



2022 SUMMIT

THE STATE OF THE FUTURE



September 30, 2022 | 10am-3pm | Arlington, Texas

WHY TEXAS

THE STATE OF THE FUTURE



Texas is the state of the future! Our state's population has increased 70% over the last 10 years and is projected to double in size, exceeding 50 million residents, by the year 2050.

Companies from across the globe are relocating and expanding into every corner of the Lone Star State.

Why?

....because of our unrelenting desire to innovate, our wide open and diverse economy, our welcoming and friendly nature, and most importantly, that anyone can make anything happen here!

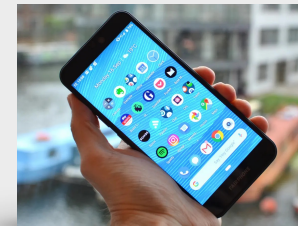
**On September 30, 2022 YTexas is putting
Texas on display at AT&T Stadium!**

We couldn't think of a better place to showcase our great state than AT&T Stadium in Arlington, Texas - home of the world renowned Dallas Cowboys!

Imagine walking into an event where you can experience the scope and scale of our massive \$2 trillion dollar economy while learning about global powerhouse brands and networking with over 3,000 business professionals.

Peruse the sidelines for a tour of the six regions of Texas, each with their own rich culture and commerce, encompassing 254 counties and 29 million residents in total.

On the field, experience innovative advances occurring across our state: manufacturing using 3D printing and advanced robotics, our race to space exploration, the energy and digital transformation, autonomous vehicles by road and air, and many more.



Navigate this experience at your fingertips using our mobile app at YTexas.com.

Access additional resources:

- Lists: Texas Vendor/Supplier profiles, State agencies, Texas schools & universities, Fortune 1000 companies, trade & networking associations, sports & entertainment venues, housing and more.....

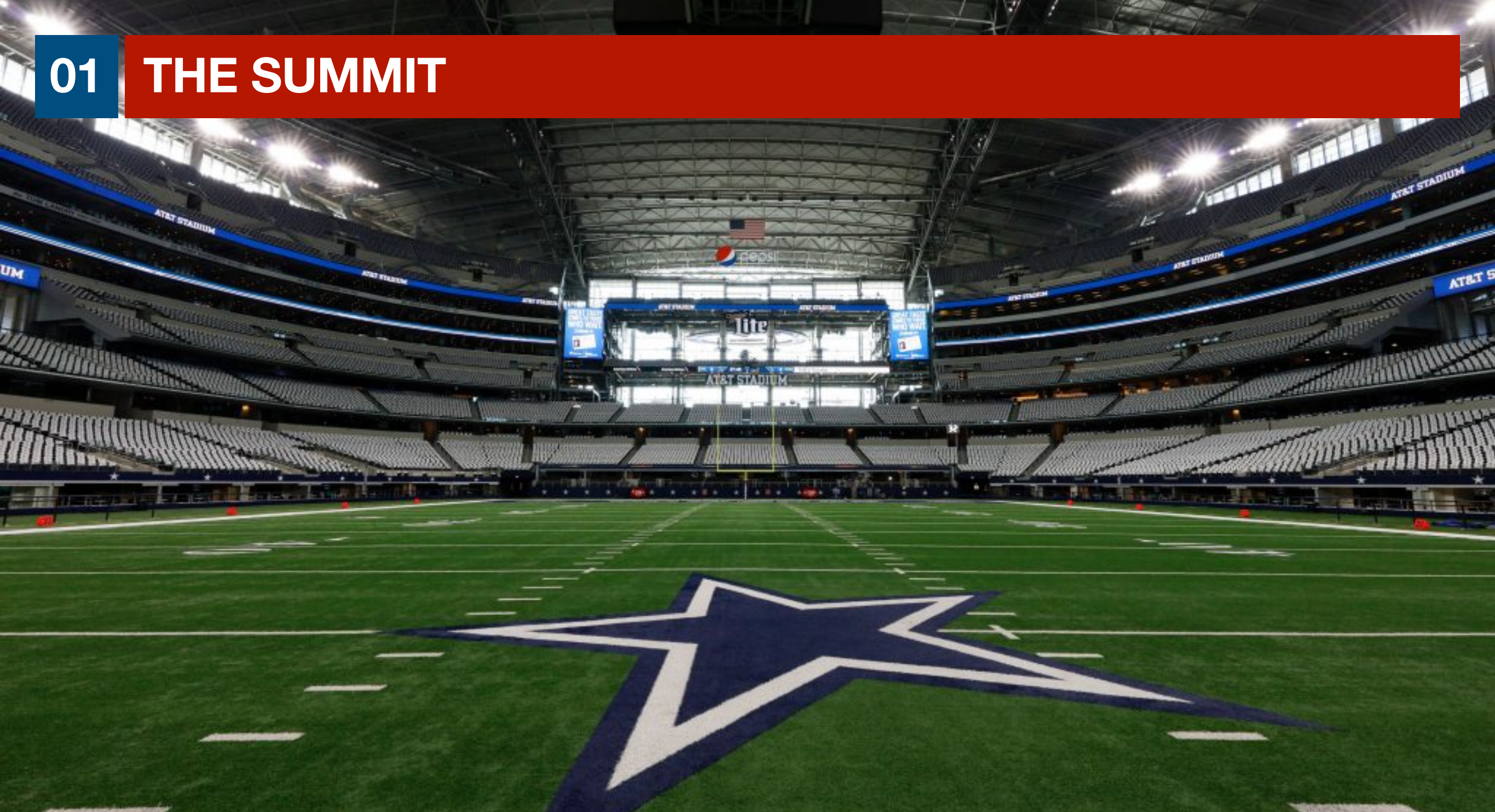
Want to Get Involved?

