



Texas Housing Conference

T W E N T Y T W E N T Y - S I X

TEXAS AFFILIATION OF AFFORDABLE HOUSING PROVIDERS

Sponsor & Exhibitor Prospectus

July 20th - 22nd | JW Marriott Austin

www.texashousingconference.org

Welcome

About the Conference

The Texas Housing Conference brings affordable and market rate housing professionals, vendors, and suppliers together, along with sales and marketing staff from national and international businesses and developers.

Conference Dates & Location

July 20 - 22, 2026
JW Marriott Austin

Gain valuable Exposure!

- Collaborate with approximately 2,000+ affordable housing professionals from around the country.
- 30+ workshops, panel sessions and keynotes with industry experts.
- Network with decision makers from around the nation and explore the latest innovations and services in our industry in the exhibit hall.
- Join industry partners as they convene to negotiate deals and explore the latest strategies in affordable housing.

Important Conference Contacts

Sponsor & Exhibitor Questions
Advertising Information
Educational Session / Panelist Inquiries
Hotel Block & Meeting Space Reservations

Kristi Sutterfield, Conference Director
512-983-6696 | kristi@taahp.org

Registration Questions
Accounting & Payment Information
Continuing Education Credit Information
General Information

512-476-9901 | conference@taahp.org

2025 Conference Stats



≈ 2,000

Attendees



Traveling From

43 States



161

Sponsors



89

Exhibitors



30+

Educational Sessions



3

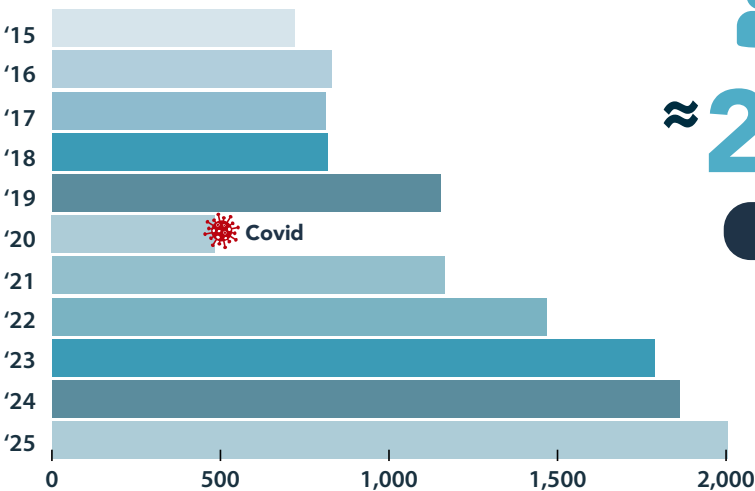
Keynote Speakers

Attendee Profile

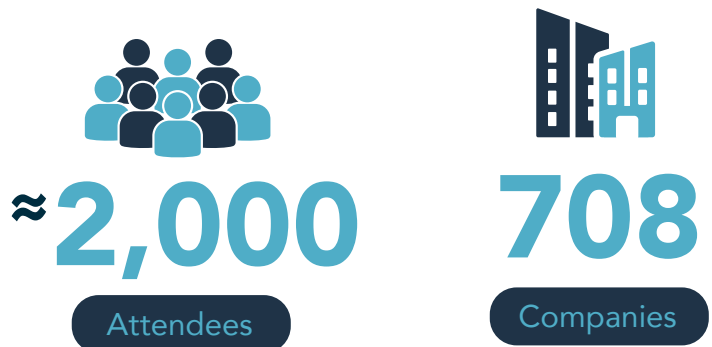


Affordable Housing Professionals
 representing companies & organizations of all sizes

Attendance Growth



▲ 278%
 Since 2015



Sponsors

Benefit from Big Perks

Exhibit Opportunity

Limited to 92 sponsors at the Bronze level and above, exhibitors gain tremendous exposure and numerous opportunities to connect with industry influencers, generate targeted lead lists and develop/reinforce brand awareness among decision makers. Sponsors who do not wish to or are not able to exhibit are offered an alternative benefit of similar value. **With so few opportunities, space sells out early every year and is provided to those on the waiting list on a “first in line” basis.**

Private Meeting Space

Sponsors at the Platinum level and above are offered the “first right of refusal” to secure private meeting space (at sponsor’s expense) at the hotel. Sponsors will have 30 days from the date of notification by TAAHP’s Conference Director to confirm their desire to secure space and contract with the hotel. All meeting space must be reserved through TAAHP’s Conference Director. *Sponsors may not contact the hotel directly.*

Advertising Space

Companies sponsoring at the Silver level and above receive an ad in the Texas Affordable Housing Magazine — a coffee table quality publication— included with their sponsorship. The magazine is published by TAAHP and is distributed to conference attendees and direct mailed to Texas policy makers. 1,800 magazines were published 2025.

Onsite Exposure

All sponsors are recognized and promoted on site with various levels of signage and promotional products. Additionally, sponsors are showcased in print and digitally in various printed materials and the mobile app.

Exclusive Access to Attendee List

All sponsors receive the full Conference attendee list at designated intervals leading up to the conference along with the final post-conference attendee list. Attendee lists are provided in an Excel format and are an exclusive sponsor benefit.

Printed Program Directory Listing

All sponsors are included in the printed Conference Program sponsor directory. Listings include a company logo, contact name and information, and a company description up to 75-words.

Virtual Platform & Mobile App Directory Listing

All sponsors are included in the sponsor directory available to all attendees via the virtual web and mobile applications with live links to contact information and website.

Logo & Live Link on Conference Website

All sponsors are recognized with their logo linked to their website placed at texashousingconference.org

Conference Name Tag Recognition

All sponsors are designated as such on their name tags with a highly visible “sponsor badge”.

Conference Attendee Registrations

All sponsorships include full conference registrations unless marked otherwise. The number of full conference registrations included varies by sponsorship level.

VIP Conference Check-In

All sponsors will have a dedicated VIP check-in area at the registration desk on site.

