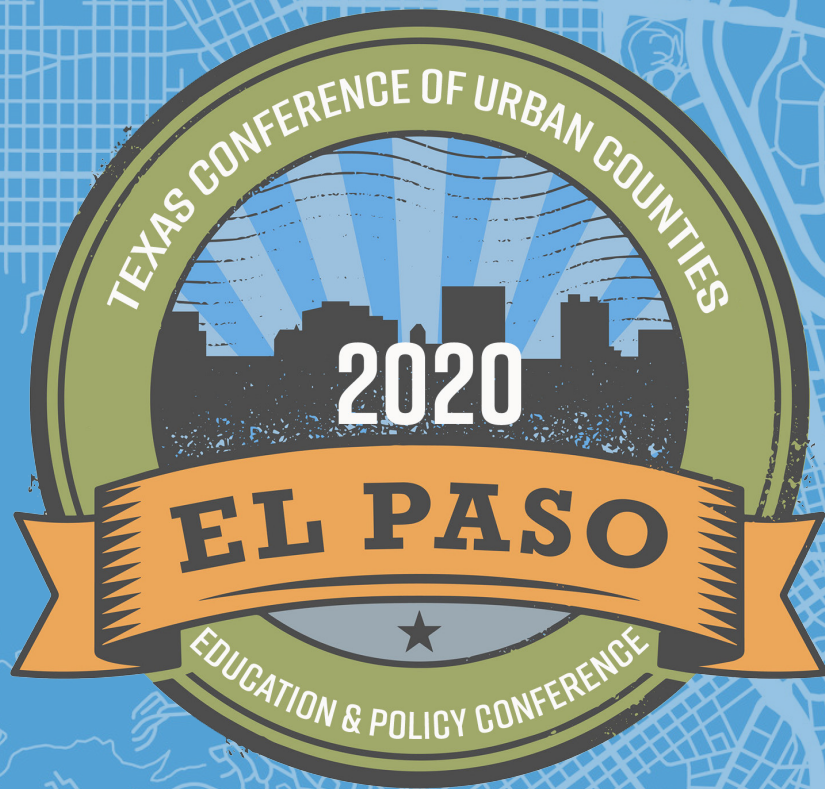


# Sponsor Prospectus



**Destiny Alvarez**  
Meeting Coordinator  
destiny.alvarez@cuc.org  
512.233.5777



**Texas Conference of Urban Counties**  
500 W. 13th Street, Austin, TX 78701  
cuc.org/elpaso2020  
512.476.6174

# Benefits



## Company Representative Registration

Registered sponsor representatives are welcome to fully participate in all aspects of the conference. We ask that each representative planning to attend the conference register separately with the Urban Counties at our conference website <https://cuc.org/elpaso2020> or by email to [destiny.alvarez@cuc.org](mailto:destiny.alvarez@cuc.org). Each sponsoring company will receive one complimentary registration and the opportunity to register additional company representatives at the early rate of \$400 by August 31, 2019. After August 31, additional representatives may register at the standard rate of \$425 by November 30, 2019.

## Conference Program Materials

Each sponsoring company may submit an educational article of up to 1,000 words for inclusion in the digital conference program, and may be on any topic you feel is of interest to urban county officials. As a non-profit, Urban Counties must be cognizant of the distinction between sponsorship revenue versus advertising revenue, and sponsors' articles must not be deemed advertising.

We will also use your company logo to recognize your sponsorship throughout the conference on signage, digital conference program and mobile app. Please note that due to production deadlines, items received after December 1, 2019 may not be included in the program.

## Display Tables

Sponsoring companies have the option to have an 6' rectangular exhibit table set up in the pre-function space outside the main conference session rooms. Tables may be used to display materials such as company information or promotional items. This is optional and tables do not need to be staffed.

## Opportunities to Address Conference Attendees

All conference activities are equally underwritten by all 10 sponsors. Each sponsoring company will be recognized during one conference session. At the beginning of the designated session, a representative of your choice will have the opportunity to address the group on behalf of your company for about 5 minutes. Speakers and sessions are subject to change.

