



TEXAS PUBLIC  
CHARTER SCHOOLS  
CONFERENCE

# 2024 PROSPECTUS



MAKING  
**BOLD**  
MOVES

Dear Partner in Education,

Texas has one of the country's fastest-growing public charter school communities, with 905 campuses serving over 400,000 students, and 66,000 more kids on charter waitlists—an increase of 13.5% in a single year. Why are thousands of Texas families choosing public charter schools? From diverse education models to better results for students of all needs and backgrounds, the proof is in the pudding.

- **Texas public charter schools have created some of the most innovative and successful career training programs in the state.**
- **Charter school students achieved 1 to 3 months of extra reading and math progress in a single year, compared to students with similar demographics statewide.**
- **Texas charters educate higher rates of low-income, Black, Hispanic, and ELL students, as well as those at risk of dropping out and in foster care.**
- **At the same time, charter school students are more likely to take advanced courses than their ISD peers (69% vs. 48%) and twice as likely to pass AP exams.**
- **Charters send more students to college overall and across every demographic group.**

It's simple: Public charter schools are changing lives. I invite you to be a part of our thriving community by joining us for the Texas Public Charter Schools Conference at the beautiful JW Marriott Hill Country in San Antonio, October 21-23, 2024.

Our conference is your once-in-a-year opportunity to connect with 1,800 public charter school leaders, educators, and advocates across Texas. This event is designed to improve school operations and management, educate on advocacy and policy, share best practices, explore creative solutions, and support student achievement. It's thoughtfully designed by the Texas Public Charter Schools Association, a committee of schools, and dedicated sponsors.

### **Will you join us?**

Respected solution providers—education partners like you—are essential to meeting the charter community's unique challenges. Charter schools are nimble and responsive, always searching for smart solutions, promising strategies, and new products to create the best educational outcomes for Texas children. I know you and your team have a solution that's right for our schools, and I'm eager to learn what's latest and greatest.

As a trade show exhibitor or sponsor of the 2024 Texas Public Charter Schools Conference, you can advance quality public education in Texas and reach influential charter school leaders and educators. Your involvement will give attendees the tools and resources necessary to make a difference for students. Thank you for supporting great educational opportunities for Texas children. We look forward to seeing you in San Antonio this fall.

Regards,



**Starlee Coleman**

Chief Executive Officer  
Texas Public Charter Schools Association

2023 EXHIBITORS & SPONSORS

**THANK  
YOU**

95 Percent Group  
Air Reading  
Alpha Genesis Labs, LLC  
American Reading Company  
Amplify  
ASCENDER  
**Baird**  
BoardOnTrack by TransACT  
BOK Financial (Bank of Texas)  
Brainfuse  
BrightThinker, Inc.  
Brown & Brown  
**Building Hope**  
**BuyQ**  
Campus Adventures  
Catalyst Collective  
CBRE, Inc.  
**CFOMW Tax, LLC**  
**Charter School Capital**  
Charter Schools Now  
Charter School Success  
Choice Advisors  
Classical Academic Press  
ClassLink  
**Complete Book & Media Supply, LLC**  
Curriculum Associates  
**D.A Davidson & Co.**  
DMAC Solutions  
Dyslexia On Demand  
Effct.org & ScholarLead.com  
Element Architects  
**EPIC Insurance Brokers  
& Consultants**

Equitable Facilities Fund  
ER2  
ESC Region 10  
Financial Benefit Services (FBS)  
French Toast Uniforms  
Gardner & Associates  
Gillem Staffing  
Goalbook  
Grace Hebert Curtis Architects  
GraduationSource  
Harris County Department of Education  
Harris School Solutions  
Healthy Futures of Texas  
Highmark  
**HJ Sims**  
Hunton AK  
Insight Financial Services  
iteach  
**J G Dickson Educational Services**  
Jamail & Smith Construction, LP  
K-12 by Elior  
Lands' End School Uniform  
LEAL  
Levine's  
Lexia Learning  
Lowman Education  
MarkersPro  
**Masterson Advisors LLC**  
Math-A-Matics Tutoring  
McGriff Insurance  
Memoria Press  
National Charter Schools Institute  
Nearpod  
Novel Builders  
**NWEA**  
Oxford Consulting Services, Inc.  
Palomar Modular Buildings LLC  
Panel Specialists, Inc.

