



THE TAX ASSESSOR-COLLECTORS ASSOCIATION OF TEXAS

An Association to secure the benefits of organized ideas and discussion of mutual problems that will advance and maintain proper efficiency and dignity of the County Tax Office.

www.tacaofexas.org

#BETHEDIFFERENCE

January 4, 2021

Dear TACA Partners:

OFFICERS

TAMMY McRAE, PCAC
PRESIDENT
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tammy.mcrae@mctx.org

RANDY H. RIGGS, CPA, PCC
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lgaddes@wilco.org

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WENDY BURGESS
TARRANT COUNTY
wburgess@tarrantcounty.com

CATHY C. TALCOTT, PCAC
IMMEDIATE PAST PRESIDENT
COMAL COUNTY, RETIRED

As this year's President of TACA, it is with great excitement that I invite you to join us at our 87th Annual Tax Assessor-Collectors Conference in beautiful Corpus Christi. The conference will be held on June 6-10, 2021. **The trade show will take place June 6-9.**

Our Association continues to grow and we are expecting record numbers at this year's conference. 2021 will also bring in almost 50 new Tax Assessor-Collectors and their staff. This makes this year's conference an important one for introducing our new members to the many exhibitors and sponsors who have supported our Association throughout the years. Our members use this as an opportunity to meet new vendors and learn about new products and services that are beneficial to our business. Your support of our Association helps to fund our conference each year.

I would like to thank those of you that have been a longtime supporter and partner with our association. This year I challenge you to not only be a vendor, but to increase your sponsorship level! This year's conference is even more important following a year of closures & cancellations. We expect attendance to exceed over 450 attendees. Be sure to check out our new addition to the sponsorship levels.

I hope you will join us in June as we welcome our newest colleagues and use this opportunity to expand your network connections. Please return the enclosed registration forms to Sarah Lazarowitz as soon as possible in for us to provide you with all the services possible under your preferred sponsorship level.

As always, I **Thank You** for your generous support!

Respectfully,

Tammy McRae, PCAC
TACA President
Montgomery County Tax Assessor/Collector



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2021 Conference Sponsorship Levels

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Vendor Booth \$750

- 8'x10' pipe & draped booth with standard booth set-up
- Two Exhibitor Badges
- Company Name Listed in Program

Bronze \$1,250

- Complimentary 8'x10' Vendor Booth
- Company listed on Sponsor Bingo card as a Bronze sponsor
- Three Exhibitor Badges with Bronze Sponsor Designation
- Bronze Sponsor Designated Space on Floor Plan In Conference Program
- Company Name Listed in Program Under Sponsors & on Sponsorship Signage
- Company Listed on Website as Bronze Sponsor
- One Ticket to the Sponsorship Luncheon and Offsite Event & Banquet

Silver \$2,500

- Complimentary 8'x10' Vendor Booth
- Company listed on Sponsor Bingo card as a Silver sponsor
- Four Exhibitor Badges with Silver Sponsor Designation
- Silver Sponsor Designated Space on Floor Plan In Conference Program
- Company Name Listed in Program Under Sponsors & on Sponsorship Signage
- Company Listed on Website as Silver Sponsor
- Color Business Card Ad in Program (Landscape)
- Up to Two tickets to the Sponsorship Luncheon and Offsite Event & Banquet

Gold \$5,000

- Complimentary 8'x10' Vendor Booth
- Company listed on Sponsor Bingo card as a Gold sponsor
- Six Exhibitor Badges with Gold Sponsor Designation
- Gold Sponsor Designated Space on Floor Plan In Conference Program
- Company Name Listed in Program Under Sponsors & on Sponsorship Signage
- Company Listed on Website as Gold Sponsor
- Color ¼ Page Ad in Program (5.5" x 4.25" Portrait)
- Up to Three tickets to the Sponsorship Luncheon and Offsite Event & Banquet

Platinum \$10,000

- Complimentary 8'x20' Vendor Booth
- Company listed on Sponsor Bingo card as a Platinum sponsor
- Eight Exhibitor Badges with Platinum Sponsor Designation
- Platinum Sponsor Designated Space on Floor Plan In Conference Program
- Company Name Listed in Program Under Sponsors & on Sponsorship Signage
- Company Listed on Website as Platinum Sponsor



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2021 Conference Sponsorship Levels (Continued)

- Link to company's web site from Association Web site from June 1, 2021 – May 31, 2022
- Color ½ Page Ad in Program (5.5" x 8.5" Landscape)
- Up to Six tickets to the Sponsorship Luncheon and Offsite Event & Banquet

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Diamond \$15,000

- Complimentary 8'x20' Vendor Booth
- Company listed on Sponsor Bingo card as a Diamond sponsor
- Ten Exhibitor Badges with Diamond Sponsor Designation
- Diamond Sponsor Designated Space on Floor Plan In Conference Program
- Company Name Listed in Program Under Sponsors & on Sponsorship Signage
- Company Listed on Website as Diamond Sponsor
- Link to company's web site from Association Web site from June 1, 2021 – May 31, 2022
- Color Full Page Ad in Program (Inside Back or Front Cover – limited to first two commitments)
- 2 minutes to speak at Sponsor Luncheon
- Up to Eight tickets to the Sponsorship Luncheon and Offsite Event & Banquet

Advertising Only (Black & White) NOTE: The only way to get a Color Advertisement is to be a sponsor.

