

# BECOME A LEGEND



HOUSTON

CELEBRATING  
40 YEARS



**APRIL 14-16, 2024**

**Woodlands Waterway Marriott  
The Woodlands, TX**

**TEXPO  
2024 HOUSTON**

On behalf of the TEXPO® 2024 Planning Committee and the host association, the Houston Treasury Management Association (HTMA), in cooperation with the Alliance of Texas Treasury Associations (ATTA), we want to invite you to join the regional finance and treasury management conference, **TEXPO®**. The conference will be held April 14-16, 2024, at the The Woodlands Waterway Marriott Hotel, 1601 Lake Robbins Dr, The Woodlands, TX 77380.

The **TEXPO®** conference typically draws more than 1,000 finance and treasury professionals and over 90 exhibiting or sponsoring organizations each year. Our goal is to broaden the spectrum of how our supporters connect with their clients and prospects. Our exhibitor-friendly environment and quality networking time will help you develop important contacts while our not-for-profit pricing will stretch your marketing dollars. We are looking forward to seeing everyone at the functions and events we have planned.

Some of the features benefiting sponsors and exhibitors are:

- Low cost, not-for-profit pricing for sponsorships and exhibits.
- Reduced Sponsor/Exhibitor staff registration fees.
- The exhibit hall is closed for lunches and keynote speakers allowing exhibitors to sit with attendees for greater networking.
- The **TEXPO®** TopGolf Open provides you with quality one-on-one time with key clients and prospects in a relaxed setting at one of Houston's premier recreational venues.
- Receptions that generate high practitioner attendance and provide quality networking time for your staff.
- All sponsors and exhibitors receive a pre-registration list three weeks prior to the conference and a final registration list one week after the conference.

Our **TEXPO®** team has been working very hard to develop a conference that focuses on education and emerging service products for an industry in constant change. Conference topics will benefit both corporate and government financial professionals and will include:

- Regulatory changes
- Investments and borrowing
- International treasury management
- CTP preparatory course
- Working capital management
- Cash flow forecasting
- Bank relations
- Latest security and technology

We would be honored to have you join us as a sponsor, an exhibitor, a speaker, or all three. Your support will help position your organization as a leader in the largest event of its kind in Texas. Plus, you will receive significant exposure among your target business clients before and during the conference at a very reasonable cost! Please look over the various participation opportunities and be sure to be part of what will be a very exciting conference. As a reminder, sponsorship registrations can be submitted and paid for through the [texpoconference.org](https://www.texpoconference.org) website.

Thank you and we look forward to seeing you next year at **TEXPO® 2024**.



## Agenda

### Sunday, April 14, 2024

8:00am – 5:00pm	Exhibitor Set Up
10:30am – 12:30 pm	TEXPO® 2024 TopGolf Open
11:00am – 5:00pm	Registration
1:00pm – 5:00pm	CTP Preparatory Sessions
5:00pm – 7:00pm	Welcome Reception

### Monday, April 15, 2024

7:30am – 3:30pm	Registration
7:30am – 8:15am	Hot Breakfast Buffet
8:15am – 9:30am	General Session
9:45am – 10:45am	Concurrent Session 1
10:15am – 12:15pm	Exhibit Hall Open
10:45am – 11:30am	Dedicated Exhibit/ Refreshment Breaks
11:30am – 12:30pm	Concurrent Session 2
12:45pm – 2:15pm	Luncheon/Keynote
2:30pm – 4:00pm	Exhibit Hall Open
2:30pm – 3:30pm	Concurrent Session 3
3:30pm – 4:00pm	Dedicated Exhibit/ Refreshment Breaks
4:00pm – 5:00pm	Concurrent Session 4
8:00pm – 12:00am	TEXPO Party

### Tuesday, April 16, 2024

7:30am – 12:00pm	Registration
7:30am – 8:15am	Hot Breakfast Buffet
8:15am – 9:30am	General Session
9:45am – 10:45am	Concurrent Session 5
10:15am – 12:15pm	Exhibit Hall Open
10:45am – 11:30am	Dedicated Exhibit/ Refreshment Breaks
11:30am – 12:30pm	Concurrent Session 6
12:45pm – 2:15pm	Luncheon/Keynote
2:30pm – 4:00pm	Exhibit Hall Open
2:30pm – 3:30pm	Concurrent Session 7
3:30pm – 4:00pm	Dedicated Exhibit/ Refreshment Breaks
4:00pm – 5:00pm	Concurrent Session 8
4:00pm	Exhibit Dismantle
5:00pm	Conference Ends



## Marketing Information

Be a **TEXPO® 2024** sponsor and be recognized as a leader in the market! Your company will receive significant exposure among your target business clients before, during and after the conference at a very reasonable cost. Below are the sponsorship opportunities available.

### Official Sponsors

Be a **TEXPO® 2024** sponsor and be recognized as a leader in the market! Your company will receive significant exposure among your target business clients before, during, and after the conference at a very reasonable cost. As a sponsor, you will:

#### OFFICIAL CONFERENCE SPONSOR: \$4,740

- be listed in the sponsor section of the conference mobile app;
- have your logo displayed prominently on all marketing materials;
- have a reserved table for ten at the key-note luncheons;
- receive priority for speaking opportunities;
- receive first priority choice of exhibit booth space, based on payment date;
- receive 2 complimentary registrations
- receive recognition in promotional emails and social media channels

### Keynote Speaker and Luncheon Sponsor

#### \$8,340 (Two Opportunities)

Be a **TEXPO® 2024** Keynote Speaker sponsor and have your company's logo proudly displayed. Your Company's logo will be displayed, and you will be recognized during the luncheon. As a sponsor, you will:

- be recognized and have your logo displayed during the luncheon;
- have your logo displayed prominently on all marketing materials;
- have 2 reserved spots at the table with the keynote speakers;
- receive 2 reserved spots at VIP speaker meet & greet
- receive priority for speaking opportunities;
- receive first priority choice of exhibit booth space, based on payment date;
- receive 3 complimentary registrations

### Celebrate TEXPO's 40<sup>th</sup> Anniversary with an Exotic Car Display Sponsorship (w/ Booth)

#### \$7,040 (Two Opportunities)

**Stand out on the show floor with an exotic collectable automobile in a 10x20 booth. Sure to drive attendees to you and your brand!**

- **One 10x20 booth included**
- **Branding signage to be provided**
- **Receive 3 complimentary registrations**

### Give attendees something to remember you by with one of these opportunities!

#### SUNDAY WELCOME RECEPTION - \$5,040

Your company can be the official sponsor of the Sunday Welcome Reception. As a sponsor, you will receive:

- the reception will be named for your company (example: Welcome Reception – The Gamechanger Conference presented by "Company Name");
- 2 complimentary registrations

#### MONDAY NIGHT PARTY - \$17,540

Your company can be the official sponsor of the Monday Night Party. Plan to dance the night away and enjoy light snacks and beverages. This event provides the opportunity to mingle with conference attendees, sponsors and exhibitors after a productive first day of sessions. As a sponsor, you will receive:

- The party will be named for your company (example: Monday Night Party – "TBD TEXPO Party!" presented by "Company")
- 3 complimentary registrations

#### BREAKFAST SPONSOR (Two Opportunities) - \$3,540

Your company can be the official sponsor of the Monday or Tuesday Breakfast. As a sponsor, you will receive:

- the breakfast will be named for your company
- (example: "Company" Monday/Tuesday Breakfast);
- 1 complimentary registration

#### REFRESHMENT BREAK (Four Opportunities) - \$2,040

Your company can be the official sponsor of the morning or afternoon Refreshment Break on Monday or Tuesday.

- the refreshment break will be named for your company (example: "Company" Refreshment Break);
- 1 complimentary registration

#### REGISTRATION WEBPAGE & EMAIL CONFIRMATIONS - \$4,540

Give your brand visibility on the registration page and in email confirmations. Your company will be one of the first brands every attendee will see when they register. As a sponsor, you will receive:

- Your company logo on the TEXPO registration page
- Sponsor mentions in email confirmations
- 1 complimentary registration



**BADGE LANYARD/HOLDER NECK WALLET - \$4,040 + COST**

Badge holder neck wallet printed with your logo for all attendees. Neck wallet to be approved by the TEXPO® 2024 planning committee. As a sponsor, you will receive:

- a listing in the sponsor section of the conference mobile app;
- recognition in conference materials;
- 1 complimentary registration

**PHOTOGRAPHY / PROFESSIONAL HEAD SHOT SPONSOR - \$3,540**

Your company will be the official photography sponsor for the event photos and the opportunity for our attendees to update their professional head shots.

- a listing in the sponsor section of the conference mobile app;
- recognition in conference materials
- 1 complimentary registration

**ATTENDEE BAG - \$2,040 + COST**

Plus cost of tote-style polyester bag printed with your logo and the TEXPO® 2024 logo for all attendees. Bag to be approved by the TEXPO® 2024 planning committee. As a sponsor, you will receive:

- a listing in the sponsor section of the conference mobile app;
- recognition in conference materials;
- 1 complimentary registration

**CONFERENCE WI-FI - \$2,540 + COST**

Your company will help make it possible for attendees to receive complimentary Wi-Fi in conference session rooms and common areas. As the Wi-Fi sponsor, your company's logo and message will be viewed by attendees each time they login to Wi-Fi. As a sponsor, you will receive:

- recognition on Wi-Fi login instructional material;
- a listing in the sponsor section of the conference mobile app;
- recognition in conference materials;
- 1 complimentary registration

**HOTEL ROOM KEY - \$2,040 + COST**

Plus the cost of the hotel room keys. Be the last name attendees see as they leave their rooms for the conference and the first when they return to their rooms in the evening. Your company message and the TEXPO 2024 logo will appear on each keycard. As a sponsor, you will receive:

- a listing in the sponsor section of the conference mobile app;
- recognition in conference material
- 1 complimentary registration

**PROMOTIONAL GIVEAWAY OPPORTUNITIES - \$2,040 + COST**

Your company name and logo to an umbrella, mousepad, notepad, water bottle, etc. Your company will not only get exclusive brand exposure, this sponsorship will be in the hands of attendees as soon as they arrive at the conference. As a sponsor, you will receive:

- a listing in the sponsor section of the conference mobile app;
- recognition in conference materials;
- 1 complimentary registration

**PHOTOBOTH AT THE MONDAY NIGHT PARTY - \$2,040 + COST**

Your company can be the official sponsor of the official TEXPO Photobooth. There will be a place for attendees to take a TEXPO sized fun photo with all their new friends! The photobooth will proudly display the name of your company.

- 1 complimentary registration



## Marketing Information (continued)

Be a **TEXPO® 2024** sponsor and be recognized as a leader in the market! Your company will receive significant exposure among your target business clients before, during and after the conference at a very reasonable cost.