2025 Sponsor Roster



Important Information & Deadlines

Important Dates & Deadlines

2026

- Jan. 31st Sponsor First Right of Refusal Option Ends
- Mar 1st VIP Registration & Hotel Block Access Opens
- Mar 31st Sponsorship Payments Due for all contracts signed before March 31st.
- Apr 1st Early-Bird Registration Opens
- May 1st Last Day to Cancel Sponsorship Contract/ Receive Refund
- May 15th Early-Bird Registration Closes
- May 16th Advanced Registration Opens
- Jun 1st First Attendee List Release to Eligible Sponsors
- Jun 1st All Ads are Due
- Jun 1st All Company Descriptions & Logos are Due
- Jun 15th 2nd Attendee List Release to Eligible Sponsors
- Jun 30th Advanced Registration Closes
- Jun 30th Last Day to Cancel Attendee Registrations for a Full Refund (refund does not apply to sponsor comped registrations)
- Jul 1st Late Registration Opens
- Jul 1st 3rd Attendee List Release to Eligible Sponsors
- Jul 10th Last Day to submit Attendee Details for Sponsor comped registrations
- Jul 13th 4th Attendee List Release to Eligible Sponsors
- Jul 19th Exhibitor Move-In Begins (6pm CT)
- Jul 20th Conference Begins
- Jul 21st Exhibitor Move-Out Begins (7pm CT)
- July 22nd Conference Ends (12 noon)
- July 23rd Last Attendee List Release to Eligible Sponsors

Sponsor First Right of Refusal

January 31st

Sponsors / exhibitors have first right of refusal to continue sponsoring/exhibiting at the same level/booth space as the previous year. Sponsorships/booths unconfirmed by January 31st will be released for purchase on a first come, first served basis.

Sponsor Payments & Deadlines

Contract Signed	Payment Due Date*
Before 3/31	March 31, 2026
4/01 - 4/30	30 Days from Invoice Date
5/01 - 5/31	30 Days from Invoice Date
After 5/31	Due with Contract

***Invoices not paid by the due date will be subject to a 10% late fee each month they remain unpaid past the stated due date.** Payments can be made online with a credit card or bank transfer. **If sending a check, send via UPS, FedEx or USPS with a tracking number** to Texas Affiliation of Affordable Housing Providers at 2401 E 6th St, Ste 3037, PMB 153, Austin, TX 78702. TAAHP can not recognize payments "lost in the mail"; late fees will be imposed until payment is received.

Sponsor VIP Registration & Hotel Block

March 1st - 31st

Sponsors get early access to registration and Hotel Room block March 1 - 31. Sponsors may register additional attendees and reserve rooms before it opens up to the general public. With a limited number of rooms available in the discounted TAAHP room block, early booking is highly encouraged (anyone reserving a room in the TAAHP room block must be registered to attend the Texas Housing Conference).

Registration Periods & Rates

4/1 - 5/15	Early-Bird Pricing
5/16 - 6/30	Advanced Pricing
7/1 - 7/19	Late Pricing
7/20 - 7/22	On-Site Pricing

Full Registration Rates (Member/Non-Member)

Early-Bird	\$495 / \$725
Advanced	\$595 / \$825
Late	\$695 / \$925
On-Site	\$745 / \$975

All Staff Must Be Registered

Anyone staffing your booth or a private meeting room will need to be registered as part of your sponsorship or by purchasing an additional "full registration" ticket.

Important Information & Deadlines

Attendee List Distribution Schedule

Sponsors receive exclusive access to attendee lists, provided in Excel format. **IMPORTANT:** Lists are sent *ONLY* to the primary and marketing contacts provided on the sponsorship contract on the following dates.

June 1, 2026 (initial release)	July 13, 2026
June 15, 2026	July 23, 2026 (final list)
July 1, 2026	

Sponsor Logo & Company Description Submission

June 1st

Sponsors are encouraged to submit their logo and company description (up to 75-words) ASAP - but no later than June 1st. Those who submit early benefit from earlier exposure on the TexasHousingConference.org website.

How to Submit

Complete the submission form at texashousingconference.org/submit-logo-description. Vector .eps logo format is preferred and ensures the best quality outcome. If not available, high-resolution (300 dpi+) .jpg or .png is acceptable)

Advertising Deadline & Submission Guidelines

June 1st

All ad reservations and ad submissions must be received by June 1st. Ads must be submitted "camera-ready." We accept press-ready PDFs (with all transparencies flattened, CMYK) or high resolution (300dpi or higher) CMYK .jpg or .tiff files. Note that TAAHP is not responsible for the quality outcome of your ad. Please ensure adherence to these file guidelines to ensure a quality outcome.

EMAIL YOUR AD TO: advertising@taahp.org

Email Submission Guidelines: If your ad is larger than 20MB, you will need to use a large file transfer or cloud service such as wetransfer.com, dropbox.com, box.com, [google drive](https://google.com), etc. to email your ad.

Sponsor Cancellation Deadline

May 1st

Sponsors may cancel their sponsorship for a full refund with written notification to an authorized TAAHP representative or to info@taahp.org on or before May 1, 2026; all sums paid up until that date will be refunded. No cancellations or refunds will be accepted/made after May 1, 2026.

Sponsor Attendee Registration Submission Deadline

July 10th

Sponsors have the opportunity to register their attendees when purchasing their sponsorship online. However, if attendee details are not yet known at the time of purchase, you have until July 10th to provide their names and full contact information. Required details include first and last name, job title, email address, phone number and address.

Sponsor & Exhibitor Rule Highlights

- All participants/attendees affiliated with sponsors and exhibits must be registered to attend. No exceptions.
- Badges must be worn at all times.
- Badges can not be transferred, traded, exchanged, reproduced or reprinted.
- All sponsor personnel **MUST** register for the Conference before making hotel reservations.
- Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them.
- All aisle space is under the control of TAAHP and shall not be used for exhibit or demonstration purposes.
- Exhibitors must carry liability insurance on their exhibits at their own expense.
- All exhibits must be staffed during show hours—no exceptions.
- No raffles or contests are permitted on the show floor.
- Exhibitors are responsible for securing the items within their booth.