Attend. Exhibit. Speak. Sponsor.

concierge@ytexas.com

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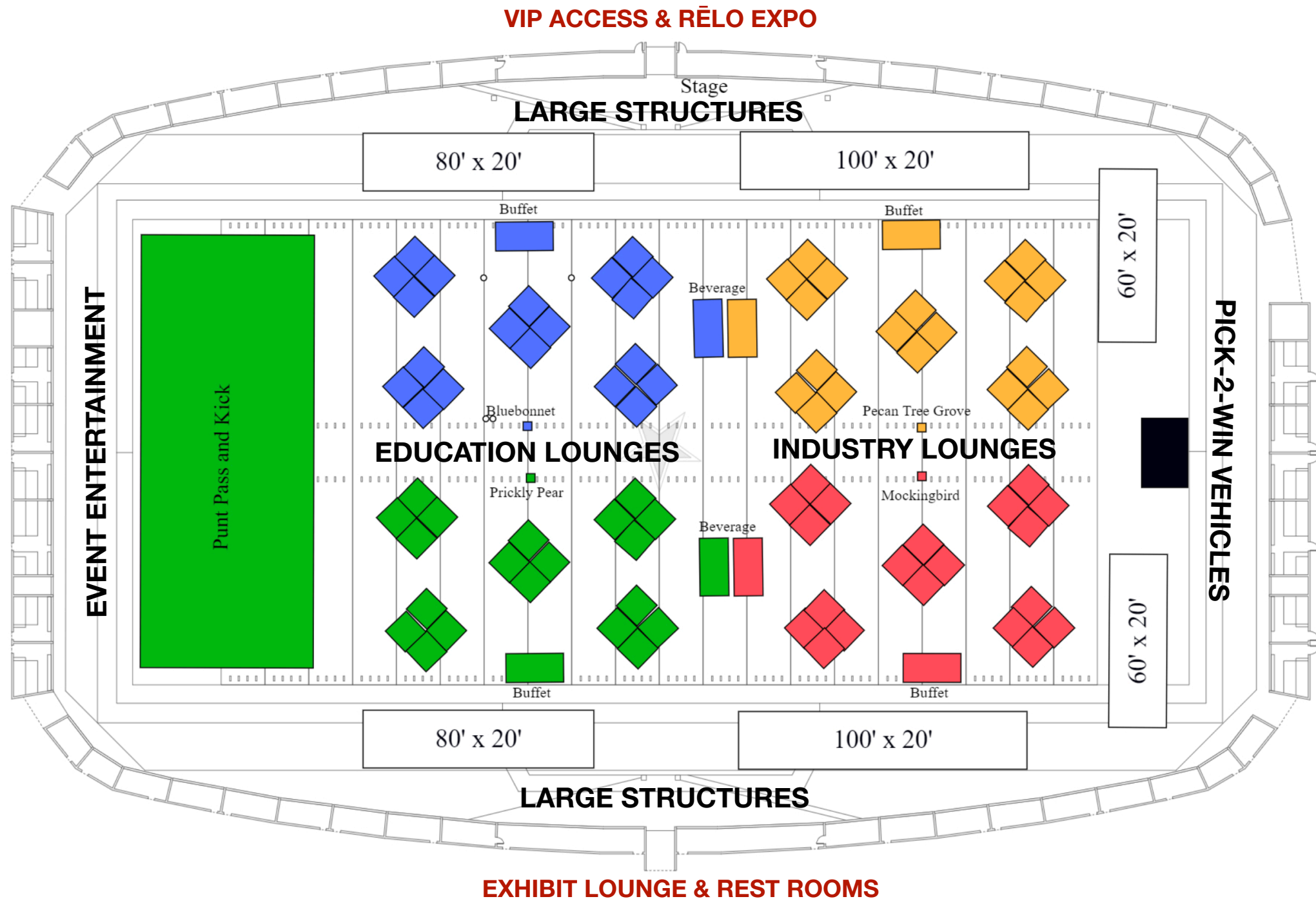
THE SUMMIT