### SPONSOR A TOPIC TRACK

Executive Track.....\$8,540

Other Tracks.....\$7,540

**NOTE:** Sponsorship needs to be secured by Jan. 15, 2024 in order to make the final program

As a sponsor, you will receive:

- choice of up to two session presentation in the track;
- your logo on the session track on the matrix of sessions;
- Sponsorship sign in session room
- 1 reserved table for 10 at each keynote luncheon;
- recognition in all conference materials;
- complimentary registrations
  - Executive Track – 2 attendees
  - Other Tracks – 1 attendee

**CTP Preparatory Course.....\$7,540**

As a sponsor, you will receive:

- Your logo on the session track on the matrix of sessions
- your sponsor sign in the session room;
- your logo on course materials;
- 1 reserved table for 10 at each keynote luncheon;
- Recognition in all conference materials;
- 4 complimentary registrations

**TEXPO® Mobile Conference App digital marketing opportunities!**

**Connect your company with attendees before, during and after the conference!**

The **TEXPO®** mobile conference app will be available free to our conference attendees. The app will contain content-rich information on the conference schedule, presentations, speakers, maps, networking, professional renewal credits, photos and much more. Attendees are empowered to create their own custom schedules and personalized bookmarks, exchange contact information, and provide responses to conference and in-session surveys. The **“Social Activity”** feed within the app allows attendees to toggle between three streams of content that include photos and comments. **“All Activity”** is a complete stream inclusive of all event activity. **“My Feed”** is a personalized stream tailored to each individual based on the attendee’s interactions with the app. Plus **Notifications** are listed to help attendees stay on track with conference events.

### **MOBILE APP SPLASH SCREEN - \$3,040**

Your company can make a strong first impression by being visible to every attendee each time he or she launches the **TEXPO® 2024** mobile app and sees your company’s full-screen ad. This prime digital real estate provides your company a “can’t miss it” pop-up advertising solution. The splash screen appears for a minimum of 5 seconds and is automatically sized to fit iPhone, iPad, and Android devices. This includes your company’s sponsor listing that can house valuable content like contact info, documents, and more. You will also receive:

- 1 complimentary registration
- Includes a Banner Ad

### **MOBILE APP PUSH NOTIFICATION PACKAGE (4 Opportunities) - \$1,540**

(Includes two notifications and is available to four sponsors)  
 Push your messages out to all **TEXPO Mobile App** users to promote your presence at the event and drive traffic to your booth or special event.

## Purchase Online

Please purchase all Sponsorships,  
 Advertising & Exhibit Space online at  
[www.texpoconference.org](http://www.texpoconference.org)



## Marketing Information (continued)

Be a **TEXPO® 2024** sponsor and be recognized as a leader in the market! Your company will receive significant exposure among your target business clients before, during and after the conference at a very reasonable cost.

### Exhibit Hall Opportunities

#### 10' x 10' EXHIBIT BOOTH\* - \$2,240

Exhibiting at **TEXPO®**, one of the leading financial management conferences in the nation, provides your company the opportunity to promote your products and services to a vast audience of finance, treasury management, investment management, and banking professionals. As an exhibitor you will receive:

- 2 complimentary registrations;
- 1 registration for each additional booth space;
- a listing in the sponsor section of the conference mobile app

#### 10' x 10' PREMIUM EXHIBIT BOOTH LOCATION\* - \$3,040

As a premium exhibitor, you will receive:

- a booth with the opportunity to add a charging station nearby, at your cost, where attendees will gather;
- 2 complimentary registrations;
- 1 registration for each additional booth space (other than a Premium location);
- a listing in the sponsor section of the conference mobile app

*\*See exhibit contract. Payment date will determine "first come" basis for exhibit booth assignments and sponsorship. Sponsors who also sign a contract to Exhibit will be given priority for booth assignments over Exhibit only contracts.*

### DISCOUNTED EXHIBITOR/SPONSOR REGISTRATION FEES

	Before 03/02/2024	03/02/2024 – 04/01/2024	04/02/2024 – 04/18/2024
Corporate or Institutional Treasury Practitioner (non-bankers) - Discounted	\$425	\$475	\$575
Exhibitor/Sponsor Personnel - Discounted	\$450	\$500	\$600
Non-Exhibiting/Sponsoring Bank or Supplier Personnel	\$700	\$775	\$850

The rates for exhibitors and sponsors are the same rates as corporate attendees. This discount provides additional benefit to the sponsors and exhibitors.

**PLEASE NOTE:** Badges are NOT transferable; if an attendee is found to be sharing a badge, BOTH people will be asked to leave the conference. There will be a \$50 service fee for lost or misplaced badges.

Guests to the Sunday Evening Reception and Monday Night Party are welcome to attend! Registration for one additional guest per attendee to participate is \$100 for **TEXPO® 2024**.

For additional sponsorship opportunities or inquiries contact **John Moriarty** at **347-709-1530** or email [jmoriartyiv@outlook.com](mailto:jmoriartyiv@outlook.com)

## PURCHASE ONLINE

Please purchase all Sponsorships, Advertising & Exhibit Space online at [www.texpoconference.org](http://www.texpoconference.org)



# Invoice

## Be a TEXPO 2024 Sponsor

We commit our participation in TEXPO® 2024 as follows:

- |                                   |                |                                    |                |
|-----------------------------------|----------------|------------------------------------|----------------|
| • Official Sponsor                | \$4,740        | • Photobooth (Mon. Party)          | \$2,040 + cost |
| • Keynote Speaker Sponsor (2)     | \$8,340        | • Executive Track Sponsor          | \$8,540        |
| • Exotic Car Sponsor (w Booth)    | \$7,040        | • Other Track Sponsor              | \$7,540        |
| • Sunday Welcome Reception        | \$5,040        | • CTP Preparatory Sponsor          | \$7,540        |
| • Monday Night Party              | \$17,540       | • Mobile App Splash Screen         | \$3,040        |
| • Breakfast Sponsor (2)           | \$3,540        | • Mobile App Push Notification (4) | \$1,540        |
| • Refreshment Break Sponsor (4)   | \$2,040        | • Exhibitor Booth 10X10 Premium    | \$3,040        |
| • Regist. Webpage & Email Confirm | \$4,540        | • Exhibitor Booth 10X10            | \$2,240        |
| • Badge Holder Neck Wallet        | \$4,040 + cost |                                    |                |
| • Attendee Bag                    | \$2,040 + cost | • Golf Sponsorships Available      | See Golf Page  |
| • Photography/Pro Headshots       | \$3,540 + cost |                                    |                |
| • Conference Wi-Fi                | \$2,540 + cost |                                    |                |
| • Hotel Room Key                  | \$2,040 + cost |                                    |                |
| • Promotional Giveaways           | \$2,040 + cost |                                    |                |