See the full list of rules and regulations at <https://texashousing-conference.org/sponsor-rules-and-regulations/>

Exhibitor Information

About the Exhibit Hall The Texas Housing Conference exhibit hall is designed to be a networking hub. Limited to 92 booths, exhibitors are at the center of the Conference's networking receptions and refreshment breaks that drive the more than 2,000 attendees through the exhibit hall.

2025 Exhibitor Roster AOG Living | Asset Living | Baker Tilly | BakerHostetler | Bank of America | BOK Financial | Bonner Carrington | Bonneville Multifamily Capital | Bracewell LLP | Braun Intertec Corporation | Broaddus Construction | Brownstone Residential | Built Technologies | Butler Human Services Furniture | Camden Builders | Carleton Companies/ Carleton Living | CenterPoint Energy | Choice Property Resources | CHR Partners | Churchill Stateside Group | Coats Rose | CohnReznick | Cort Furniture | Dallas Housing Coalition | Dauby O'Conner & Zaleski, LLC | Diamond Property Consultants | DNA Workshop | Eide Bailly | EisnerAmper | Energy Diagnostics | Equally Crafted Management, LLC | FDI Management Group | Federal Home Loan Bank of Dallas | Fireavert | Fortress OS | Fox Energy Specialists | Galaxy Builders, Ltd. | Gardner Capital | Gill Group | Goodman Manufacturing | Grow America (Formerly NDC) | GSMArchitects, Inc. | h+uo architects | Hillmann Consulting | Housing Connector | ICON Builders | ICON National | Innovative Cost Solutions | Innovative Dehumidifier Systems | ION Energy for MultiFamily LLC | ITEX | J.P. Morgan | Jones Walker | Kinetic Valuation Group | KOW Building Consultants | Legacy Bank & Trust | Local Initiatives Support Corporation | Lument | Merchants Capital | MFS Supply | Moran Consultants | National Equity Fund | NEI General Contracting | NOI Enhancements | Northmarq | Novogradac & Company LLP | Parcell (by Doculy) | Partner Engineering and Science | Pavilion Construction | Phase Engineering, LLC | Plummer | Portfolio Resident Services | Precision Reconstruction Group | Premier Compliance Consulting | R4 Capital | Rainbow "Living Lives" | RBC Capital Markets | RDL Architects | Ready Capital Affordable Multifamily | RealPage | Rinnai | Rocky Mountain CRC | Seldin Company | Shackelford, McKinley & Norton, LLP | Stellar Construction, LTD | Walker & Dunlop | Wallace Architects, LLC | WGA Engineers | Whitestone Construction | Wilmington Trust | Yardi

What's Included As an exhibitor, you will be furnished with a 10'x20', 10'x10', or 8'x8' booth space, 6 foot table with tablecloth, two chairs, 8'H black back drape, 3'H black side drape, sign with your company name and a wastebasket.

Opportunity for Lead Generation

Exhibitors have the exclusive opportunity to collect leads by scanning QR codes on badges using the official Texas Housing Conference app. Additionally, exhibitors have the opportunity to enhance their profile and digital booth space on the Conference mobile app powered by Whova.

Exhibitor Services The Texas Housing Conference contracts with Freeman Exhibit Services to provide the necessary components of your booth. Freeman will provide an exhibitor kit that will be sent to exhibitors in the Spring of 2026.