Piper Sandler Companies  
PNC Bank  
Project Management Services, Inc  
**Proximity Learning**  
Ramtech Building Systems, Inc.  
RBC Capital Markets  
ReadDiscover  
Red Hook Capital Partners  
**Regions Bank**  
Renaissance  
Schola  
**Schulman, Lopez, Hoffer  
& Adelstein LLP**  
SFC LLP  
Sirius Education Solutions  
SLA Management  
Sodexo  
Southwest Court & Floors, Inc.  
Specialized Assessment & Consulting  
ST Math, Created by MIND Education  
STAAR MASTER/ECS Learning Systems  
**Staples**  
**Stifel**  
**Teacher Created Materials**  
**Teachers Now**  
Teachers of Tomorrow  
**Texas Capital Bank**  
Texas CLASS  
Texas Political Subdivision  
Textbook Warehouse  
The Daily Mile  
The PlayWell Group  
Thinking Nation  
US Army Education  
**Veregy**  
Zenith Premier INC  
Ziegler

# REASONS TO EXHIBIT WITH US

Demonstrate your expertise and valuable school solutions to over 1,800 registrants. Meet high-level decision-makers in person at the 2024 Texas Public Charter Schools Conference. Showcase your company's support of the Texas public charter school movement and your understanding of the community's needs.

The Texas Public Charter Schools Conference is the ONLY statewide gathering of leaders and innovators making bold moves for Texas public charter schools.

Exclusive exhibit hall hours, including meals, networking breaks, and a reception

Maximize your company's exposure at the only conference dedicated to Texas public charter school leaders

Boost awareness of your brand

Draw your target market to you in one place and time

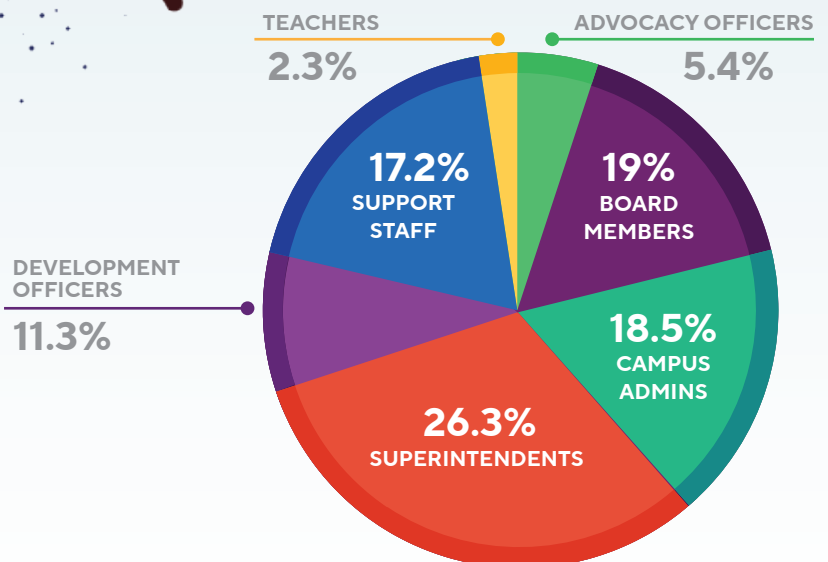
Launch new products

Attract a new client base and maintain existing customers

Develop a leading edge over your industry competitors

**Registration opens for TPCSA  
Annual Sponsors on March 1, 2024.**

**For everyone else, registration  
begins on April 1, 2024.**



# TESTIMONIALS

"I've attended the Texas Public Charter Schools Conference for a decade, and each year brings unparalleled professional growth. This platform facilitates impactful networking by connecting businesses and schools statewide. The TPCSA staff's professionalism and meticulous organization ensure a positive experience. The conference has been instrumental in expanding my network, telling our schools' success stories, and fostering lasting friendships. It's a must-attend event for anyone looking to thrive in the dynamic world of charter schools and beyond."

**Kaan Camuz, M.Ed, M.Sc**

Chief Public Relations Officer, Harmony Public Schools

"The Texas Public Charter Schools Conference is a great opportunity to help Texas charter schools get where they are going. No other event brings together the charter school community of Texas better.... We are grateful for the connections we make there every year."