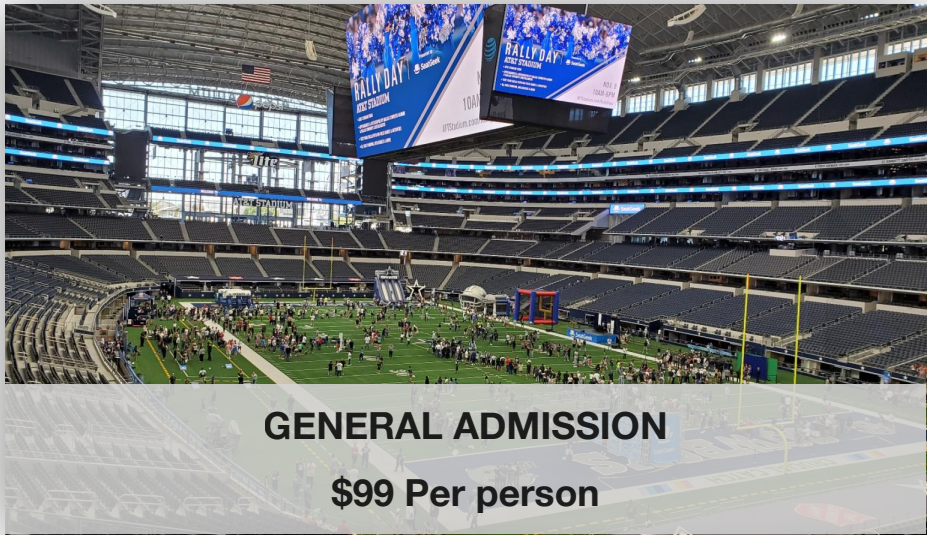
YTEXAS SUMMIT

On Field: Sept. 30th | 10am - 3pm

EVENT SITE MAP



SPONSOR OPPORTUNITIES

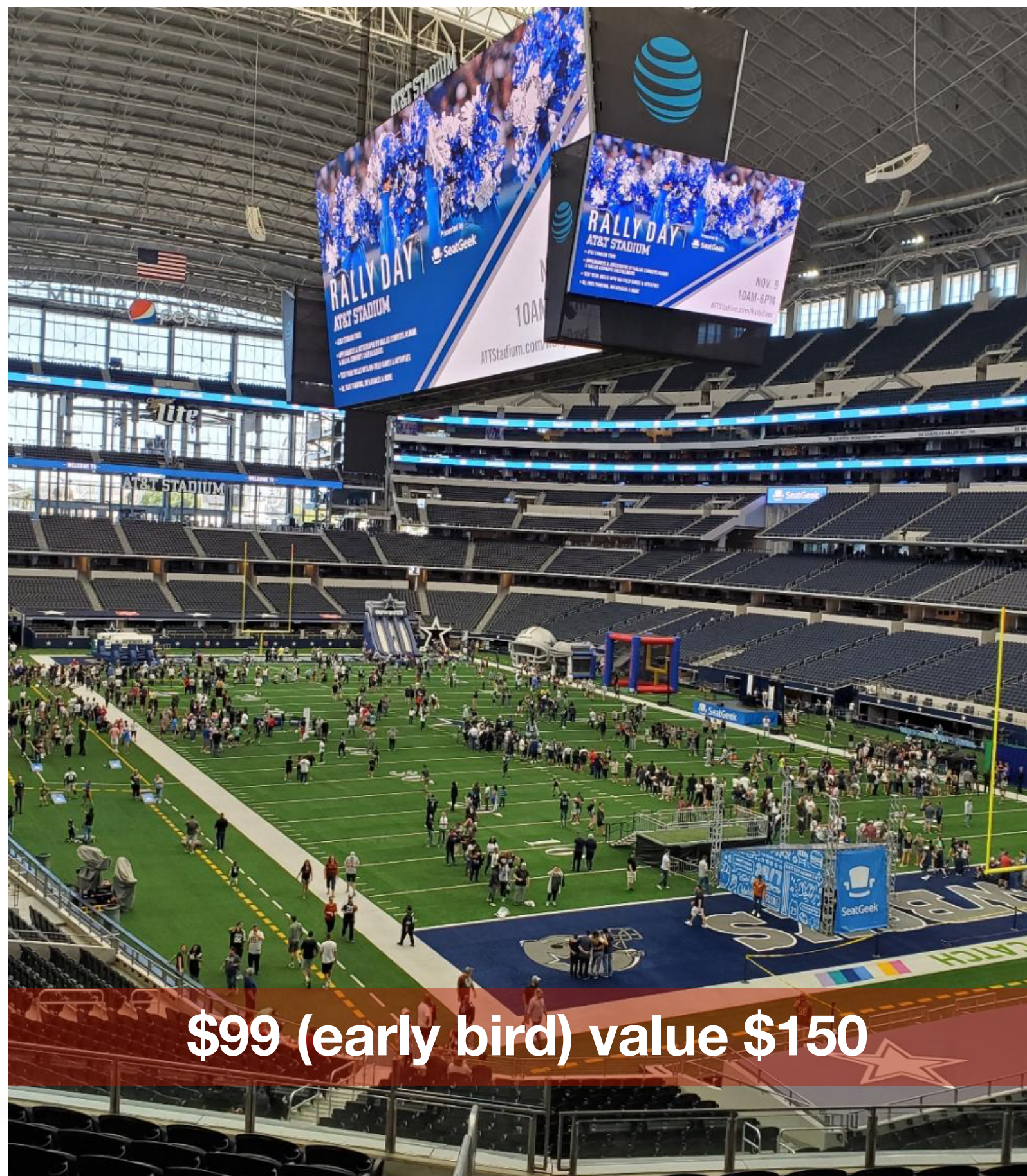


(3,000) SUMMIT EVENT BADGES

General Admission Access

Bulk buy tickets available for your whole team. The biggest networking event our state has ever seen. Don't miss it!

- 5 open hours for event networking with up to 3,000 attendees
- Dozens of on-field exhibitors representing companies across Texas
- Field sideline showcases of the 6 regions of Texas
- Entry into YTexas Pick Til You Win raffles to win a grand prize
- Compete in an end-zone punt, pass, kick, run and catch contest
- Lunch & dessert options from various Texas regions
- Event Mobile App including field map, attendee list and vendor directory
- **Available Upgrade:** Ambassador



\$99 (early bird) value \$150

EVENT VIP ACCESS

YTexas Ambassador

Get the benefit of a YTexas Partnership with 12-months of events, marketing and VIP access at the Summit.

- 3 VIP badges (value \$299) provides access to the Miller Lite VIP Club
- Invitation to post-event VIP happy hour in the Miller Lite Club and Cowboys locker room
- Virtual exhibit on YTexas app for 12 months of post event networking
- Lead capture tools and attendee analytics included in event app
- Invitation to select YTexas events throughout the year for C-suite
- 1 Premium YTexas Travel Club membership + standard Travel Club memberships for all employees
- **UPGRADE:** Custom URL on YTexas.com, branded “Why Texas” video, thought leader sponsored content, and concierge services



