



Texas Criminal Defense Lawyers Association

39th Annual

RUSTY DUNCAN

Advanced Criminal Law Course

Fighting for Freedom & Justice in

TEXAS

under the

Havana Moon

June 18-20, 2026 • Hyatt Regency Riverwalk • San Antonio, TX

Exhibitor & Sponsorship Opportunities

Turn Up the Heat!
Showcase Your Brand at Texas Under the Havana Moon!

What are you looking to achieve? Get your name out there by sponsoring! At 2026's Rusty Duncan, we anticipate between 850 - 1000 attendees from all over Texas. Opportunities listed are limited, so sign up today!

Dear Rusty Duncan Exhibitors,

We extend our heartfelt gratitude to each of you for your participation and support at this year's Rusty Duncan event. Your dedication and contributions helped make it a resounding success!

We are thrilled to announce that preparations for Rusty Duncan 2026 are already underway, and we couldn't be more excited to invite you to join us once again. Attached to this memo is the Rusty 2026 Exhibitor Kit, which contains all the essential information you'll need for next year's exhibition.

Booth sign-ups for Rusty Duncan 2026 are now officially open on a first-come, first-served basis. Given the overwhelming response this year, with all booths sold out by March, we encourage you to secure your spot with a deposit at your earliest convenience to ensure your preferred booth.

Please review the attached exhibitor kit thoroughly for details on booth & sponsorship options, pricing, and sign-up procedures. Should you have any questions or require further assistance, feel free to reach out to Melissa for assistance.

Thank you once again for your continued support and participation in our annual event. We eagerly anticipate your presence at Rusty Duncan 2026 and look forward to another successful collaboration.

Warm regards,

Texas Criminal Defense Lawyers Association

Melissa Schank

CEO

512.646.2724

mschank@tcdla.com

Exhibit Space:

Note: Booth placement is dependent on space availability. Book early to reserve your spot. A floor plan will be sent with each reservation, with location selection awarded in order of those received. *A deposit of \$500 required to hold space, with full payment due 12/1/25. Date to ensure your information is printed in all items is 5/1/2026, or until each space is sold, whichever comes first. If you book a booth after 12/1/25, full payment will be required to reserve your spot.

☐ Exhibit Space = \$1500

- One 6-foot table and two chairs
Additional items (electricity, wifi, etc.) are not provided. If needed, will need to be obtained by the exhibitor.
- Company information listed in the Rusty Duncan Program
- Company information on the TCDLA website under the Rusty Duncan page
- Company information listed in the Passport, where a stamp is required from attendees to be eligible to win great prizes.

Sponsorship Opportunities:

The cutoff date to ensure your information is included on all items is 5/1/2026. Make your presence known to every attendee! Let us know if you don't see what you want, we can customize!

Sponsors who spend over \$2000 (not including a booth fee) on the following opportunities receive their:

- Company logo listed in Rusty Duncan Program
- Company website link included on pre-seminar marketing blast emails
- Company name and logo on our looping seminar commercial
- Company name listed on the sponsor section of the Rusty Duncan home web page

☐ Welcome Reception at the Hyatt Regency = \$750

Wine, beer, or food at your booth with a sponsor sign makes this a lively spot for schmoozing and talking trade

- ☐ Wine station ☐ Beer station ☐ Snacks (hors d'oeuvres) ☐ Beverage non alcoholic

☐ Item in all Bags = \$500 **LIMITED**

- Flyer, pen, or promotional item placed in all seminar materials bag both in-person and virtual attendees
- To participate, send 1200 materials by 5/1/2026 to 6808 Hill Meadow Drive, Austin, TX 78736

☐ Static Commercial Slide = \$750

A slide advertising your company runs throughout the seminar. Your company can provide the slide or our internal communications can create one for you.

☐ 2 Minute Commercial Time Slot = \$1500

Take advantage of an opportunity to show attendees your company commercial during the seminar.

☐ Morning Breakfast/Coffee = \$750 a day or 3 days for \$1200

An eye-catching sign will be placed next to the breakfast item you sponsor—reminding everyone who's fueling their morning.