**Tony Solorzano**

Grow Schools

"I have charter school clients across the country and must be selective about the conferences I attend. The Texas Public Charter Schools Conference is always on my list. You won't find another state conference that has a better combination of excellent networking opportunities and quality content in a fast-growing charter sector."

**Lyman Millard**

Bloomwell Group

"The Texas Public Charter Schools Conference is a favorite among the Dickson Educational Services Team. TPCSA conferences are an excellent opportunity for charter school leaders to connect, network, and professionally grow in student-centered endeavors. TPCSA's goal is to provide quality resources for all its members. We always look forward to personally meeting with current and future clients and TPCSA staff outside of the daily rigor of serving students. We look forward to many future partnerships."

**J. Gavin Dickson, M.Ed.**

CEO/Founder, J G Dickson Educational Services



# EXHIBIT AT-A-GLANCE

## EXHIBITOR HALL BOOTH PACKAGE INCLUDES

10x10 booth space

One 6' draped table

Two chairs

Wastebasket

One-line booth ID sign\*

## BRAND RECOGNITION

2 complimentary  
full conference registrations

25-word listing in  
conference mobile app

## FOR AN ADDITIONAL FEE

Additional furniture

Electricity

Internet or phone  
connections

Lead retrieval

## EXHIBITOR MOVE-IN HOURS

Sunday, October 20

4:00 PM - 6:30 PM

Monday, October 21

8:30 AM - 9:00 PM

## EXHIBIT HALL HOURS

Monday, October 21

10:00 AM - 6:00 PM

Tuesday, October 22

7:30 AM - 1:30 PM

## EXCLUSIVE EXHIBIT HALL HOURS

Monday, October 21

10:00 AM - 10:30 AM

12:00 PM - 1:30 PM

4:15 PM - 5:15 PM

5:15 PM - 6:00 PM

Tuesday, October 22

7:30 AM - 8:30 AM

9:30 AM - 10:00 AM

12:30 PM - 1:30 PM

## EXHIBITOR DISMANTLE HOURS

Tuesday, October 22

1:30 PM - 6:00 PM

Wednesday, October 23

8:00 AM - 12:00 PM

\*This exhibit hall is already carpeted.

# EXHIBIT AT-A-GLANCE



EXHIBIT BOOTH FEES	
Traditional Booth	\$2,900
TPCSA Solution Provider	\$2,610
Bronze Sponsor	\$2,465
Silver Sponsor	\$2,320
Gold Sponsor	\$2,175
Additional Exhibitor Badges	\$425
Platinum & Diamond Sponsor	INCLUDED

## EXHIBIT HALL FLOOR PLAN







# TPCSA SOLUTION PROVIDER BENEFITS



TPCSA Solution Providers receive additional conference exhibitor benefits.

## SOLUTION PROVIDER BENEFITS

Drink tickets for welcome reception and evening event

10% discount on exhibit booth fee

Exclusive early access booth selection March 1 – April 1, 2024

Conference attendee list

Exclusive opportunity to be a TPCSA Conference Sponsor





# OVERVIEW OF SPONSORSHIP BENEFITS

Align your brand with one of education's most highly respected organizations and influence the audience that matters most to you. Sponsorships are available up until the conference in October to companies that meet TPCSA's sponsorship guidelines.

TPCSA is committed to helping your business benefit from incredible brand awareness and gain a significant volume of high-quality leads. Outpace the competition and set your company apart with an exclusive sponsorship opportunity. Call or email us today, before the best opportunities are taken!

## TPCSA ANNUAL SPONSORSHIP BENEFITS

**\$1,500**

(formerly known as TPCSA Solution Provider Membership)

- School demographics
- Opportunities to sponsor TPCSA meetings and events (outside of conference)
- Solution Provider Directory listing