Or, we would like someone to contact us about additional Sponsorship Opportunities.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ Cell: (\_\_\_\_\_) \_\_\_\_\_

E-Mail: \_\_\_\_\_

Signature : \_\_\_\_\_

HTMA FEIN 76-0234191

Payment date will determine the "first come" basis for sponsorships. As a reminder, sponsorship registrations can be submitted and paid for through the [texpoconference.org](http://texpoconference.org) website.

Make check payable to:  
TEXPO 2024  
Department #3905  
P.O. Box 4346  
Houston, Texas 77210-4346

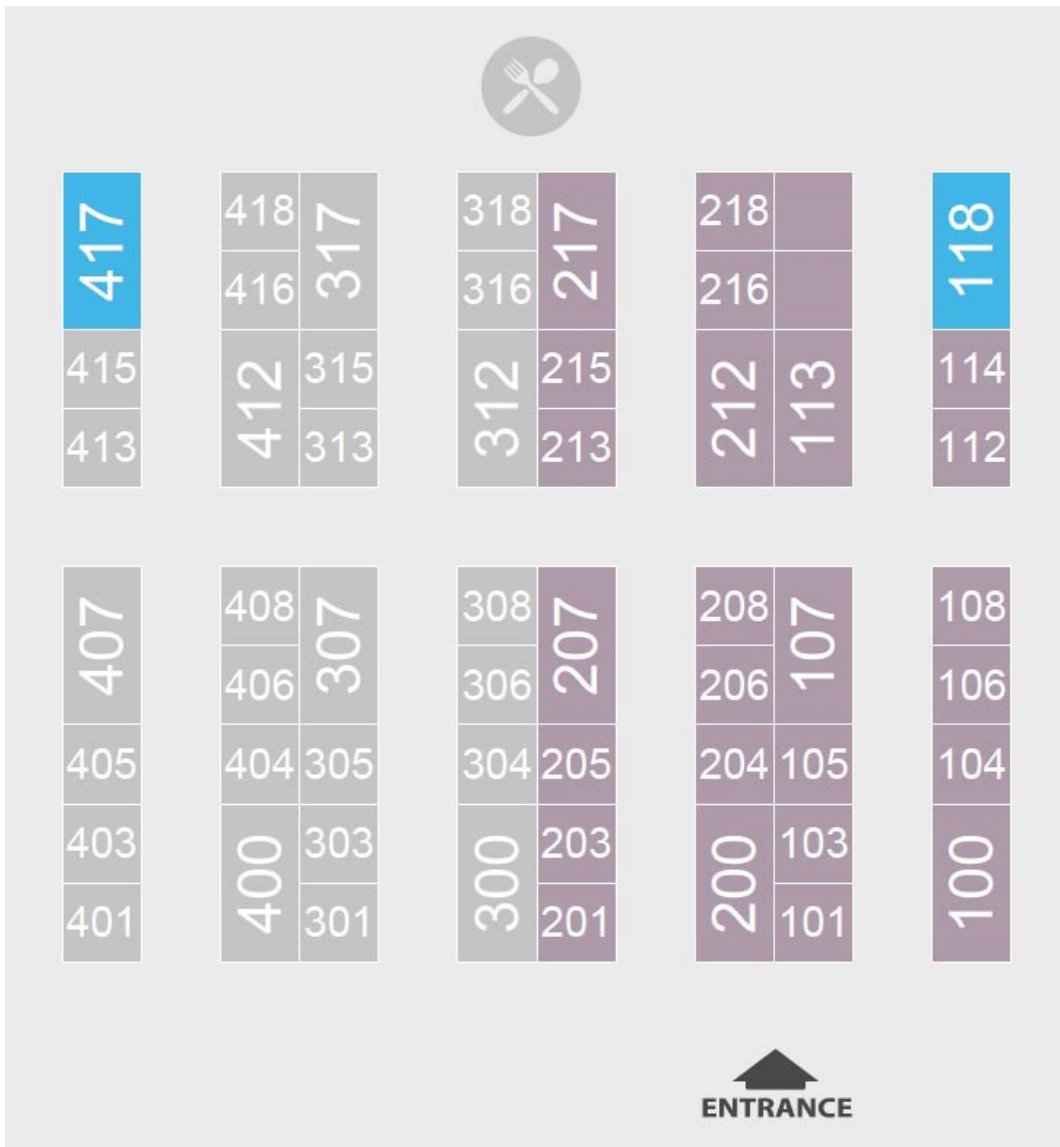
For information call:  
John Moriarty  
Candlewood Expositions  
347-709-1530 (phone)  
[jmoriartyiv@outlook.com](mailto:jmoriartyiv@outlook.com)





## The Woodlands Waterway Marriott Hotel & Convention Center

1601 Lake Robbins Dr, The Woodlands, TX 77380





## Exhibitor Contract and Invoice

This CONTRACT is made by \_\_\_\_\_ (Exhibitor) and the Houston Treasury Management Association (Management) on this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_\_.