- ☐ Thursday ☐ Friday ☐ Saturday

☐ New Lawyer/Student Mixer/New Member = \$650

This event packs them in, as the new mixes with the old. Get a leg up by letting the new folks know who you are and what you can do for them. Beverage tickets will be passed out with your company name and your company will be listed on the social event flyer.

- ☐ **Sponsor WiFi = \$1,000 per day LIMITED**
Let's be real. Internet access is a crucial variable in all of our lives, but specifically the modern law practitioner
- Company name in the Rusty Duncan Program alongside with WiFi name and password
- ☐ **Sponsor Awards Banquet = \$750 LIMITED**
- Join with the movers and shakers in attendance, 1 meal ticket included.
 - In this exclusive event, you receive a two-minute time slot to give an in-person presentation
 - Company name listed in the Awards Program
 - Commercial slide will appear on screen, which runs at the beginning of the show and while attendees enjoying their meal
 - Place marketing material on tables
- ☐ **Afternoon Break Social = \$1000 LIMITED**
Have snacks served from your booth during breaks
- ☐ Thursday ☐ Friday
- ☐ **Sponsor Signs—Individually Priced or \$1250 All Signs LIMITED**
Add your logo to ours
- ☐ **Directional Signs = \$750/sign LIMITED**
Your logo is added to one of our directional signs for attendees looking to find their way around the Hyatt
- ☐ Entrance Sign ☐ Breakout Sign/Town Hall
- ☐ **Agenda Sign = \$1000 LIMITED**
Your logo and information displayed on the sign for the ballroom, seen by all attendees—a big reminder of your presence
- ☐ **Sponsor an Electrical Outlet at Tables in 2 Charging Rooms = \$250**
- Company information listed in the Rusty Duncan Program
 - Multiple 8½ x 11-inch signs will give you constant presence for those with their laptops
 - These seats are always occupied
- ☐ **Sponsor Session = \$1500**
In the main room in front of everybody, your 2-minute presentation/commercial on your company is shown.
- ☐ **Sponsor Phone Charging Station = \$250**
Your sign will be featured prominently alongside this much-used station in the registration area.
- ☐ **Donate Item for Silent Auction**
The Silent Auction raises funds for scholarships and receives a great deal of foot traffic. Donate an item and have your company name listed on the Silent Auction event flyer.
Item to donate: _____ Minimum Amount: \$ _____
- ☐ **Golf Sponsor = \$250**
- Company name listed on Golf signage at all bays, viewed by the players of the year!
 - Company name listed on Rusty Duncan Commercial

Program Advertising:

For the first time ever, we're offering advertising space in our printed seminar program—placed directly into the hands of every attendee. Don't miss this opportunity to promote your services to a targeted audience of legal professionals. Space is limited and available on a first-come, first-served basis. Reserve your spot today!

- ☐ **Full Page Ad = \$1,250** LIMITED
5.5" x 8"
- ☐ **Half Page Ad = \$750** LIMITED
Horizontal - 5.5" x 4"
Vertical - 2.75" x 8"
- ☐ **Quarter Page Ad = \$450** LIMITED
Vertical Only - 2.75" x 4"

Membership Party Sponsorship:

☐ **El Capitán Platinum Sponsor—\$2,000**

- Listed in Rusty Duncan Program
- Listed in PowerPoint Commercial
- Table Sponsor Signs
- Large Sponsor Sign featured at the Party
- Reserved Table of choice, 10 party tickets, your choice of seating

☐ **Cuban Sunset Gold Sponsor—\$1,500**

- Listed in Rusty Duncan Program
- Listed in PowerPoint Commercial
- Large Sponsor Sign featured at the Party
- Reserved table, 6 tickets

☐ **Salsa Silver Sponsor—\$1,000**

- Listed in Rusty Duncan Program
- Listed in PowerPoint commercial
- Small Sponsor Sign at the Party
- 2 Party Tickets

☐ **Café Cubano Bronze Sponsor—\$500**

- Listed in Rusty Duncan Program
- Listed in PowerPoint Commercial
- 2 Party Tickets