\$2,500

(10) RĒLO EXPO SPONSORS

Rēlo Expo Sponsors

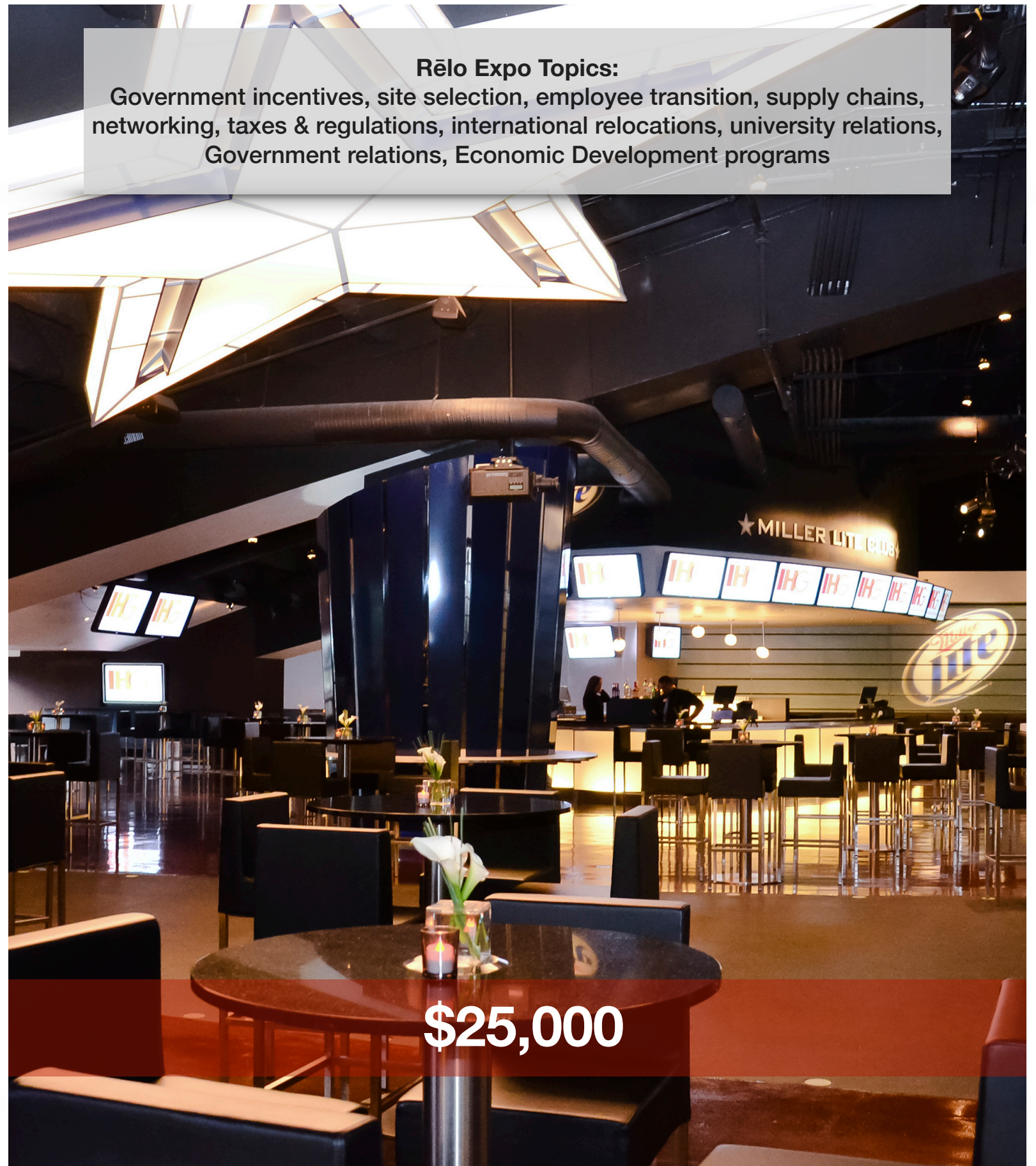
Event panel discussions in front of a live-studio audience in the Cowboys press room. Choose among a list of relocation related topic discussions.

- Includes all Ambassador benefits
- 5 VIP and 5 general admission badges in total for sponsor/panelists
- Customized 20 min. panel discussion in Cowboys press room. Up to 4 panelists
- Branded video recording for post-event use
- Post discussion with attendees in Cowboys locker room
- Jointly selected panelists and topic with YTexas committee

Rēlo Expo Topics:

Government incentives, site selection, employee transition, supply chains, networking, taxes & regulations, international relocations, university relations, Government relations, Economic Development programs

\$25,000



(10) EDUCATIONAL INFO LOUNGES

On-field Lounges

The event will feature (10) educational info lounges. Sponsorship covers admission for students and branding for exhibits.