# Sponsorship Fee



## Conference Sponsorship Fee - \$6,000

This exclusive sponsorship opportunity is available to a maximum of ten (10) sponsors. All sponsors are entitled to the following benefits:

- An unparalleled opportunity to network with elected county officials from across Texas. Sponsors are invited to join attendees during all conference sessions and events.
- Recognition during a segment of the conference where your company representative may briefly address conference attendees. **Sponsors will have the option to select their preferred session in the order payment is received.**
- Sponsoring companies will also be acknowledged during the Sponsors' Happy Hour Reception. Sponsors are invited to participate in this exclusive opportunity to mingle with urban county officials, state legislators, and key staff over appetizers and drinks.
- The opportunity to submit an article on a relevant urban county topic for inclusion in the digital conference program.
- Promotion and logo recognition throughout conference materials.
- The option to register multiple representatives who may participate in all conference activities, in addition to one complimentary registration included with your sponsorship.
- The option to have a 6' table set up in the pre-function space outside the conference session rooms.

On behalf of our members,  
thank you for your support.

# Location & Agenda



## Location

DoubleTree by Hilton El Paso Downtown  
600 N El Paso St  
El Paso, TX 79901

## Hotel Details

The hotel will begin accepting reservations under the Urban Counties conference room block by mid-October. Conference participants must make their own hotel reservations by contacting the hotel, or by using the reservation link at our conference website <https://cuc.org/elpaso2020>. Sponsors will be contacted as soon as the reservation link is available. Please note that any reservations made prior to October may not be eligible for the conference rate of \$139 per night. Once the room block is available, attendees are encouraged to book prior to Friday, December 27, 2019.

## Tentative Agenda

A draft agenda is below for travel planning purposes. Times are subject to change. A complete agenda will be released a few weeks prior to the conference. Please note hospitality suites and other events are not allowed during scheduled conference functions.

### Wednesday, January 15, 2020

11:30am - 6:00 pm	Registration Open
11:00am - 12:30pm	Optional Outing
1:30pm - 3:30pm	Optional Outing
5:00pm - 6:00pm	Welcome Reception
6:00pm - 8:00pm	Dinner and Keynote Session

### Thursday, January 16, 2020

7:30am - 8:30am	Breakfast
8:30am - 11:00am	Educational Sessions
12:30pm - 2:00pm	Urban Counties Membership Luncheon
2:00pm - 5:00pm	Educational Sessions
5:00pm - 6:00pm	Sponsors' Happy Hour Reception
6:00pm	Dinner on Your Own

### Friday, January 17, 2020

7:30am - 8:30am	Breakfast
8:30am - 11:00am	Educational Sessions
11:00am - 11:30am	Long Break for Check-Out
11:30am - 12:30pm	Round Tables
12:30pm	Conference Adjourn

# Contact Us



## **Become a Sponsor**

There's still time to support the Texas Conference of Urban Counties as a corporate underwriter of our annual conference on January 15-17, 2020 in El Paso, TX. This is our most popular member event of the year, and draws county leaders from the urban areas throughout Texas.

Sponsors of our annual conference attend all conference events alongside our members, and thus have an unparalleled opportunity to network with elected county officials from across Texas. All sponsors will be personally recognized and given an opportunity to address conference attendees. Further, sponsors are invited to submit an educational article for the digital conference program.

## **About Urban Counties**

The Texas Conference of Urban Counties is an association of 34 of Texas' most populous counties. The Urban Counties members represent roughly 80% of the population of the State of Texas. Harris, Dallas, Tarrant, Bexar, Travis and El Paso Counties formed the Urban Counties in 1975. While we focus predominately on affecting state policy and communicating state policy developments to our member counties, we began providing continuing education opportunities for our members in 1996. The Urban Counties Education and Policy Conference is an annual event.

To confirm your place at our 2020 annual conference, please contact Destiny Alvarez by phone at 512.233.5777 or by email at [destiny.alvarez@cuc.org](mailto:destiny.alvarez@cuc.org).