**Exhibitor Information:**

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Office Phone (\_\_\_\_\_) \_\_\_\_\_ Cell (\_\_\_\_\_) \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

Product/Service Description \_\_\_\_\_

FOR MANAGEMENT USE
Booth # Assigned _____

LIST YOUR FIRST 3 BOOTH CHOICES
1) _____
2) _____
3) _____

Exhibitor agrees to occupy and exhibit its products, systems, services in booth number(s) assigned above, or equivalent space in exposition specified above. Exhibitor agrees to pay the rental cost of such space, \$2,240 per 10'x10' booth, or \$3,040 per 10' x 10' premium booth location. Management will provide curtain backwall and side dividers. In addition, Exhibitor will receive two (2) full employee registrations for the first booth space taken and one (1) full registration for each additional space taken.

CANCELLATION received in writing will result in liquidation damages as follows:  
THESE DATES ARE GOOD FOR 2024

**Until January 2, 2024 – 50% of total cost**

**After January 2, 2024 – 100% of total cost**

Exhibitor agrees not to schedule meetings, social functions, or other events for attendees during conference program and exhibit hours. Management reserves the right to relocate Exhibitor in a booth other than specified above. Exhibitor accepts this as a part of the agreement and agrees to comply with the rules governing the exposition, as set forth on the reverse side of this contract. Please sign and return this contract. An executed copy of the contract will be returned for your files.

EXHIBITOR by: \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

MANAGEMENT by: \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

**Make check payable to:**

TEXPO 2024  
Department #3905  
P.O. Box 4346  
Houston, Texas 77210-4346  
HTMA FEIN 76-0234191

registrations can be submitted and paid for through the [texpoconference.org](http://texpoconference.org) website.

For information call:  
John Moriarty  
Candlewood Expositions  
347-709-1530  
jmoriartyiv@outlook.com



## EXHIBITION REGULATIONS

**1. Management.** Shall mean Candlewood Expositions, LLC, Houston Treasury Management Association, ATTA and their officers, or committees, agents or employees acting for the management of the exposition.

**2. Eligibility of Exhibits.** Management shall have the sole right to determine the eligibility of exhibits, including, but not limited to: companies; products, systems, services; booth graphics; printed matter distributed at the exposition; souvenirs and giveaways; costumes and booth personnel attire; and all other exposition features and activities.

**3. Limitation of Liability.** a) Exhibitor agrees to indemnify and hold harmless the Management, Candlewood Expositions, The Woodlands Waterway Marriott Hotel, and its officers, employees, volunteers and elected representatives against all claims, losses, suits, damages, judgments, expenses, costs, attorney's fees, and charges of any kind resulting from the exhibitor's occupancy or participation in said exposition. This indemnification and hold-harmless agreement shall also include personal injuries, death or any property damage sustained by any person or others, and damage to his business by reason of failure to provide space for his exhibit, or any action of any nature by Management, or for failure to hold the exhibition for any reason. b) Exhibitors. Exhibitor agrees to indemnify Management against and hold it harmless for any claims arising out of the act: of negligence of Exhibitor, his agents, or employees. c) Protection of Property. The Management will provide the services of a reputable protective agency during the periods of installation, exposition, and dismantling, and exhibitor agrees that the provision of such service constitutes adequate discharge of all obligations of the Management to supervise and protect exhibitor's property within the exposition. Exhibitor may furnish additional guards and may insure their property at their own cost and expense. d) Failure to Hold Exposition. Should said exposition or Exhibitor's property be destroyed by fire, or the elements, or by any other cause, or in case Government intervention or regulation, military activity, terrorism, strikes, or any other circumstance shall make it impossible or inadvisable for the Management to hold the exposition at the time and place herein provided, then and thereupon this agreement shall terminate and the said Exhibitor shall and does hereby waive any claim for damages and compensation, except the pro rata return of the amount paid after deduction of actual expenses incurred in connection with the exposition and there shall be no further liability on the part of either party.

**4. Failure to Comply with Agreement.** Should the Exhibitor fail to comply with the terms of this agreement, Management shall have the right, without notice to the Exhibitor, to sell said space at a public or private sale, and the Exhibitor is liable for any deficiency, loss or damage suffered by the Management. Management shall also determine reasonable expenses that Exhibitors shall pay as a result of the failure to comply with the terms of this contract, including forfeiture of rental fees, and the payment of the full sum of the rental cost of said exhibit by Exhibitor.

**5. Default in Occupancy.** Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental of such space. If not occupied by the time set for completion of installation of displays, such space may be possessed by management for such purposes as it may see fit.

**6. Sub-leasing.** Exhibitor may not sub-let his space, nor any part thereof, nor exhibit, offer for sale, give as premium, or advertise articles not manufactured or sold in his own name, except where such articles are required for the proper demonstration or operation of Exhibitor's display.

**7. Damage to Property.** Exhibitor is liable for any damage caused to building, floors, walls, or columns, or to standard booth equipment, or to other exhibitors' property. Exhibitor may not apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment.

**8. Union Labor.** Exhibitor shall employ only union labor, as made available by official contractors in the installation and dismantling of his exhibit, and in its operation when required by union agreements. Exhibitors planning to build special displays should employ union display companies in their fabrication, and carpentry and electrical work in such displays must bear A.F.L.-C.I.O. union labels. Management shall not be responsible for interference of exposition caused by labor disputes.

**9. Inflammable Materials.** No inflammable fluids or non-flame-proofed materials of any nature, including decorative materials, use of which is prohibited by national, state, or city fire regulations, may be used in any booth.

**10. Ordinances, Laws, Local Regulations.** Exhibitor agrees to accept full responsibility for compliance with national, state, and city regulations and exhibit hall rules.

**11. Floor Load.** Under no circumstances may the weight of any equipment or exhibit material exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the load of his exhibit material in conformity with the maximum floor load specifications.