Exhibit Hall Hours

Monday, July 20th - 2:30pm - 7:00pm

Tuesday, July 21st - 9:00am - 6:30pm

Exhibitor Move-In & Move-Out

Move-In: Sunday, July 19th - 6:00pm - 8:00pm

Move-In: Monday, July 20th - 7:00am - 2:00pm

Move-Out: Tuesday, July 21st - 7:00pm - 11:00pm*

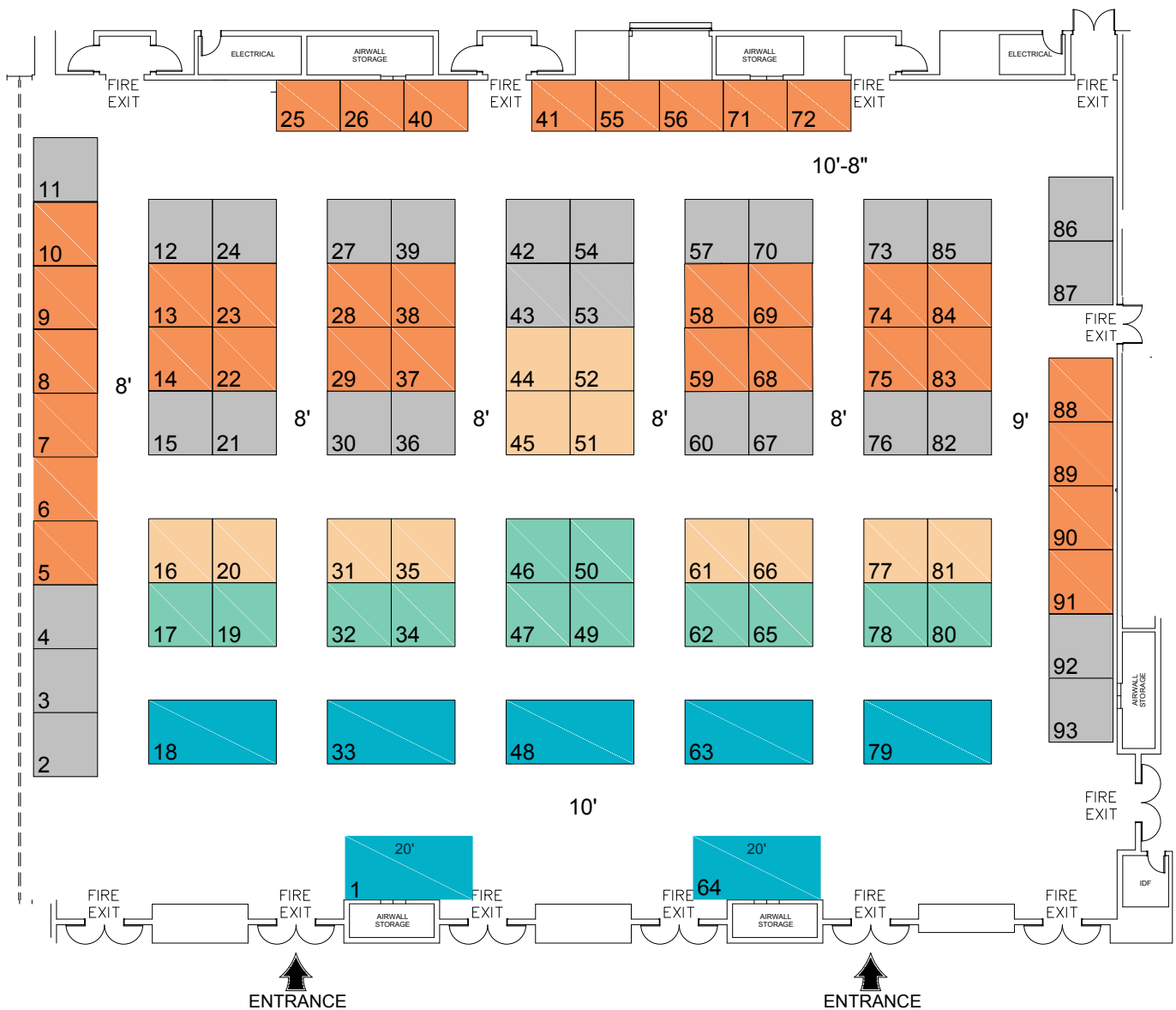
**Exhibits must be fully set up by 2:00 p.m. on Monday and remain intact until 7:00 p.m. on Tuesday; early tear-downs are not allowed.*

All Booth Staff Must Be Registered to Attend

TAAHP does not offer "exhibitor only" or otherwise discounted registrations for booth staff.

Anyone staffing your booth will need to be registered as part of your sponsorship or by purchasing an additional "full registration" ticket.

Exhibit Hall Floor Plan



Limited Booth Availability

Booth space is limited and in high demand. Sponsors are given the first right of refusal through January 31st each year to purchase the same space purchased in the previous year. Please contact us to determine the availability of space. Email kristi@taahp.org for details.

Note: Bronze booths along the back wall (No. 24-26, 36, 50, 51, 61, & 62) are all 8' x 8'

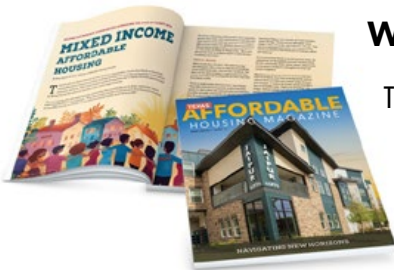
Color Key

- Sapphire Booth
- Platinum Booth
- Gold Booth
- Silver Booth
- Bronze Booth

Exhibit Hall Location

JW Marriott Austin
4th Floor Grand Ballroom

Advertising Opportunities



Why ADVERTISE?

The Texas Housing Conference brings in affordable and market rate housing professionals, vendors, and suppliers together, along with sales and marketing staff from national and international businesses, developers, and non-profits.

When you advertise in our *Texas Affordable Housing Magazine*, we give you the added value of online marketing through our website!

Gain valuable EXPOSURE!

Industry leaders will be in Austin while networking and socializing with their peers. Over 2,000 *Texas Affordable Housing Magazines* will be printed and distributed to 2,000+ conference attendees, exhibitors, partners and elected officials. Additionally, the publication will be distributed electronically to past Texas Housing Conference attendees, TAAHP members, regulatory, and elected officials and posted to both TexasHousingConference.org and taahp.org.

As an added benefit, *Texas Affordable Housing Magazines* are used as a marketing tool throughout the year to promote the Texas Housing Conference to other professionals and organizations involved in the design, production, financing, legal representation, and maintenance of housing communities in Texas and across the nation.

Bring Your Ad to Life with Video!

All 2026 advertisers can submit a video link to be linked to your ad that can be viewed by readers.

Deadline to Reserve Space

June 1, 2026

Advertisement due June 1, 2026

See Page 14 for Rates & Details

Join our growing list of ADVERTISERS!

Take advantage of our conference advertising opportunities. The companies listed below did in 2025:

Alamo Architects	ION Energy for MultiFamily
AMTEX	ITEX
AOG Living	JLL
April Housing	JPI
Asset Living	JPMorgan
Auxano Development	KeyBank
Baker Tilly	Kittle Property Group, Inc.
BakerHostetler	Legacy Bank and Trust
Bank of America	Lument
Barings	Merchants Capital
Berkadia	National Equity Fund, Inc.
BETCO Housing Lab	NEI General Contracting
Blazer Building	Nixon Peabody LLP
BOK Financial	NOI Enhancements
Bonner Carrington	Northmarq
Bonneville Multifamily Capital	Novogradac & Company
Boston Financial	Operation Relief Center
Bracewell LLP	Palladium USA
Camden Builders, Inc.	Pavilion Construction
CBRE Affordable Housing	Pedcor Companies
Cedar Rapids Bank & Trust	Plummer Associates Inc.
CenterPoint Energy	PNC Bank
Centrant Community Capital	Portfolio Resident Services
CHR Partners	Precision Reconstruction Group
Citi Community Capital	R4 Capital
Coats Rose, P.C.	Rainbow Housing
CohnReznick	RBC Capital Markets
CORT Furniture	Ready Capital Affordable Multifamily
Dallas Housing Coalition	RealPage
Davis-Penn Mortgage Co.	Red Stone Equity Partners
Deutsche Bank	Regions Affordable Housing
Diamond Property Consultants	Seldin Company
Doculy, Inc./Parcell	Shackelford, McKinley & Norton, LLP
DOZ	Southeast Texas HFC
EisnerAmper	Stellar Construction, LTD
Enterprise/BWE	Stifel
Equally Crafted Management	SVN Affordable Levental Realty
Fairstead	The Michaels Organization
FTK Construction Services	The NRP Group
Gardner Capital	Tiber Hudson
Goodman Manufacturing	Vison+ Architecture
Grow America	Walker & Dunlop, LLC
Harris County HFC	Weis Builders, Inc.
Hillmann Consulting LLC	Wells Fargo
Hudson Housing Capital LLC	Whitestone Construction Group
Hunt Capital Partners	Yardi Systems
ICON Builders	
ICON National	
Impact Residential Development	

