



BACK TO PAYROLL BASICS

WHERE WE'RE GOING,
WE DON'T MISS DEADLINES!

TEXAS PAYROLL CONFERENCE

SEPT 16-19 2026



WATERWAY MARRIOTT HOTEL
THE WOODLANDS, TX

Sponsorship Opportunities

BUILD YOUR BRAND. INCREASE SALES & MARKET SHARE.

The Texas Payroll Conference (TPC) enables your company to target payroll and human resources professionals from across Texas, including firms and businesses that represent the cream of the crop in their professions. With a focus on payroll processes, tax, audit, outsourcing, global payroll, technology, and more, exhibitors benefit from highly qualified audiences who come to learn from nationally recognized speakers through top-notch agendas. Network with customers and prospects in relaxed settings, and enjoy first-class surroundings to showcase your products and services and enhance your corporate identity.

Sponsorships position your company as a leader at a time when key decision-makers are eager to learn and ready to help their firms or clients grow. So, when you think about investing in face-to-face interaction at the Texas Payroll Conference, consider the impact that a sponsorship will make on key customers and prospects.

Becoming a sponsor is easy. We offer sponsorships at many price points. With any Sponsorship you choose, you receive brand-building exposure of your corporate logo with one of the largest payroll conferences in the United States.

Sponsorship Levels

There are six levels: Diamond, Platinum, Gold, Silver, Bronze and Chapter/Starter. Each level comes with numerous standard benefits.

Sponsorship Opportunities

Beyond the tiered structure, we also offer specific sponsorship opportunities. Each opportunity is to sponsor a particular item. For example, our Friday Night Party sponsorship provides extensive exposure as the Friday Night Party Sponsor, as well as serving as a Platinum sponsor of the Texas Payroll Conference. Each opportunity falls within a level, based on its price, and each comes with all the standard benefits of that level.

Sponsors may choose a specific sponsorship opportunity or sponsor at the base level price, separate from any listed opportunities.

The following pages outline the various levels and related benefits as well as any currently listed sponsorship opportunities. For more information, please get in touch with our Meeting Planner Donna Hoyer at 972-953-8822; email donna@planitplanners.com or at exhibitor@txpayrollconference.org.

Remember, we can tailor a package to meet your specific needs.

2026 TPC Sponsorship Services, Levels, Benefits	Exclusive Diamond	Platinum	Gold	Silver	Bronze	Chapter/ Starter
Reserved Table at the Awards Celebration	✓					
Reserved Table at the Friday Night Party	✓					
10x20 Booth upgrade in Expo Hall (double)	✓	✓				
10x10 Booth in Expo Hall			✓	✓	✓	✓
Full Conference Registration	3	2	1			
One-Day Conference Registration	2	1	1	1		
Collateral included in Conference Bag (sponsor provided)	✓	✓	✓			
Digital PRE-event Attendee List (one-time use)	✓	✓	✓			
Complimentary Friday Night Party Tickets	6	4	2	1		
Full Registration @ 50% off the regular rate	3	2	1	1		
Advertisement in Digital Program	Full Page	Full Page	Full Page	½ Page	¼ Page	
Video & Digital Colateral in the Exhibitor Portal	✓	✓	✓			
Logo on Welcome Sign	✓	✓	✓	✓	✓	✓
Recognition from the Podium	✓	✓	✓	✓	✓	✓
Digital Post -event Attendee List (one-time use)	✓	✓	✓	✓	✓	✓
Recognition as sponsor on Mobile App	✓	✓	✓	✓	✓	✓
Recognition as a sponsor on TPC Website	✓	✓	✓	✓	✓	✓
Recognition as sponsor in TPC Digital Program	✓	✓	✓	✓	✓	✓
Special Recognition on TPC Website (homepage)	✓	✓	✓	✓	✓	✓
Special Conference Attendee Gift	✓					
Logo on ALL conference marketing material	✓					
Logo on Conference Bag	✓					
Podium Time at Opening General Session	✓					
Price Bracket	\$30,000	\$22,000+	\$9,000+	\$6,000+	\$4,000+	<\$4,000

2026 Sponsorships

Diamond

Conference ship (exclusive)	\$30,000	SOLD
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Platinum

Friday Night Event	\$25,000	
Special Event	\$ At Cost	

Gold

Charging Station	\$12,500	
Relaxation Lounge	\$12,000	
Barista - Exhibit Hall	\$11,000	SOLD
Opening Keynote Speaker	\$10,500	
Time Machine Delorean Photo Opportunity	\$10,000	
Closing Keynote Speaker	\$9,500	
Thursday or Friday Keynote	\$9,000	
Spirits - Specialty Drink	\$9,000	

Silver

Wi-Fi	\$8,500	
Private Room Demo	\$8,000	
Reception Sponsor (Limit of 4)	\$7,500	
Professional Headshot	\$7,000	SOLD
Music & Entertainment	\$6,500	
Grab Bag	\$6,000	

Bronze

Thursday or Friday Lunch	\$5,500	
Hotel Keycard	\$5,000	
Specific Gift	\$4,500	
Specific Breakout Session	\$4,250	
Photo Booth	\$4,000	SOLD
Volunteer (Exclusive)	\$3,500	SOLD
First Time Attendee (Exclusive)	\$3,500	SOLD
Welcome Packet	\$3,500	

Chapter/Starter

Door Prize	\$2,000	
Décor	\$1,000	1-SOLD
Conference Bag Insert	\$1,000	
Break (4 Available)	Chapter \$500/ Vendor \$2000	

Additional personalized sponsorships can be arranged. For additional details, please contact our Meeting Planner Donna Hoyer donna@planitplanners.com or at exhibitor@txpayrollconference.org