**12. Hours and Date of Exposition.** Hours and dates for installation, showing, and dismantling shall be those specified by Management. Exhibitors shall be liable for all storage and handling charge resulting from failure to remove exhibit material from the exposition before conclusion of dismantling period as specified by Management.

**13. Decoration.** Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth, and no liability shall attach to Management for costs that may be charged to Exhibitor. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to exhibitors in adjoining booths.

**14. Display Heights.** All exhibits are limited to a height of 10 feet, unless otherwise indicated by special Management bulletin or letter. However, any booth element extending more than 3 feet from the back wall cannot exceed 3 feet in height.

**15. Signs; Sign Copy, Illumination.** Signs involving the use of Neon or similar gases are prohibited. Should the wording on any sign or area in the Exhibitor's booth be deemed by Management to be contrary in any way to the best interests of the exposition, Exhibitor shall make such changes as are requested by Management.



**16. Obstruction of Aisles or Booths.** Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby exhibitor's booth shall be suspended for any periods specified by Management.

**17. Services Provided to Exhibitors.** All services contracted by Exhibitor from official Service Contractors such as furniture, labor, freight and drayage, telephone, electrical, plumbing, among other items, must be ordered and paid for by Exhibitors in conformity with legal and established industry financial and credit practices.

**18. Noise and Odors.** No noisy or obstructive work will be permitted during open hours of the exposition, nor will any noisily operating displays, nor exhibits producing objectionable odors, be allowed.

**19. Sound.** The mechanical reproduction of sound is permitted under careful restrictions and only if permission is obtained in writing from Management. The basic condition is that such sound will not project beyond the boundaries of the Exhibitor's booth. The use of mechanical sound will be approved by Management on the explicit understanding that Exhibitor will immediately terminate its use on request by Management, without any reason or explanation provided.

**20. Booth Representatives.** Exhibitors' booth representatives shall be restricted to employees of exhibiting companies. Booth representatives shall wear badge identification furnished by Management at all times. Management may limit the number of booth representatives at any time.

**21. Soliciting; Costumes.** Exhibitor shall not conduct any activities in aisles or in booths other than his own. Exhibitor's representatives wearing distinctive costumes or carrying banners or signs separately or as part of their apparel, must remain in their own booths.

**22. Samples; Souvenirs; Retail Sales.** Samples, souvenirs, publications, etc., may be distributed by Exhibitor only from within his booth. The distribution of any articles that interferes with the activities in or obstructs access to neighboring booths, or that impedes aisles, is prohibited. No exhibited products may be sold at retail and/or delivered to any visitor within the exposition premises.

**23. No Removal of Goods During Show.** No exhibit or portion thereof may be removed from the exposition without the consent of Management thereto in writing.

**24. Lotteries; Contests.** The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only on written approval from Management.

**25. Attendance.** Management shall have sole control over admission policies at all times.

**26. Resolution of Disputes.** In the event of a dispute or disagreement between Exhibitor and an official contractor or between Exhibitor and labor union or labor union representative, or between two or more exhibitors, all interpretations of the rules governing the exposition, actions, or decisions concerning this dispute or disagreement by Management intended to resolve the dispute or disagreement shall be binding on Exhibitor. The Management shall have full power in the

matter of interpretation, amendment, and enforcement of all said rules and regulations, and any such amendments when made and brought to the notice to the said Exhibitor shall be and become part thereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth. If a dispute or disagreement shall arise between the parties concerning the allotment of or permitted use of exhibition space or concerning interpretation of any of the rules or regulations which are part hereof, said dispute or disagreement shall be referred to the Management, for review and interpretation and the parties hereby agree to abide by said interpretation which if requested shall be in writing.

**27. Amendments to Rules.** Any matter not specifically covered by the preceding rules shall be subject solely to the decision of Management. These rules may be amended at any time by Management, and all amendments so made shall be binding on Exhibitor equally with the foregoing rules and regulations.

**28. Agreement to Rules.** Exhibitor for himself and his employees, agrees to abide by the foregoing rules and by any amendments that may be put into effect by Management.

**29. Governing Law.** This agreement shall be governed by and construed in accordance with the law of the State of Texas.

**30. Food & Beverage.** Dissemination of any food or beverages must be requested in writing and approved by Management.

**31. Termination of Exhibition.** Management may terminate this Contract and/or the Exhibition (or a part of it) when Management reasonably believes that (a) the premises in which the Exhibition is or is to be conducted becomes unfit for occupancy, or (b) the holding of the Exhibition, or Management's performance under the contract is substantially or materially interfered with by a cause or causes not reasonably within Management's control. Management is not responsible for delays, damage, loss, increased costs or other unfavorable conditions which arise as a result of these terminations. If such a termination occurs, the Management may retain that part of the Exhibitors fee which will compensate the Management for its Exhibition related expenses incurred up to the time the contingency occurred, with no future liability for either party to this Contract.

The above phrase 'a cause or causes not reasonably within Management's control,' includes but is not limited to unsafe conditions, fire, casualty, flood, epidemic, pandemic, earthquake, explosion, accident, blockage, embargo, inclement weather, act of public enemy, riot, or civil disturbance, strike, or lockout, or boycott other labor disturbance; inability to secure necessary labor, technical or personnel failure, lack of or impaired transportation facilities, inability to obtain, condemnation, requisition, or commandeering of necessary supply or equipment or service orders or restraints imposed by civil defense, military or other types of governmental authorities or act of God.



## *TEXPO® 2024 TopGolf Open TopGolf Sponsorship Opportunities*

Be a **TEXPO® 2024** golf sponsor and be recognized as a leader in the market! Your company will receive significant exposure among your target business clients before, during, and after the conference at a very reasonable cost.