Primary Sponsorship Opportunities

Diamond: \$25,000 (Exclusive)**

Presenting Sponsor *(only available to non developers)*

Diamond Sponsorship Includes:

- + Sponsor logo featured with Conference logo as “presented by” on all pre-conference promotional materials and texashousingconference.org
- + Sponsor logo prominently featured on Conference Mobile App
- + Sponsor logo featured with Conference logo on Exhibit Floor Entrance Signage
- + Full Conference Registration for Seven (7) Attendees
- + VIP Table/Seating During Conference Tuesday Keynote Luncheon
- + 2-Page Ad Spread in *Texas Affordable Housing Magazine* (w/ live link in digital version)
- + Private LARGE Meeting Room on Main Floor Near Exhibit Hall
- + Wine Trail Sponsorship (during Opening Reception)
- + 25% off Additional Ad in *Texas Affordable Housing Magazine*

- You can **trade your meeting space** for one of the following:
 - 4 Additional Full Conference Registrations
 - Additional Full Page Ad in the *Texas Affordable Housing Magazine*
 - TAAHP Membership (can not apply to current members)
 - Other (as agreed to with Conference Director)

Sapphire: \$15,000**

Receives one of the following:

**Sapphire sponsors from previous year have first right of refusal on selected benefit previously chosen, private meeting space (limited) or semi-private meeting table (limited)*

- Sponsorship of Policy Brunch (2 Sponsors) or
- Sponsorship of Opening or Closing Reception (2 sponsors each), or
- Branded 7’ Tower Display placed in High Traffic Area
- Advertisement: Back Cover of *Texas Affordable Housing Magazine* or
- Sponsorship Conference Lanyards or
- Sponsorship of a Conference Charging Station (2 Available)

Sapphire Partnership Also Includes:

- + Full Conference Registration for Six (6) Attendees
- + VIP Table/Seating During Conference Luncheon
- + Full Page Ad in *Texas Affordable Housing Magazine* (with live link in digital version)
- + 25% off Additional Ad in *Texas Affordable Housing Magazine*
- + 10’ x 20’ Exhibit Booth with Identification Sign (Limited Avail)
- + Opportunity to secure private meeting space (Limited Avail)

- You can **trade your booth** for one of the following:
 - 2 Additional Full Conference Registrations
 - Additional Full Page Ad in the *Texas Affordable Housing Magazine*
 - TAAHP Membership (can not apply to current members)
 - Other (as agreed to with Conference Director)

Platinum: \$12,000**

Receives one of the following:

**Platinum sponsors from previous year have first right of refusal on selected benefit previously chosen, private meeting space (limited) or semi-private meeting table (limited)*

- Advertisement Inside Front or Back Cover of *Texas Affordable Housing Magazine* or
- Sponsorship of 1 of 4 Refreshment Breaks (2 sponsors per break), or
- Sponsorship of Education Tracks on Tuesday or Monday Workshop or Power Hour
- Semi-private meeting table in Sponsor Lounge (11 available)
- Full Page Advertorial (article) in the *Texas Affordable Housing Magazine*

Platinum Partnership Also Includes:

- + Full Conference Registration for Five (5) Attendees
- + 1/2 Page Ad in *Texas Affordable Housing Mag* (w/ live link in digital version)
- + 25% off Additional Ad in *Texas Affordable Housing Magazine*
- + 10’ x 10’ Exhibit Booth with Identification Sign (Limited Avail)
- + Opportunity to secure private meeting space (Limited Avail)

- You can **trade your booth** for one of the following:
 - 1 Additional Full Conference Registration
 - 1/2 Page Ad Upgrade in the *Texas Affordable Housing Magazine*
 - TAAHP Membership (can not apply to current members)
 - Other (as agreed to with Conference Director)

Gold: \$9,000**

- + Full Conference Registration for Four (4) Attendees
- + 10’ x 10’ Exhibit Booth with Identification Sign (Limited Avail)
- + Full-page ad in *Texas Affordable Housing Magazine*
- + 25% off Additional Ad in *Texas Affordable Housing Magazine*

- You can **trade your booth** for one of the following:
 - 1 Additional Full Conference Registration
 - Additional Full Page Ad in the *Texas Affordable Housing Magazine*
 - TAAHP Membership (can not apply to current members)
 - Other (as agreed to with Conference Director)

Silver: \$6,500 / \$7,250 (Non-Member)

- + Full Conference Registration for Three (3) Attendees
- + 10’ x 10’ Exhibit Booth with Identification Sign (Limited Avail)
- + 1/2 page color ad in *Texas Affordable Housing Magazine*

- You can **trade your booth** for one of the following:
 - 1 Additional Full Conference Registration
 - 1/2 Page Ad Upgrade in the *Texas Affordable Housing Magazine*
 - TAAHP Membership (can not apply to current members)
 - Other (as agreed to with Conference Director)

Bronze: \$4,250 / \$4,750 (Non-Member)

- + Full Conference Registration for Two (2) Attendees
- + 10’ x 10’ or 8’ x 8’ Exhibit Booth with Identification Sign (limited avail.)