Booth Number Requested (see layout—list 3 in order of preference): 1. ____, 2. ____, 3. ____

Date: _____

Contact Name: _____

Name for Signs: _____

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Onsite Contact Phone Number: _____

Payment Information: Total: \$ _____

☐ **Credit card (Mastercard, Visa, Discover, or American Express)*** ☐ **Check**

* 4% Convenience Fee will be applied

☐ **Deposit of \$500** (card on file will be charged remaining balance on 12/1/25) OR ☐ **Full Amount**

Name on Card: _____ Authorized Signature: _____

Card Number: _____ Expiration Date: _____ CVV: _____

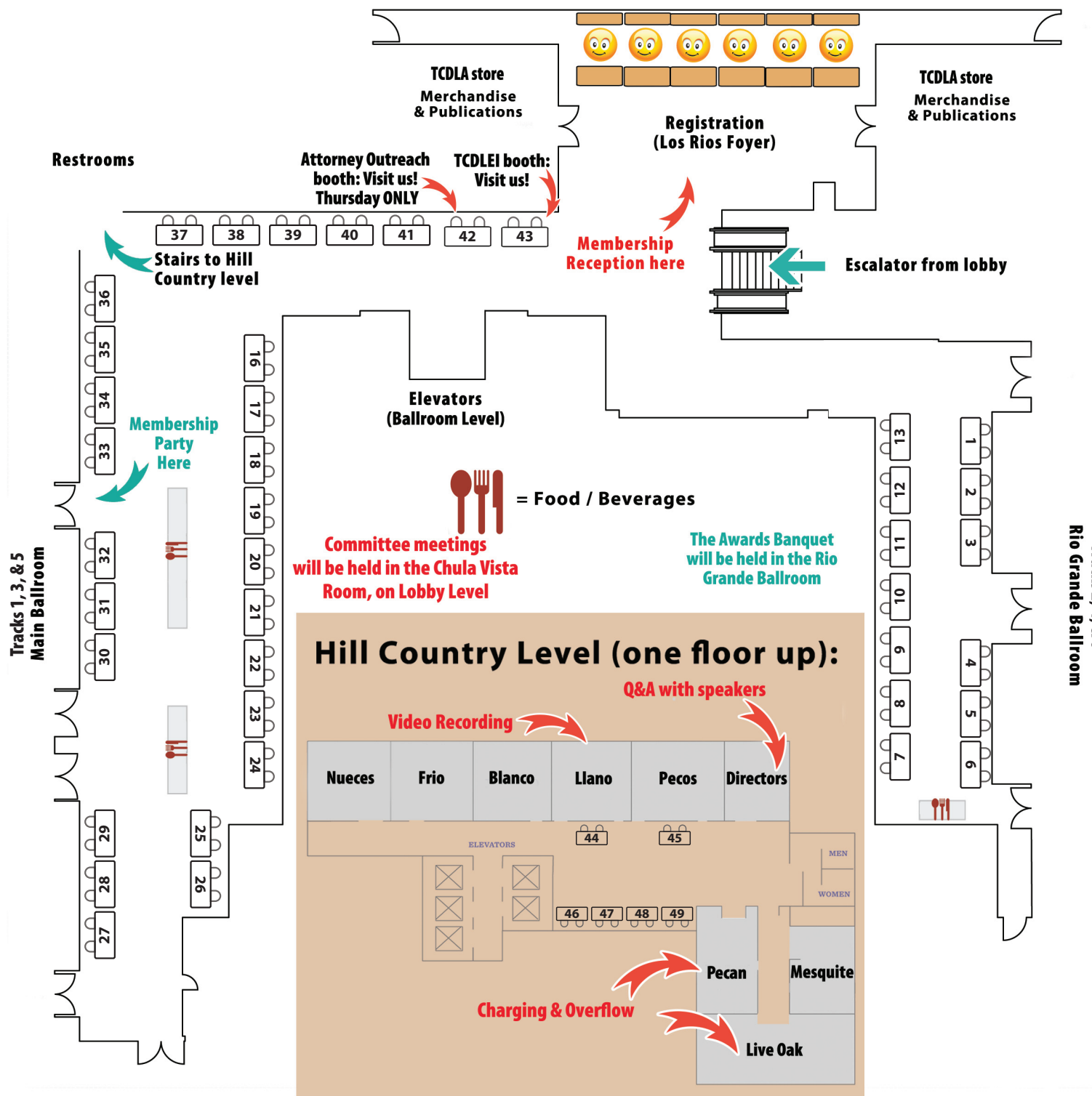
Total: \$ _____

Submit this form by mail to : 6808 Hill Meadow Dr., Austin, TX 78736 , fax to 512.469.0512, or email to mpelt@tcdla.com

Questions? Inquiries? We would be happy to help. Contact Meredith Pelt at 512.646.2735 or mpelt@tcdla.com

Exhibitor Floorplan

Ballroom Level



Exhibitor Guidelines:

To ensure a successful collaboration, please review the following guidelines for participating in our seminars and/or being a sponsor. Your agreement to participate, either via email or paid invoice, confirms that you and anyone onsite representing or working your booth understand and agree to comply with these rules and guidelines.

Exhibit Space:

- Includes one (1) table and two chairs outside the meeting room.
- Space is limited and assigned based on function space, banquet, and traffic flow requirements.
- Exhibitor is responsible for providing any specific requests and hotel room arrangements through the hotel directly.
- All banners, company displays, advertising materials, etc. are to be within the booth's assigned space.
- Exhibitor space is non-transferable to any third-party exhibitor.

Transportation/Setup/Electrical/Audiovisual:

- Exhibitor is responsible for all transportation, setup, audiovisual costs, and any other costs related to exhibit setup.
- The hotel will handle all electrical, audiovisual, booth internet service, booth food items, package handling, banner hanging, easels, dock move-in, and storage. All charges are to be dealt with directly through the hotel.

Promotions/Giveaways/Drawings:

- The course director will thank exhibitors daily from the podium and encourage attendees to visit the exhibit area.
- Exhibitors can make an announcement if they add this on to their package.
