Your Booth

Opportunities to make the most of your TLA 2027 Experience

Annual Conference Sponsorship Prospectus

Sponsorships make a big impact and show your dedication to Texas libraries. Explore options that fit your goals, or propose something entirely your own. Connect with TLA Vendor Relations and Meetings Coordinator Jaime Bare at jaimeb@txla.org.

Exhibitor Add-Ons and Onsite Advertising

Build your brand with onsite signage, show off your latest offerings in an Exhibitor Showcase, and enhance your presence with digital outreach.

For more information:
tlaxpo@discoversb.com

Booth Activation Inspiration Guide



Encourage interaction, increase dwell time, and leave attendees with the best impression and memories of your brand with in-booth activations! This inspiration guide includes ideas for any budget - but it's just a starting place. Celebrate your creativity!