Lounge experiences:

- Texas Workforce Commission Internship HUB
 - Employers list internships
 - Students seeking internships
- Live Gaming & Esports Educational Showcase
 - Students and employers experience an interactive educational competition
- YTexas Leadership Academy STEM Challenge
 - Participation from 60 Texas High Schools with 300 students
 - 4 Competitions: NASA, Formula 1, Robotics and Legos
- (6) Regional Education/Workforce Showcases with an estimated 200 college students from 10 colleges

Workforce & Education Info Lounges:
Internship HUB (sponsored by Texas Workforce Commission), Esports Education Experience Lounge, Texas High School STEM competition, University/EDC Lounges per region



Up to \$25,000

(10) INDUSTRY INFO LOUNGES

On-field Lounges

The event will feature (10) industry info lounges. Lounge sponsors may include up to (4) guest exhibitors in lounge.

- Includes all Ambassador benefits for sponsor
- 5 VIP and 10 general admission badges in total for sponsor/exhibitors
- Turnkey 20x20 lounge includes: Digital signage, chairs, couch, high boy, electricity, wi-fi
- In lounge branding for sponsor and exhibitors
- Logo representation on stadium ribbon board for sponsor and exhibitors
- 30 second video clip on Diamond vision for sponsor
- Logo on event app for lounge exhibitors and sponsor

Industry Info Lounges:

Smart Manufacturing, AI & Machine Learning, Space Tech, Real Estate, Biosciences, Intelligent Infrastructure, Energy, Film & Entertainment, Agriculture & CPG, Cybersecurity & Defense, Crypto & Blockchain