- You can **trade your booth** for one of the following:
 - 1 Additional Full Conference Registration
 - 1/2 Page Ad in the *Texas Affordable Housing Magazine*
 - 1/2 Page Ad + Upgrade to Full Page Ad for \$750 in the *Texas Affordable Housing Magazine*
 - TAAHP Membership (can not apply to current members)
 - Other (as agreed to with Conference Director)

Conference Supporter: \$3,250 / \$4,250 (Non-Member)

- + Full Conference Registration for Two (2) Attendees

****must be a TAAHP member**

All Sponsorships & Marketing Opportunities Include:

- + Virtual Exhibit Booth Space on Conference Mobile & Web Apps (*Bronze, Silver, Gold, Platinum, Sapphire & Diamond Exhibitors Only*)
- + Conference Attendee List (must sign attendee list agreement)
- + Company Listing in Conference Guide Sponsor/Exhibitor Directory
- + Company Logo on Conference Sponsor Wall Signage
- + Company Logo on Texas Housing Conference Website
- + Company Logo and Listing on Virtual Platform
- + Nametag Recognition for Company Attendees

Questions?

Kristi Sutterfield with questions or special requests.
kristi@taahp.org | 512-983-6696
www.texashousingconference.org

Marketing Opportunities

Exclusive Opportunities

NEW! Wifi Network Sponsor SOLD	\$10,000 (Members Only)
<ul style="list-style-type: none">+ Company Name on Conference Wifi Network+ Full Conference Registration for 4 Attendees	
Conference Bags SOLD	\$8,500 (Members) \$10,250 (Non-Members)
<ul style="list-style-type: none">+ Company logo on all conference bags+ Full Conference Registration for 2 Attendees	
NEW! Elevator / Escalator Clings Escalator SOLD	\$6,500 (Members) \$8,250 (Non-Members)
<ul style="list-style-type: none">+ Provide your own design* to cling to either the Escalators or Elevators between Official Conference Floors <i>*Designs are printed & installed by host hotel at Sponsor expense.</i>+ Full Conference Registration for 2 Attendees	
NEW! Branded Floor Decals in Exhibit Hall	\$6,500 (Members) \$8,250 (Non-Members)
<ul style="list-style-type: none">+ Provide your own design* to place on floor decals throughout the Exhibit Hall <i>*Designs are printed & installed by host hotel at Sponsor expense.</i>+ Full Conference Registration for 2 Attendees	
NEW! Branded Floor Decals in Hallways Leading to Educational Sessions	\$6,500 (Members) \$8,250 (Non-Members)
<ul style="list-style-type: none">+ Provide your own design* to place on floor decals throughout the hallways leading to Educational Sessions <i>*Designs are printed & installed by host hotel at Sponsor expense.</i>+ Full Conference Registration for 2 Attendees	
NEW Additional Opportunity! Keynote Sponsor	\$5,000 (Members) \$6,250 (Non-Members)
<ul style="list-style-type: none">+ Sponsor one of 3 Keynote Speakers (New for 2026: Monday Scholarship Luncheon & Fundraiser)+ Opportunity to introduce speaker+ Full Conference Registration for 2 Attendees	
NEW! Mobile App Sponsor SOLD	\$5,000 (Members) \$6,250 (Non-Members)
<ul style="list-style-type: none">+ Logo & Link to Sponsor Profile Page Displayed at bottom of home page of Conference Mobile App, on all organizer announcements sent to all attendees and on all attendee profile pages.+ Full Conference Registration for 2 Attendees	
NEW Benefit! Registration Sponsor	\$4,000 (Members) \$5,000 (Non-Members) <i>Does not include attendee registrations</i>
<ul style="list-style-type: none">+ Provide ~2,000 business cards for attendee badge holders+ 2 company reps greet attendees at reg desk. <i>Reps must be registered to attend.</i>+ NEW: Logo or Banner Ad with URL Link in all Conference Registration confirmation emails.	
NEW! Digital Directory & Printed Conference Guide Sponsor	\$4,000 (Members) \$5,000 (Non-Members) <i>Does not include attendee registrations</i>
<ul style="list-style-type: none">+ Company Logo on splash page of Digital Directory at Conference Venue+ Full Page Ad on Inside Front Cover of Printed Conference Guide Provided to All Attendees	
Hotel Key Card SOLD	\$3,500 (Members) \$4,500 (Non-Members) <i>Does not include attendee registrations</i>
<ul style="list-style-type: none">+ Hotel Key Card at host hotel branded with Company Logo	
Magazine Belly Band	\$3,500 (Members) \$4,500 (Non-Members) <i>Does not include attendee registrations</i>
<ul style="list-style-type: none">+ Provide your own artwork to wrap around the Texas Affordable Housing magazine	

Marketing Opportunities

Non-Exclusive Opportunities

Tuesday Breakfast (2 Available)

- + Company Logo Prominently Displayed During Breakfast

\$3,500 (Members)

\$4,500 (Non-Members)

does not include attendee registrations

NEW! Branded Tower Display (10 Available)

- + Your design on a towering 7-foot branded display prominently located in high-traffic areas of the conference venue

\$3,250 (Members)

\$4,250 (Non-Members)

does not include attendee registrations

NEW! Newcomer Breakfast (2 Available)

- + Company Logo Prominently Displayed During Breakfast

\$2,500 (Members)

\$3,500 (Non-Members)

does not include attendee registrations

Charging Station (2 Available) **1 SOLD**

- + Logo Branded on Charging Station Locker

\$2,500 (Members)

\$3,500 (Non-Members)

does not include attendee registrations

Direct is Always Best (3 Available)

- + Reach 3,500+ housing professionals and conference attendees on one of our direct-mail post cards
- + Logo prominently displayed next to your 75-100 word message

\$2,500 (Members)

\$3,500 (Non-Members)

does not include attendee registrations

Early Morning Coffee (4 Available)