1. TopGolf Lunch Buffet \$1,500
2. Beverage Sponsor \$1,500
3. Golf Ball Sponsor (+ costs) \$ 750
4. Koozie Sponsor (+ costs) \$ 500
5. Tournament Bay Sponsor \$ 450  
(includes 6 Regs)

### Notes:

- 1) All merchandise will be printed with the **TEXPO® 2024** logo. Your electronic company logo in an “EPS” and “JPEG” file format must be received by the **TEXPO® 2024** Planning Committee no later than January 13, 2024, to include in **TEXPO** promotional & sponsorship materials.
- 2) Alternate Sponsor promotional player gifts or prize options must be presented to and approved by the **TEXPO 2024** TopGolf Committee in advance.

For more information or to reserve your selection contact: [jmoriartyiv@outlook.com](mailto:jmoriartyiv@outlook.com)

The **TEXPO® 2024** TopGolf Open is an event that will reach not only **TEXPO® 2024** attendees but also their invited guests. Attendees can participate in this premier event through pre-registration or on-site.

### **THE LAST DAY TO REGISTER FOR TOPGOLF IS MARCH 31, 2024**

Purchased online prior to 3/14/2024	\$90
Purchased online after 3/14/2024	\$120

### Notes:

Alternate Sponsor promotional player gifts or prize options must be presented to and approved by the **TEXPO® 2024** TopGolf Committee in advance.



## TEXPO® 2024 TopGolf Open

Yes, we would like to commit our sponsorship participation in the TEXPO® 2024 Cowboys Golf event.

Sponsorship Item \_\_\_\_\_ Amount \$ \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

E-Mail \_\_\_\_\_

Signature \_\_\_\_\_

PLEASE INCLUDE THIS FORM WITH YOUR PAYMENT

HTMA FEIN 76-0234191

**Make check payable to:**

TEXPO 2024  
Department #3905  
P.O. Box 4346  
Houston, Texas 77210-4346

Payment date will determine the “first come” basis for sponsorships.

Send electronic file of your company logo in an ‘EPS’ and ‘JPEG’ format to: [jmoriartyiv@outlook.com](mailto:jmoriartyiv@outlook.com) by January 13, 2024.

As a reminder, sponsorship registrations can be submitted and paid for through the [texpoconference.org](http://texpoconference.org) website.

For more information or to reserve your selection contact:

John Moriarty at [jmoriartyiv@outlook.com](mailto:jmoriartyiv@outlook.com), or 347-709-1530



## *Speaker Proposal Information*

The Education Committee is currently seeking proposals from Speakers and Presentation Teams for education sessions and round tables for TEXPO 2024. Teams should consist of 2-3 members with no more than 1 member representing the session sponsor and remaining members representing clients/practitioners.

Priority consideration will be given to those Teams including client/practitioner co-presenters and proposing fresh, current, hot-topics especially those relating to current legislation and new trends in finance and treasury management.

## *Timeline*

November 30, 2023	Proposals due to <a href="mailto:jmoriartyiv@outlook.com">jmoriartyiv@outlook.com</a>
Nov. 30, 2023 – Jan. 15, 2024	Acceptance Notification
March 31, 2024	Final Presentations due to TEXPO Education Committee and John Moriarty (in PDF Format) for posting on the website. Send to <a href="mailto:jmoriartyiv@outlook.com">jmoriartyiv@outlook.com</a>
April 16 – 18, 2024	TEXPO® 2024 Conference

*After February 28, 2024, any changes to Presentations or Presentation Teams will need authorization from the TEXPO® 2024 Education Committee. TEXPO® 2024 reserves the right to replace any session for which there is a change of speaker or presentation.*

## *Proposal Guidelines*

Submit proposal summary in a Word document which includes the following information:

**Session Title/Presentation Level** – please specify if the session will be basic, intermediate, advanced, or executive level. Guidelines for these levels are on the following page.

**Topic Description** – Include a brief description (200-250 words) of the topic content including what will be covered, what the attendees will learn and support for the presentation level you are proposing.

**Speaker Information** – for each speaker, include the name, title, company, address, phone, fax, and email address. If applicable, please include a list of similar education topics you have presented in the past including the organization or conference that sponsored your presentation. Also include biographical information (75–125 words) which includes current responsibilities, career history, education, and professional credentials.

**Audio Visual Equipment Requirement** – Specify equipment needed, if currently known and if not standard. All rooms are equipped with LCD video/computer projection and lavalier microphones. Speakers should bring presentations on their own laptop computers.

Speaker must agree to provide quality handout material for the session. As a minimum, this should include copies of the slides with room for notes. Additional materials such as examples and glossaries are encouraged. All handouts and slides should be saved in PDF format and will be provided electronically to the attendees.



## *Guidelines for Topic Levels*

### **Executive (X)**

Sessions in this track are designed for Director – CFO level executives with extensive experience. These sessions may be an executive summary of new developments in an area of corporate financial management, and/or a high-level technical discussion.

The material presented assumes the participants have a high level of experience. This track is designed for the experienced, senior level Treasury professional who wants to delve deeper into higher-level topics.

### **Advanced (A)**

Sessions in this track are designed for executives with significant experience in the subject matter, but who are interested in new developments, a higher level of understanding and/or more detail understanding.

These sessions should not include any Basic introductory material.

### **Intermediate (I)**

Sessions in this track are designed for general attendance by participants with a wide variety of experience levels. The subject matter should be designed for practical application and should not include more than a minimal amount of Basic material.

The majority of sessions fall into this category.