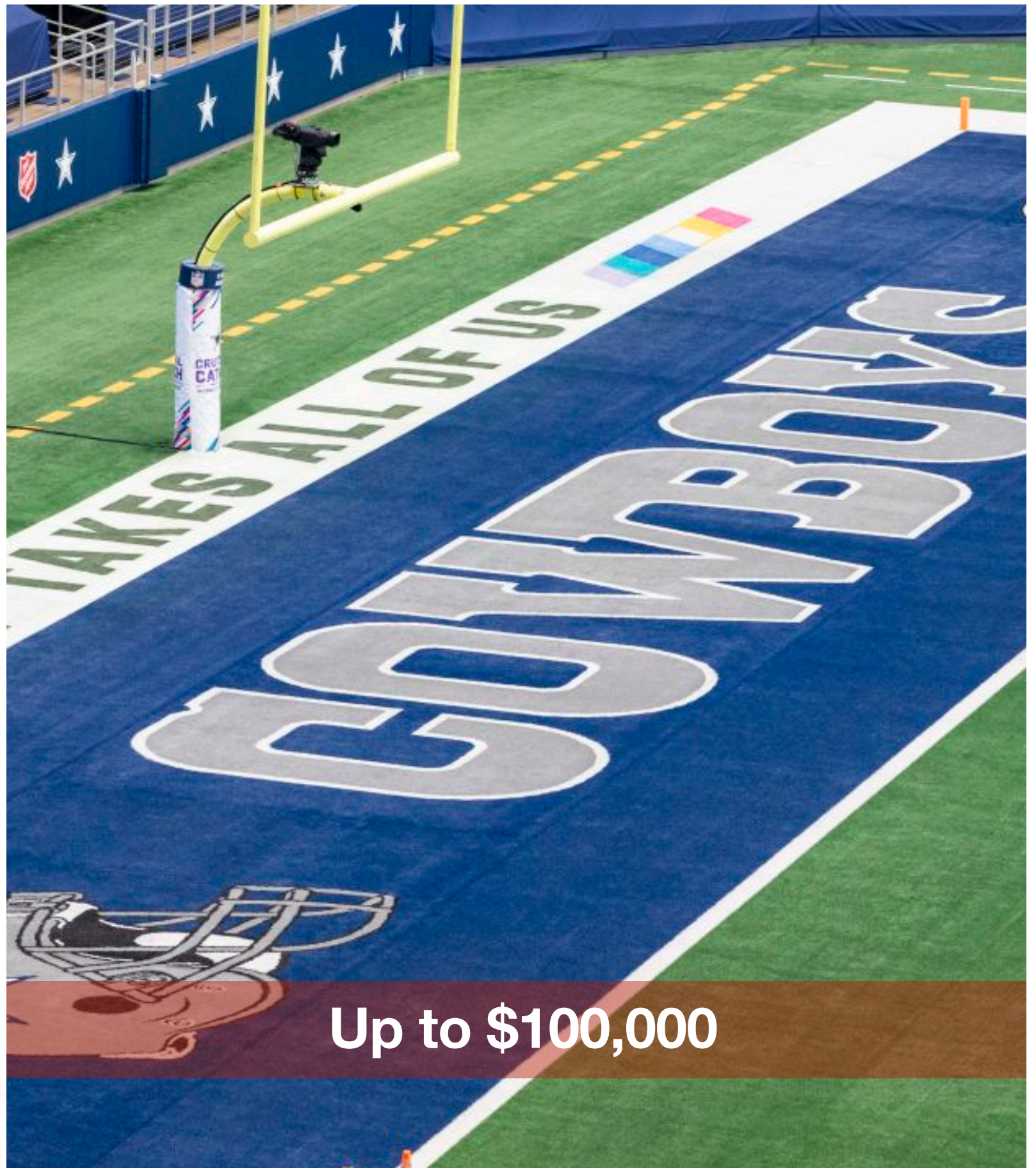
Up to \$50,000

EVENT ENTERTAINMENT SPONSORSHIPS

Entertainment Sponsors

Align your brand with all event attendees by sponsoring the punt, pass, kick, run & catch contest, Pick Til You Win raffle or a customized experience.

- Includes all Ambassador benefits for each sponsor
- 3 VIP and 6 General admission badges in total for each sponsor
- Logo on YTexas homepage, event website and mobile app for each sponsor
- Logo on event ribbon boards and Diamond vision throughout the event for each sponsor
- Sponsorship options:
 - Punt, pass, kick, run & catch
 - Pick Till You Win Raffles
 - Customized experience