WITH A SEPARATE PURCHASE OF A CONFERENCE BOOTH, YOU WILL RECEIVE:	TPCSA ANNUAL SPONSOR	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
CONFERENCE EXHIBIT BOOTH FEE	10% OFF	15% OFF	20% OFF	25% OFF	100% OFF	100% OFF
BOOTH STAFF ALLOTMENT	2	2	4	6	8	10
RESERVED BOOTH IN THE SPONSORS CIRCLE		✓	✓	✓	✓	✓
EARLY BIRD BOOTH SELECTION	✓	✓	✓	✓	✓	✓
EXTRA EMAIL COMMUNICATION SPONSORSHIPS LEADING UP TO CONFERENCE		1	1	1	1	ALL COLLATERAL & EBLAST
GENERAL SPONSOR LOGO RECOGNITION (WEBSITE, MOBILE APP, SIGNAGE AT CONFERENCE)	✓	✓	✓	✓	✓	✓
(1) LOGO RECOGNITION SIGN IN DESIGNATED HIGH TRAFFIC AREA				✓	✓	✓
EXCLUSIVE SLIDE ON ROTATION AT THE GENERAL SESSION						✓
SEAT ON CONFERENCE ADVISORY BOARD					✓	✓
EXHIBIT HALL LUNCH SPONSOR				✓	✓	✓
CONFERENCE SPONSORSHIP OPPORTUNITY (DEADLINE JUNE, THEN GOES TO FOLLOWING YEAR) <i>*SPONSORSHIP OPTION BASED ON AVAILABILITY</i>		BRONZE*	SILVER*	GOLD*	PLATINUM*	
CONFERENCE ATTENDEE LIST (PRE- AND POST-CONFERENCE)	✓	✓	✓	✓	✓	✓
DRINK TICKETS FOR WELCOME RECEPTION AND EVENING EVENT	✓	✓	✓	✓	✓	✓
<b>SPONSORSHIP FEE</b>	<b>\$1,500</b>	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$15,000</b>	<b>\$25,000</b>	<b>\$50,000</b>
<b>EXHIBIT BOOTH FEE</b>	<b>\$2,610</b>	<b>\$2,465</b>	<b>\$2,320</b>	<b>\$2,175</b>	<b>\$0</b>	<b>\$0</b>

# SPONSORSHIP PACKAGES

## DIAMOND PACKAGE

**\$50,000**

ONE (20' X 20') COMPLIMENTARY ISLAND BOOTH IN SPONSOR CIRCLE

TEN COMPLIMENTARY, FULL CONFERENCE REGISTRATIONS

EARLY BIRD BOOTH SELECTION

### LOGO RECOGNITION

- All pre- and post-conference e-blasts
- General thank you email sent the week before the conference to all registered attendees with a link to the sponsor's website and booth number
- General sponsor thank you signage
- One conference sign in a designated high-traffic area (exclusive)
- Conference website home page with a link to the sponsor's website
- 500-word organization description on the conference mobile app
- One banner ad in the conference mobile app
- Lunch signage in the exhibit hall
- Exclusive slide and thank you announcement at the general session

CONFERENCE SPONSOR LOGO PROVIDED FOR USE BY THE SPONSOR WITH APPROVAL FROM TPCSA

SEAT ON CONFERENCE ADVISORY BOARD

COMPLIMENTARY PRE- AND POST-ATTENDEE LIST

DRINK TICKETS

# SPONSORSHIP PACKAGES

## PLATINUM PACKAGE

**\$25,000**

ONE (20' X 20') COMPLIMENTARY ISLAND BOOTH IN SPONSOR CIRCLE

EIGHT COMPLIMENTARY, FULL CONFERENCE REGISTRATIONS

EARLY BIRD BOOTH SELECTION

### LOGO RECOGNITION

- General thank you email sent the week before the conference to all registered attendees with a link to the sponsor's website and booth number
- General sponsor thank you signage
- Conference website home page with a link to the sponsor's website
- 250-word organization description on the conference mobile app
- One banner ad in the conference mobile app
- Lunch signage in the exhibit hall

CONFERENCE SPONSOR LOGO PROVIDED FOR USE BY THE SPONSOR WITH APPROVAL FROM TPCSA

SEAT ON CONFERENCE ADVISORY BOARD

COMPLIMENTARY PRE- AND POST-ATTENDEE LIST

DRINK TICKETS

CHOICE OF ONE PLATINUM LEVEL EXCLUSIVE SPONSORSHIP OPPORTUNITY LISTED ON PAGE 12

CHOICE OF

# PLATINUM EXCLUSIVE SPONSORSHIP OPPORTUNITY

## EVENING EVENT

Play co-host with TPCSA by sponsoring the Tuesday night bash. This evening event includes dinner and drinks in a friendly, upbeat atmosphere and is the perfect opportunity for your company to make an impression.