- + Logo Branded on Paper Coffee Cups or stirrers at Registration Desk Area 7:30am-9:00am on 1st or 2nd day of conference
- + Opportunity to place business cards at coffee stations (must be sent to TAAHP Staff in advance)

\$2,500 (Members)

\$3,500 (Non-Members)

does not include attendee registrations

Sponsorship Add-Ons

Requires purchase of one of the Primary Sponsorships (Diamond, Platinum, Gold, Silver, Bronze or Supporter)

Wine Trail* (4 Available)

- + Wine and cheese/fruit trays* served at your booth during the Monday conference reception; **requires sponsor to have a booth**

\$2,000 (Members)

\$2,750 (Non-Members)

does not include attendee registrations

Big Bag Giveaway (3 Available)

- + Include a conference giveaway item in attendee bags (item provided by sponsor - must be approved in advance by TAAHP staff)

\$1,500 (Members)

\$2,000 (Non-Members)

does not include attendee registrations

Pen & Notepad (2 Available) **1 SOLD**

- + Sponsor provides up to 750 branded pen & notepads to be provided to attendees at registration and at education workshops/sessions

\$1,500 (Members)

\$2,000 (Non-Members)

does not include attendee registrations



TAAHP

Foundation

Sponsorship

Awards Luncheon Opportunities

A Portion of Your Sponsorship Contribution is Tax Deductible

About the TAAHP Foundation The TAAHP Foundation is a 501c3 Charitable Non-Profit foundation established in 2022. Currently, the TAAHP Foundation supports the TAAHP scholarship fund that provides scholarships to students living in TAAHP member owned and/or operated affordable housing in Texas as well as an internship program. Donations to the TAAHP Foundation are tax deductible.

□ Presenting: \$10,000 (3 Avail)

- + Scholarship Award Naming Opportunity (determined by Sponsor)
- + Reserved Seating for 10 (all attendees must be registered for Conference)
- + Company Logo on Stage Signage
- + Company Logo on Table Signage
- + Company Logo on Branded Promotional Item in Goodie Bag
- + Company Logo on Scholarship Recipient Video Distributed throughout the year
- + Recognition or Speaking Opportunity During Welcome or Closing Announcements
- + Company name listed on Sponsor Thank You flyer

□ Keynote Speaker: \$5,000 / \$6,250

- + Logo prominently displayed during luncheon
- + 2 Conference Attendee Registrations
- + VIP Seating for 2 during Luncheon
- + Opportunity to introduce speaker
- + Recognition During Welcome Announcements
- + Company name listed on Sponsor Thank You flyer

□ Luncheon Table: \$2,000

- + Reserved Seating for 10 (all attendees must be registered for Conference)
- + Company Logo on Table
- + Recognition During Welcome Announcements
- + Company name listed on Sponsor Thank You flyer



July 20, 2026 • 11:30 a.m.

\$100 to Reserve a Seat

Monetary Donations Can Be Made at the Door or Online. Cash, Check & Credit Cards Accepted.

Two Ways to Purchase

#1 Add-On to Your Primary Sponsorship Contract & Registration

#2 Purchase separately

Click Here to Purchase

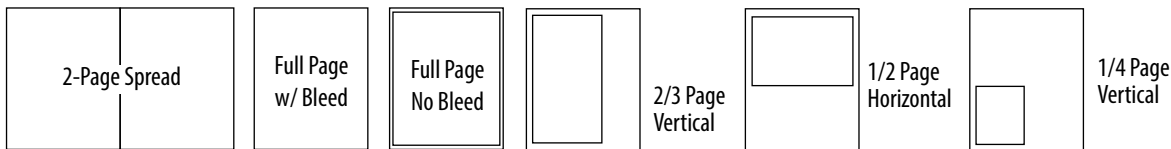
a Scholarship Luncheon Sponsorship

Advertising Rates

Important Details Sponsorships at the Silver level and above include an ad in the Texas Affordable Housing magazine. Additionally, many sponsors at the Bronze level trade their booth benefit for a 1/2 page ad in the magazine. All sponsors at the Gold level and above can also purchase an additional ad at 25% off the published rates. Any sponsor with a 1/2 page ad benefit can also opt to upgrade their ad size to a full page for just \$750.

! Unless you are a Platinum or Silver sponsor who is upgrading your ad from a 1/2 page to a full page or a Bronze sponsor trading your booth for a 1/2 page ad or a Gold, Sapphire or Diamond Sponsor purchasing an additional ad, you do not need to purchase your ad separately while registering your sponsorship! If you are upgrading your ad size or purchasing an additional ad, you will select the ad desired ad size from the "add-on" section of the registration page, then enter the promo code furnished to you on the checkout page. Contact info@taahp.org for your promo code.

Advertising Sizes



Ad Rates / Sizes (all ads are 4-color process)

- 2 page spread (with bleed) 17" w x 11" d (trim size - add .125" for bleed) . \$3,500
- Full page (with bleed) 8.5" w x 11" d (trim size - add .125" for bleed) . . . \$2,000
- Full page (without bleed) 7.75" w x 10.25" d \$2,000
- 2/3 page vertical 5" w x 10.25" d \$1,500
- 1/2 page horizontal 7.75" w x 5" d \$1,250
- 1/4 page vertical 3.625" w x 5" d \$1,000

Premium Positions

- Center Spread (2-page) \$5,000
- Back Cover (FP - Sapphire Sponsor Benefit Option - NFS) \$3,500 Value
- Inside Front Cover (FP - Sapphire Sponsor Benefit Option - NFS) . . \$3,000 Value
- Inside Back Cover (FP - Sapphire Sponsor Benefit Option - NFS) . . \$3,000 Value

FP = Full Page / NFS = Not For Sale

How to Reserve/Purchase [Visit texashousingconference.org/sponsorship-opportunities](http://visit.texashousingconference.org/sponsorship-opportunities):

SPONSORS – with ads included with sponsorship

1. Complete your sponsorship contract (see next page for details & click the button)
2. Upon receipt of your fully executed agreement, you will be provided with the link to purchase your sponsorship. On the registration page, you'll select the sponsorship level you are purchasing, fill in your attendee details if you have them (if not, choose TBD) and complete your transaction. **(Optional)** If you are purchasing a Platinum or Silver sponsorship that includes a 1/2 page ad and you are upgrading your ad to full page, after selecting your sponsorship level, scroll down to the add-on section on the registration page, select the full page ad option, then on the check out page, enter the promo code provided to you to reduce the price to \$750 for the full page ad. If you are purchasing an additional ad for 25% off (gold level and above), select the ad size of your choice, then on the check out page, enter the promo code provided to you for the discount.