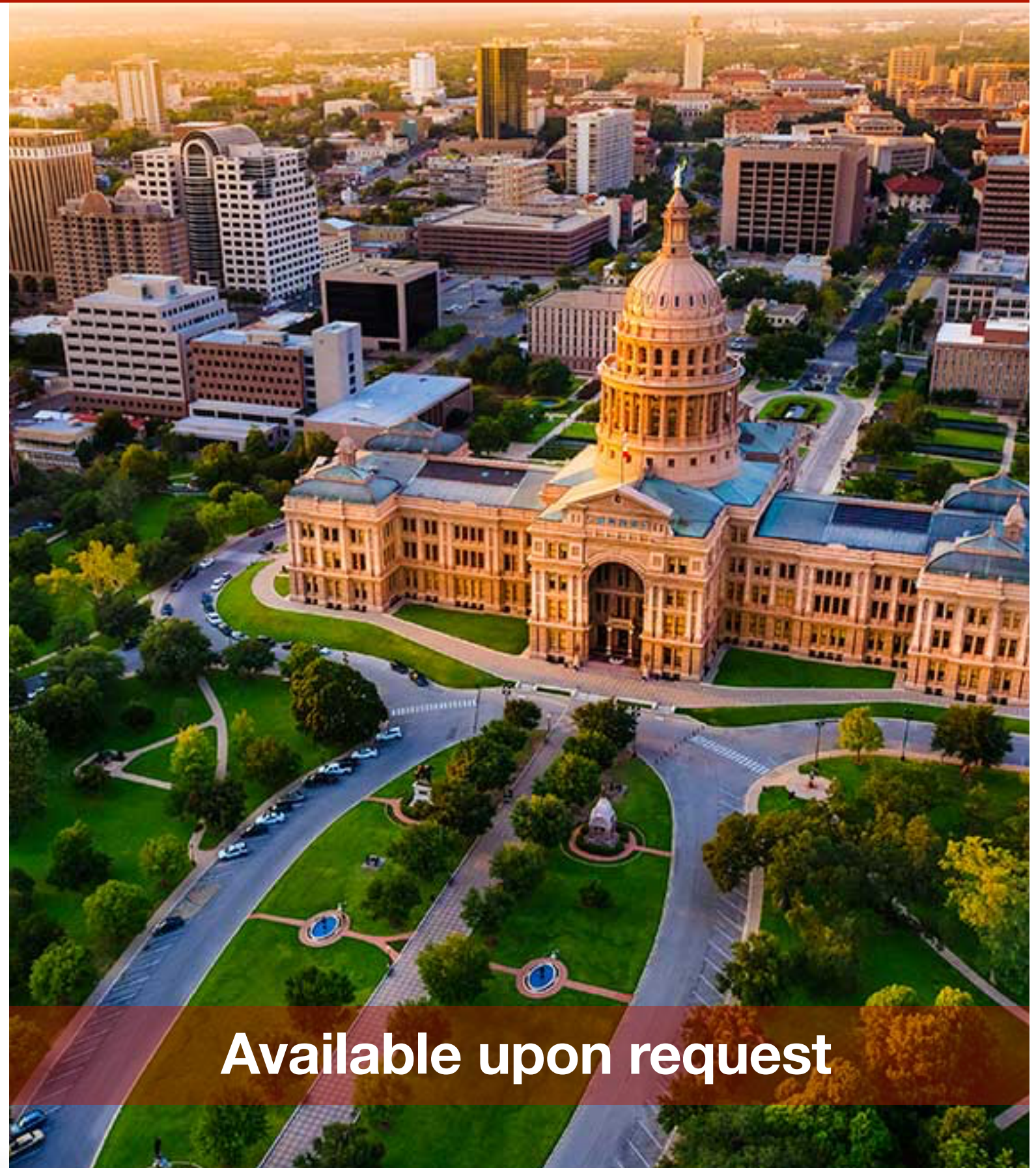


PRESENTING STATE SPONSOR

YTexas Presenting Sponsor

Presenting sponsor for the entire event including on-field events and VIP Lounge. First Right of refusal for 2023 Summit.

- Includes all Ambassador benefits
- 20 VIP and 50 General Admission badges
- Presented by included with Summit logo on all event promotions and PR
- Welcome remarks at event start and close
- Logo on press room step-and-repeat
- Logo on event ribbon boards and video on Diamond vision throughout the event
- Logo on event gift bags
- Logo on YTexas homepage, event website and event mobile app
- Table (10) at the Rēlo Awards Gala
- Sponsor of VIP Club, Rēlo Expo and Cowboys Locker room



Available upon request

SPONSOR BENEFITS

Sponsor Level Descriptions	Presenting Sponsor	Entertain Sponsors	Regional Showcase Sponsor	Industry info Lounge Sponsor	Rêlo Expo Sponsor	Ambassador	General Admission Badge
Price	Upon request	Up to 100k	Up to \$150k	Up to \$50k	\$25k	\$2.5k	\$99
Available	1	4	6	20	10	50	3000
General admission (value \$149)	50	30	20	10	5	2	1
VIP admission (value \$299)	20	15	10	5	5	1	
All Ambassador benefits	◆	◆	◆	◆	◆	◆	
Invitation to the Gala	◆	◆	◆	◆	◆		
Logo on event page	◆	◆	◆	◆	◆		
Logo on home page	◆	◆	◆	◆			
On field event exhibitor	◆	◆	◆	◆			
Ribbon board logo	◆	◆	◆	◆			
Diamond Vision branding	◆	◆	◆	◆			
Pick Till You Win Raffle	◆	◆					
Gift bag branding	◆						
All inclusive event promo	◆						
VIP Post-event host	◆						
Opening event remarks	◆						

SPONSOR BENEFIT DETAILS

Event Benefits	Descriptions