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## EXHIBIT HALL AISLE CLINGS

We know attendees walk around the exhibit hall looking up for navigation and direction. Increase your visibility to our entire audience by putting your logo on all exhibit hall aisle signs.

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# SPONSORSHIP PACKAGES

## GOLD PACKAGE

**\$15,000**

ONE (8' X 10') 25% DISCOUNT BOOTH IN SPONSOR CIRCLE

SIX COMPLIMENTARY, FULL CONFERENCE REGISTRATIONS

EARLY BIRD BOOTH SELECTION

### LOGO RECOGNITION

- General thank you email sent the week before the conference to all registered attendees with a link to the sponsor's website and booth number
- Conference website home page with a link to the sponsor's website
- General sponsor thank you signage
- Conference mobile app recognition
- 200-word organization description on the conference mobile app
- Lunch signage in the exhibit hall

CONFERENCE SPONSOR LOGO PROVIDED FOR USE BY THE SPONSOR WITH APPROVAL FROM TPCSA

COMPLIMENTARY PRE- AND POST-ATTENDEE LIST

DRINK TICKETS

CHOICE OF ONE GOLD LEVEL EXCLUSIVE SPONSORSHIP OPPORTUNITY LISTED ON PAGE 14



# CHOICE OF GOLD EXCLUSIVE SPONSORSHIP OPPORTUNITY

## COFFEE BREAK (4)

Attendees love their coffee! This opportunity is located in the exhibit hall and includes standard self-serve coffee stations near your booth. Here's your chance to distribute popular giveaway items like coffee mugs, chargers, postcards, etc. You can also add your company-branded recyclable coffee cup for an extra shot of sweet recognition.

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## WIFI SPONSOR

WiFi is consistently the top requested amenity at the Texas Public Charter Schools Conference. Be the multitasker's hero by providing WiFi to attendees in the meeting and exhibition spaces.

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## TECH DESK

The Tech Desk serves those needing assistance downloading, navigating the mobile app, or connecting to WiFi. Put your brand in focus and help attendees make the most of their conference experience.

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## RECHARGE STATION

Create a space where attendees can recharge and sanitize their phones and laptops during the conference. As a sponsor, there is room for creativity when designing this space. This area must include at least ten outlets/charging cords for attendees to recharge their devices. The sponsor will receive logo signage at the station and general recognition before, during, and after the conference.

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## PROFESSIONAL HEADSHOTS

This opportunity includes a private space in the exhibit hall where attendees can get their professional headshots taken to use copyright-free on their website, LinkedIn profile, and marketing pieces. Your logo will appear on the website of the photos as well as on a business card with instructions for downloading a headshot.

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# SPONSORSHIP PACKAGES

## SILVER PACKAGE

**\$10,000**

4 BOOTH STAFF ALLOTMENT

ONE (8' X 10') 20% DISCOUNT BOOTH IN SPONSOR CIRCLE

EARLY BIRD BOOTH SELECTION

GENERAL SPONSOR LOGO RECOGNITION (WEBSITE, MOBILE APP, SIGNAGE AT CONFERENCE)

COMPLIMENTARY PRE- AND POST-ATTENDEE LIST

DRINK TICKETS

CHOICE OF ONE SILVER LEVEL EXCLUSIVE SPONSORSHIP OPPORTUNITY LISTED ON PAGE 16

# CHOICE OF SILVER EXCLUSIVE SPONSORSHIP OPPORTUNITY

## EDUCATIONAL WORKSHOPS (4)

Connect with conference attendees by sponsoring the Board, Special Populations, Finance, or Engaging Academics Workshop on Tuesday, October 22. As a sponsor, you'll be able to welcome attendees as they arrive and kick off the workshop with a 10-minute promotional presentation.

## NAME BADGES

Capture the attention of hundreds as attendees wear your company's name. This invaluable marketing item will be offered to each and every attendee as they pick up their name badge. The sponsor will provide the company logo, and TPCSA is responsible for the production of name badges.

## HOTEL KEY CARDS

Make the first impression when attendees check into the hotel by featuring your logo on the key cards. Simple and effective, branded hotel room keys put your company logo in attendees' hands multiple times throughout the event. The company logo is to be provided by the sponsor. TPCSA is responsible for ordering hotel key cards.