- For announcements regarding prize drawings, let onsite TCDLA staff know and they will make the announcement.
- Exhibitors are encouraged to promote on social media.
- Handouts may be distributed from your booth but are NOT permitted in the meeting room or at the registration area. They can be included in attendee packets by adding on to your package.

Exhibitor Displays and Marketing Materials:

- Exhibitors are limited to selling products/services associated with their business only.
- Please refrain from disparaging other organizations in your marketing materials or display.

Name Badges:

- TCDLA will provide printed name badges for (2) exhibitors displaying the company name – not individuals.

Meals and Food Functions:

- Exhibitors are not included in food/social functions unless they have registered for them.

Course Registration:

- Individual course registration is not included in the exhibitor fee. Member fee for registration is available if exhibitor is a member of TCDLA.

Attendee List & Contacting Attendees:

- Customer lists are considered proprietary and cannot be shared.
- Attendees at each event are not to be solicited unless given consent by the individual to be contacted.
- We suggest having a business card drop off or sign up sheet at your booth.

Liability/Security:

- Texas Criminal Defense Lawyer's Association and its employees are not responsible for exhibitor property loss or damage.
- Please do not leave valuables unattended in the exhibition area.

Payment and Cancellation:

- Booths and sponsorship are not secure until a deposit or payment has been made. Invoices should be paid upon receipt or no later than 30 days after receiving the invoice.
- Cancellations made 60 days in advance will incur a 10% deduction. If canceled between 60 and 10 days before the event, you have the option to transfer to another event. However, within ten days of the event, no refunds or event transfers will be possible.

Non-Compliance with Rules and Guidelines:

- Texas Criminal Defense Lawyers Association reserves the right to change these rules and guidelines without notice.
- Non-compliance may result in exclusion from future events.
- Your participation agreement affirms compliance with these guidelines and Texas Criminal Defense Lawyers Association Event Terms and Conditions.