- Business Card (Landscape) \$200
- ¼ Page (5.5"x4.25" Portrait) \$400
- ½ Page (5.5"x8.5" Landscape) \$750
- Full Page (8.5" x 11" Portrait) \$1,000

Additional Purchases

- Additional Representatives \$50 (Quantity Needed: _____)
- Sponsorship Luncheon \$75 (Quantity Needed: _____)
- Memorial Luncheon \$75 (Quantity Needed: _____)
- Offsite Event & Banquet \$75 (Quantity Needed: _____)

Specialty Sponsors* (In Addition to Other Sponsorship Levels)

- Lanyards \$2,000
- Electronic Program \$2,000
- Bingo \$5,000
- Conference Bags with Logo \$5,000

**Opportunities are assigned on a first come, first-served basis. The selection you've requested may not be available. Please call Sarah Lazarowitz for availability: (325) 673-4822, ext. 2121.*

Completed forms should be returned to:

Tax Assessor-Collector Association

C/O County Progress

Attn: Sarah Lazarowitz

3457 Curry Lane, Abilene, TX 79606

(325) 677-2631 fax | slazarowitz@zacpubs.com



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2021 Sponsorship and Exhibitor Registration Form

87th Annual Tax Assessor-Collectors Association of Texas Conference

American Bank Center, Corpus Christi

Exhibit Dates: June 6-9, 2021

Sponsor and Exhibitor Information

Name _____ Title _____

Company _____

Address _____

City, State _____ Zip Code _____ - _____

Phone (_____) _____ Fax (_____) _____

Website _____ E-mail _____

Authorized Signature (required) _____

Please indicate Sponsor and Exhibitor registration on the following page. Registrations will not be processed until both forms and payment are submitted.

Payment Information

Check is enclosed for \$ _____ Please send a credit card authorization form
Please make check payable to the Tax Assessor Collector Association. Not available for sponsorships.

Check here if you will be utilizing your complimentary exhibitor space as per your sponsorship level.

Please make check payable to the Tax Assessor Collector Association.

Return along with Exhibitor Space Agreement to:

Tax Assessor-Collector Association
C/O County Progress
Attn: Sarah Lazarowitz
3457 Curry Lane, Abilene, TX 79606
(325) 677-2631 fax | slazarowitz@zacpubs.com



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87TH ANNUAL TAX ASSESSOR-COLLECTORS ASSOCIATION OF TEXAS CONFERENCE AGREEMENT TO FURNISH EXHIBITOR SPACE

THIS AGREEMENT IS MADE THIS _____ DAY OF _____, 2021 BY AND BETWEEN THE Tax Assessor-Collectors Association AND _____.

IT IS MUTUALLY AGREED BETWEEN THE PARTIES THAT:

FOR THE TAX ASSESSOR-COLLECTORS ANNUAL CONFERENCE TO BE HELD AT THE AMERICAN BANK CENTER IN CORPUS CHRISTI, TEXAS.