## MOBILE APP

Be the exclusive sponsor of the official app for the 2024 Texas Public Charter Schools Conference. Your logo will be at the attendees' fingertips before, during, and after the conference. Your company will be prominently recognized with your full-color logo integrated into the app—giving you several weeks of prime exposure. We will include your logo on all attendee e-blasts pertaining to the mobile app.

## SOLUTION PROVIDER SESSION

Engage with conference attendees on the morning of Monday, October 21, by sponsoring a conversation with charter leaders. As a sponsor and presenter of the session, you'll be able to welcome attendees as they enter and curate a presentation about how your organization can support charter schools. You can also cater lunch in the same room or invite the group to an off-site lunch afterward.

## EARLY BIRD NETWORKING

Your company name will appear on the networking signage. The Early Bird Networking will include coffee, pastries, and opportunities to connect. As attendees enter the meet-up space, you will welcome them, hand out giveaways, and mix and mingle.

## REGIONAL MEETINGS

Charter leaders gather during regional meetings to network with colleagues from the same area of Texas and hear about advocacy strategies. Your logo will be prominently displayed in the doorway of the regional meeting room. As a sponsor, you'll be able to welcome attendees as they enter the meeting space and kick off the session with a 5-minute promotional opportunity.

## FIRST TIMERS MEET-UP

Your company name will appear on the signage at this important stop for every new conference attendee. The First Timers Meet-Up will include coffee, pastries, and networking opportunities. As a sponsor, you'll be able to welcome attendees as they enter the meeting room and kick off the session with a 5-minute promotional opportunity.

## WELCOME COCKTAILS & DESSERT

What better way to say you care than to welcome guests to the festivities with nightcaps and desserts on Sunday evening? Help TPCSA kick off our three-day event in a beautiful open-air setting.

## TUESDAY NIGHT PHOTO BOOTH

Help our guests look back fondly on their experience at TPCSA's 2024 conference by sponsoring the photo booth at our capstone evening event. Participants will receive keepsake photos that include your branding. What a great way to be remembered!

# SPONSORSHIP PACKAGES

## BRONZE PACKAGE

\$5,000

2 BOOTH STAFF ALLOTMENT

ONE (8' X 10') 20% DISCOUNT BOOTH IN SPONSOR CIRCLE

EARLY BIRD BOOTH SELECTION

GENERAL SPONSOR LOGO RECOGNITION (WEBSITE, MOBILE APP, SIGNAGE AT CONFERENCE)

DRINK TICKETS

CHOICE OF ONE BRONZE LEVEL EXCLUSIVE SPONSORSHIP OPPORTUNITY LISTED ON PAGE 18

CHOICE OF

# BRONZE EXCLUSIVE SPONSORSHIP OPPORTUNITY

## SESSION STRAND (9)

Your logo will be prominently displayed in the doorway of each session in a particular strand or subject area. Choose a strand that best aligns with your tools and services! Barring space restrictions, all sessions related to that topic will be held in the same room or rooms, maximizing your chances of getting noticed by the right audience. Your logo will also be included in the presentation slide deck.

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## WELCOME BAG (5)

Send our attendees home with a unique piece of swag. This sponsorship allows you to place one branded item inside each attendee's welcome bag. The bags are jointly branded by Hunton Andrews Kurth and TPCSA. You provide the item; we provide the packing and the delivery.

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## BRONZE WITH PUSH NOTIFICATIONS (5)

Enhance your brand visibility by sponsoring one of our conference push notifications. Deliver targeted and informational messages directly to all attendees while on-site, amplifying brand awareness and driving conversions.

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## REGISTRATION CONFIRMATION

Have your company logo and artwork be seen first by all conference participants. When someone registers for the conference, a confirmation email with your logo will be sent to the registered attendees. That's over 1,800 emails!

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# WE CAN'T WAIT TO SEE YOU IN 2024!



## PLEASE CONTACT

[membershipadmin@txcharterschools.org](mailto:membershipadmin@txcharterschools.org)  
to become a TPCSA Annual Sponsor.

(512) 584-8272  
[www.texascharterconference.com](http://www.texascharterconference.com)



# TEXAS PUBLIC CHARTER SCHOOLS CONFERENCE



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# MAKING **BOLD** MOVES