### **Basic (B)**

Sessions in this track are designed for participants with lower experience levels who are seeing a basic understanding of the subject matter. Some participants may have substantial business experience but may not have experience in the session subject matter. Others may attend the session as a refresher. CTP credit hours are not earned in Basic sessions.

Material presented should not go beyond the intermediate level.

Question and Answer Periods are encouraged at all sessions since they address participants' specific needs and are an excellent learning tool. Speakers may either accept questions during the presentation or wait until the end of the presentation.





**TEXPO® 2024**  
**CALL FOR SPEAKERS**

<b>1. PROPOSED TITLE</b>	
<b>2. SESSION LEVEL</b> (B – Basic, I – Intermediate, A – Advanced, E – Executive) Level of experience and knowledge required for attendees of your session. (See guidelines above.)	
<b>3. DESCRIPTION OF SESSION TOPIC AND CONTENT (75 WORDS MAX)</b> If your proposal is selected, the description in this section will be used for pre-conference publicity and the conference program information. Please be clear and concise with your session description.	
<b>4. SESSION OUTCOMES</b> Sessions with two speakers are encouraged (corporate practitioner and vendor).	
<b>4. A. LEARNING OBJECTIVE(S)</b> Describe, in one to three sentences or bullets, what participants will learn in this session.	
<b>4. B. PRIMARY AUDIENCE</b> Describe the type of audience that would be interested in this presentation.	
<b>5. A. PRESENTER INFORMATION</b> <b>Presenter teams should consist of 2-3 members with no more than 1 member from bank/vendor/supplier and remaining members representing clients/practitioners</b>	
<b>NAME</b>	<b>ACCREDITATIONS (CTP, CPA, etc)</b>
<b>TITLE</b>	<b>COMPANY NAME</b>
<b>ADDRESS</b>	<b>CITY, STATE, ZIP</b>
<b>PHONE</b>	<b>EMAIL ADDRESS</b>



**BIO (500 WORD MAX)**

A biography must be submitted for each presenter. If the presentation is selected, the biography submitted will be used in the final program. **Proposals without bios will not be accepted.**

**5. B. CO-PRESENTER INFORMATION**

Presenter teams should consist of 2-3 members with no more than 1 member from bank/vendor/supplier and remaining members representing clients/practitioners

<b>NAME</b>	<b>ACCREDITATIONS (CTP, CPA, etc)</b>
<b>TITLE</b>	<b>COMPANY NAME</b>
<b>ADDRESS</b>	<b>CITY, STATE, ZIP</b>
<b>PHONE</b>	<b>EMAIL ADDRESS</b>

**BIO (500 WORD MAX)**

A biography must be submitted for each presenter. If the presentation is selected, the biography submitted will be used in the final program. **Proposals without bios will not be accepted.**

**5. C. CO-PRESENTER INFORMATION**

Presenter teams should consist of 2-3 members with no more than 1 member from bank/vendor/supplier and remaining members representing clients/practitioners

<b>NAME</b>	<b>ACCREDITATIONS (CTP, CPA, etc)</b>
<b>TITLE</b>	<b>COMPANY NAME</b>
<b>ADDRESS</b>	<b>CITY, STATE, ZIP</b>



<b>PHONE</b>	<b>EMAIL ADDRESS</b>
<b>BIO (500 WORD MAX)</b> A biography must be submitted for each presenter. If the presentation is selected, the biography submitted will be used in the final program. <b>Proposals without bios will not be accepted.</b>	
<b>6. NUMBER OF PRESENTERS</b>	
<b>7. NOTIFIED CO-PRESENTER (S)</b> I have notified my co-presenter that I am submitting this proposal.	YES / NO
<b>8. PRESENTATION DEADLINES</b>	
<b>PDF Deadline</b>	<b>March 26, 2024</b>
<b>Do you agree that PDF can be posted on TEXPO website?</b>	YES / NO
<b>PowerPoint Presentation</b>	<b>Presenters must bring their own laptops. Presentation File Name (PPT &amp; PDF) should match the name of the Presentation Title.</b>
<b>9. SUBMITTER DETAILS</b>	
<b>Submitter's Name</b>	
<b>Submitter's Email Address</b>	
<b>Submitter's Phone</b>	
<b>10. PROGRAM CONTACTS (Return form to the below)</b>	
John Moriarty	TEXPO® 2024 Program Director
Email:	<a href="mailto:jmoriartyiv@outlook.com">jmoriartyiv@outlook.com</a>

**BECOME A LEGEND**  
CELEBRATING 40 YEARS



**TEXPO**  
**2024 HOUSTON**  
**APRIL 14-16, 2024**  
Woodlands Waterway Marriott  
The Woodlands, TX

Form **W-9**  
(Rev. October 2018)  
Department of the Treasury  
Internal Revenue Service

**Request for Taxpayer Identification Number and Certification**

Give Form to the requester. Do not send to the IRS.

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
**Houston Treasury Management Association**

2 Business name/disregarded entity name, if different from above  
**TEXPO 2024**

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC

C Corporation

S Corporation

Partnership

Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ \_\_\_\_\_

Other (see instructions) ▶ **501(c)(6)**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) \_\_\_\_\_

Exemption from FATCA reporting code (if any) \_\_\_\_\_

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.  
**3403 West T C Jester Blvd., E-1**

6 City, state, and ZIP code  
**Houston, TX 77018**

7 List account number(s) here (optional)

Requester's name and address (optional)

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number


or

Employer identification number

7	6		0	2	3	4	1	9	1
---	---	--	---	---	---	---	---	---	---

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶ *Paul Wehning* Date ▶ *August 17, 2023*

**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
  - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
  - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
  - Form 1099-S (proceeds from real estate transactions)
  - Form 1099-K (merchant card and third party network transactions)
  - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
  - Form 1099-C (canceled debt)
  - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.