- THIS IS A TRADITIONAL PIPE & DRAPE SET-UP.** IF YOUR DISPLAY IS TRADITIONALLY LARGER THAN A 10' DISPLAY, YOU WILL NEED TO SECURE TWO OR MORE SPACES TO ERECT YOUR BOOTH. EXHIBITOR UNDERSTANDS THAT THERE WILL BE ONE NAME AND ONE COMPANY PER BOOTH. SHARING OR SUB-LETTING OF BOOTH SPACE WILL NOT BE ACCEPTED. THE TAX ASSESSOR-COLLECTORS ASSOCIATION OF TEXAS RESERVES THE RIGHT TO REASSIGN OR REALIGN BOOTH SPACE AS REQUIRED FOR THE BENEFIT OF ALL EXHIBITORS PRESENT WITHOUT PRIOR APPROVAL OF THE EXHIBITOR.
- DATE OF EXHIBIT IS JUNE 6-10, 2021.** MOVE IN TIMES ARE BETWEEN 1:00 P.M. – 4:00 P.M. ON SUNDAY, JUNE 6 OR 8:00 A.M. – 11:30 A.M. ON MONDAY, JUNE 7. EXHIBITS MAY BREAK DOWN AFTER 11:30 A.M. ON WEDNESDAY, JUNE 9.
- AGREED PRICE FOR SPACE: \$750 (SPACE INCLUDED IN SPONSORSHIP PACKAGES)
- EXHIBITOR WILL MAKE PAYMENT PRIOR TO ASSIGNMENT OF BOOTH SPACE. CHECK OR MONEY ORDER TO BE MADE PAYABLE TO TAX ASSESSOR-COLLECTORS ASSOCIATION.
- IN THE EVENT THAT AN EXHIBITOR NEEDS TO CANCEL THEIR REGISTRATION, IT MUST BE DONE SO IN WRITING AND RECEIVED BY APRIL 30, 2021 TO RECEIVE A REFUND MINUS A \$50 ADMINISTRATIVE FEE. CANCELLATIONS RECEIVED AFTER APRIL 30, 2021 WILL NOT RECEIVE A REFUND.
- EXHIBITOR ASSUMES RESPONSIBILITY AND AGREES TO INDEMNIFY AND DEFEND THE TAX ASSESSOR-COLLECTORS ASSOCIATION, COUNTY PROGRESS MAGAZINE, AND AMERICAN BANK CENTER AND THEIR RESPECTIVE EMPLOYEES AND AGENTS AGAINST ANY CLAIMS OR EXPENSES ARISING OUT OF EXHIBITOR'S USE OF THE EXHIBITION PREMISES.
- THE EXHIBITOR UNDERSTANDS THAT NEITHER THE TAX ASSESSOR-COLLECTORS ASSOCIATION, COUNTY PROGRESS MAGAZINE AND AMERICAN BANK CENTER MAINTAIN INSURANCE COVERING THE EXHIBITOR'S PROPERTY OR ITS EMPLOYEES OR AGENTS AND IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO OBTAIN SUCH INSURANCE.

COMPANY

REPRESENTATIVE NAME/TITLE

SIGNATURE



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SPONSOR AND EXHIBITOR INFORMATION

Exhibitor Schedule:

Date	Time	Activity
Sunday, June 6, 2021	1:00 p.m. – 4:00 p.m.	Exhibit Set-Up
Monday, June 7, 2021	8:00 a.m. – 11:30 a.m.	Exhibit Set-Up
Monday, June 7, 2021	12:30 p.m.	Exhibit Hall Ribbon Cutting
Monday, June 7, 2021	12:30 p.m. – 4:00 p.m.	Exhibit Hall Open – Exhibits Staffed
Tuesday, June 8, 2021	7:30 a.m. – 3:30 p.m.	Exhibit Hall Open – Exhibits Staffed
Tuesday, June 8, 2021	12:15 p.m. – 1:45 p.m.	Sponsor Appreciation Luncheon (tickets required)
Wednesday, June 9, 2021	8:00 a.m. – 11:30 a.m.	Exhibit Hall Open – Exhibits Staffed
Wednesday, June 9, 2021	11:30 a.m.	Exhibit Tear-down
Wednesday, June 9, 2021	7:00 p.m. – 11:00 p.m.	Offsite Event & Banquet (tickets required)

Accommodations:

The host hotel is the Omni Corpus Christi located at 900 N Shoreline Blvd, Corpus Christi, TX 78401. Call (361) 887-1600 to make a reservation. For hotel reservations request a room in the "Tax Assessor-Collectors Association" room block to receive our special group rate of \$149 per night.

The overflow hotel is the Holiday Inn Corpus Christi Downtown Marina located at 707 N. Shoreline Blvd, Corpus Christi, TX 78401. Call (361) 882-1700 to make a reservation. The rate at Holiday Inn Corpus Christi Downtown Marina is \$159 per night.

Room blocks will not open until March 3, 2021. The hotel blocks typically fill quickly for this conference. If you do not make it into the block and would like to be added to the waitlist, please contact Megan West at meganw@county.org.

Reservations must be guaranteed by a major credit card or first night's full deposit. Reservations cancelled after 6 p.m. one day prior to arrival will be assessed one night's room and tax. Hotel check-in time is 3:00 p.m. and check-out time is 12 noon.

Meal/Activity Tickets:

Tickets to the Sponsor Appreciation Luncheon on Monday as well as the offsite event are included in select sponsor packages. Additional tickets for the Sponsorship Appreciation Luncheon (Monday), Memorial Luncheon (Tuesday), and Offsite Event & Banquet (Wednesday) may be purchased by contacting Sarah Lazarowitz at slazarowitz@zacpubs.com.

As the Trade Show Manager for the 87th Annual Tax Assessor-Collectors Association of Texas Conference I look forward to working with you as you prepare for the event. If you have any questions, please do not hesitate to call or email me.

Sarah Lazarowitz

3457 Curry Lane, Abilene, TX 79606

Phone: (325) 673-4822 ext. 2121 Fax: (325) 677-2631 Email: slazarowitz@zacpubs.com

Please retain this form as a point of reference for the conference.