General admission	Access to all events on the field including lunch, exhibits, contests and networking
VIP admission	Includes access to the Miller Lite Club to network with Ambassadors and guests of the Rēlo Expos
All Ambassador benefits	Includes 12 months of activity with YTexas including quarterly events, blog posts and exclusive benefits
Invitation to the Gala	Invitation to purchase a corporate table at the YTexas Rēlo Awards Gala
Your “Why Texas” video	Branded In studio video recording to promote the impact your company is making in Texas
Logo on event page	The event page at YTexas.com/2022summit will be actively promoting the event for 12 months in 2022
On field event exhibitor	Access to up to 3,000 event attendees by showcasing your company.
Ribbon board logo	Display of logos on video board around the perimeter of the field. Over 40 logos displayed simultaneously
Diamond Vision branding	Large “jumbo tron” lowered for event announcements, updates and promos. Includes videos and images
Pick Till You Win Raffles	Contest for all event attendees to enter to win 1 of 4 vehicles: McLaren Tesla, Lexus and Toyota 4 Runner
Gift bag inclusion	All event attendees will receive a gift bag to carry merchandise received in industry info lounges
All inclusive event promo	Includes 12 months of promotion: email, video, press releases, ads, social media & event signage
VIP Post-event gathering	Presenting Sponsor will host a post-event networking event in the Miller Lite VIP Club
Opening event remarks	Opening comments to all event guests includes opening video and/ or pre-recorded messaging