SPONSORS – without ads included

1. **Steps 1 & 2:** Same as above
2. **Step 3:** After selecting your sponsorship level, scroll down to the add-on section on the registration page, select the ad size of your choice, then proceed to complete the transaction.

**If You are NOT A SPONSOR,
but are purchasing an ad:**

[Sign Advertising Contract](#)

Payments Are Due by March 31, 2026

OR within 30 Days of Signing Contract if signed 4/1/26 - 5/31/26 OR
Immediately if contract is signed June 1, 2026 or later.

Ready to Sign Up? How to Begin

Sign Your Contract → Register Online → Receive Invoice or Pay Online

www.texashousingconference.org/sponsorship-contract

Step 1 (Sign Contract)

- Visit texashousingconference.org/sponsorship-contract or click one of the buttons below.

Sign Sponsorship Contract

For All Sponsorships & Marketing Opportunities

Sign Advertising Contract

If Purchasing a Magazine Ad Only

IMPORTANT: Your sponsorship is NOT fully secured until TAAHP staff has countersigned your contract and you have purchased your sponsorship and made your payment as outlined below.

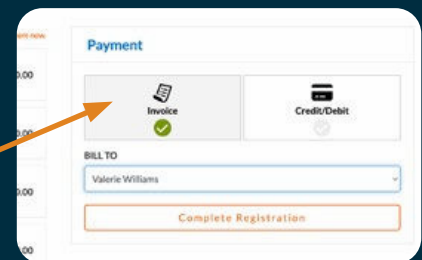
Step 2 (Purchase / Request Invoice / Make Payment)

- Upon receipt of your fully executed contract, you will be provided with the link to purchase your sponsorship/request an invoice.

On the registration page, you'll select the sponsorship level you are purchasing, fill in your attendee details if you have them (if not, choose TBD) and complete your transaction.

Four Payment Method Options

- ★ ★ ★ 1. (1st Preference) **Direct ACH Transfer**
 - ☛ Select the "invoice" option on the checkout page.
 - ☛ Your invoice will be emailed to you immediately upon completing the online transaction OR you can login at <https://members.taahp.org/login> to download it from the "pay balance" tab in your Member Compass. Upon receipt of invoice, email info@taahp.org to request TAAHP's Vendor Set-Up Authorization form with ACH Banking Details. Please provide your company's accounting department contact name, email and phone #).
- ★ ★ 2. (2nd Preference) **ACH Bank Transfer on Checkout Page**
 - ☛ Select the "ACH" option on the checkout page.
 - ☛ When prompted, search for and select your banking institution to log in to your bank's portal to connect your account (information is encrypted) to complete the transaction.
- ★ 3. (3rd Preference) **Credit Card Payment**
 - ☛ Select the "credit card" option on the checkout page.
 - ☛ Fill in your CC payment details to complete the transaction.
4. (Not Preferred) **Mail a Check**
 - ☛ Select the "invoice" option on the checkout page. Your invoice will be emailed to you or you can download it at <https://members.taahp.org/login> (navigate to the "pay balance" tab in the Member Compass)



IMPORTANT: We're convinced the USPS likes to play tricks on us! All kidding aside, checks are consistently delayed and/or lost in the mail; TAAHP is not responsible for delayed/lost checks. All past-due invoices are subject to a 10% late fee every month they remain unpaid. If you must send a paper check, we highly recommend sending using a tracking number such as FedEx or UPS. All payments should be sent to 2401 E 6th St, Ste 3037, PMB 153, Austin, TX 78702.

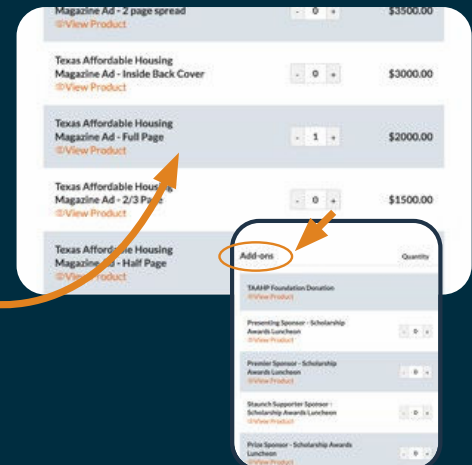
More on Next Page

Continued... How to Begin

Sign Your Contract → Register Online → Receive Invoice or Pay Online

www.texashousingconference.org/sponsorship-opportunities

- **(Optional)** If you are purchasing a Platinum or Silver sponsorship that includes a 1/2 page ad in the *Texas Affordable Housing Magazine* and you are upgrading your ad to a full page, after selecting your sponsorship level, scroll down to the add-on section on the registration page, select the full page ad option, then enter the promo code on the check out page to reduce the price to \$750 for the full page ad.
- **(Optional)** If you are purchasing an additional ad *Texas Affordable Housing Magazine* for 25% off (gold level sponsorship and above), scroll down to the add-on section on the registration page, select the ad size of your choice, then enter the promo code provided to you on the check out page for the discount.



If your company's firewall prevents you from accessing contracts online, please contact Kristi Sutterfield at kristi@taahp.org for a PDF version

Badges Required for All Attendees at All Times

Register your staff during the early-bird period for the best rates.

Anyone from your company attending the conference must be registered to attend and have a badge. Badges can not be transferred, traded, exchanged, reproduced or reprinted.