

# Exhibitor Information — Texas Press 2019 Trade Show

Embassy Suites by Hilton Denton Convention Center 3100 Town Center Trail, Denton, TX 76201  
Trade Show Hall: Chilton-Kincaid-Pioneer Ballroom

## SCHEDULE

### Thursday, January 24, 2019

- 7:00 a.m. – 12:00 p.m. Contractor assembles booths
- 12:00 p.m. – 4:30 p.m. Exhibitors move in
- 5:30 – 9:30 p.m. Opening reception in trade show hall
- 9:30 – 11:00 p.m. After-reception hospitality

### Friday, January 25, 2019

- 7:30 a.m. Trade show opens
- 11:30 a.m. Trade Show ends
- 11:45 a.m. Silent Auction closes
- 12:00 – 5:00 p.m. Contractor disassembles booths

## BENEFITS

- Friendly forum offering opportunities for personal contact with Texas newspaper publishers and editors
- “Dead time” is minimized because we don’t interrupt our trade show with breakout sessions
- Lists of pre-registered attendees and their contact information will be provided to you
- Your company name will be printed in conference program, in Texas Press Messenger tabloid newspaper and online at [www.texaspress.com](http://www.texaspress.com)
- Your company name and web link will be posted on 2019 Buyers Guide page after the event at: <http://texaspress.com/index.php/otherservices/buyersguide>
- Each exhibitor will receive a printed badge
- Tickets for meals scheduled after trade show may be purchased in advance

## BOOTH INFORMATION

- Cost per booth \$500: Includes booth rental fee and basic booth furnishings, plus Thursday 5:30 – 9:30 p.m. opening reception
- Booth dimensions: 10 feet wide by 10 feet deep
- Trade show hall is carpeted
- Furnishings included with your booth: Back wall drape, side rail drape, 6-foot skirted table, two chairs, one wastebasket, one sign (7 inches by 44 inches) printed with company name, to be attached by contractor at top of booth frame in accordance with fire code
- Booth enhancements not included in booth package are available from exhibition contractor

- Booth assignment will be awarded in order exhibitor registration is received
- On exhibitor application, indicate booth preference by booth number and list name and title of each person representing your company in trade show

## TO RESERVE A BOOTH

- Return completed application form to: Stephanie Hearne, Texas Press, 8800 Business Park Drive, Suite 100, Austin, TX 78759 or fax to 512-477-6759
- Booth fee may be paid by company check, credit card or instantly online using pay instantly link at: <http://texaspress.com/index.php/otherservices/tradeshaw>
- Electrical and Internet services are NOT included in booth registration fee; find service order forms posted at: <http://texaspress.com/midwinter-conference>

## NOTES

- Exhibitors meet attendees from newspapers across Texas: typical turnout includes publishers, editors and ad directors representing 150 to 200 newspapers ranging in size from small weeklies to dailies
- A silent auction benefiting the 501(c)(3) non-profit Texas Newspaper Foundation runs concurrently with the trade show in the trade show hall
- To donate an item to the silent auction, please contact Mike Hodges ([mhodges@texaspress.com](mailto:mhodges@texaspress.com)).
- Include description of each item and approximate value

## ACCOMMODATIONS

Room rate is \$129 per night. Room reservation cutoff date: Jan. 9, 2019; call (940) 243-3799 and mention “Texas Press Association” room rate  
Room check in: 3 p.m. / check out: 12 p.m.

## GROUND TRANSPORTATION

Hotel does not provide DFW Airport or Dallas Love Field shuttle service; check DFW Transportation, [www.dallastaxi.com](http://www.dallastaxi.com); one-way taxi fare runs \$60 - \$80

## TO CANCEL BOOTH RESERVATION

Cancel by 5:00 p.m. Thursday, Jan. 10, 2019, to receive full trade show booth refund  
Contact Ed Sterling: (512) 477-6755 or [edsterling@texaspress.com](mailto:edsterling@texaspress.com)