



2025 YTexas Program



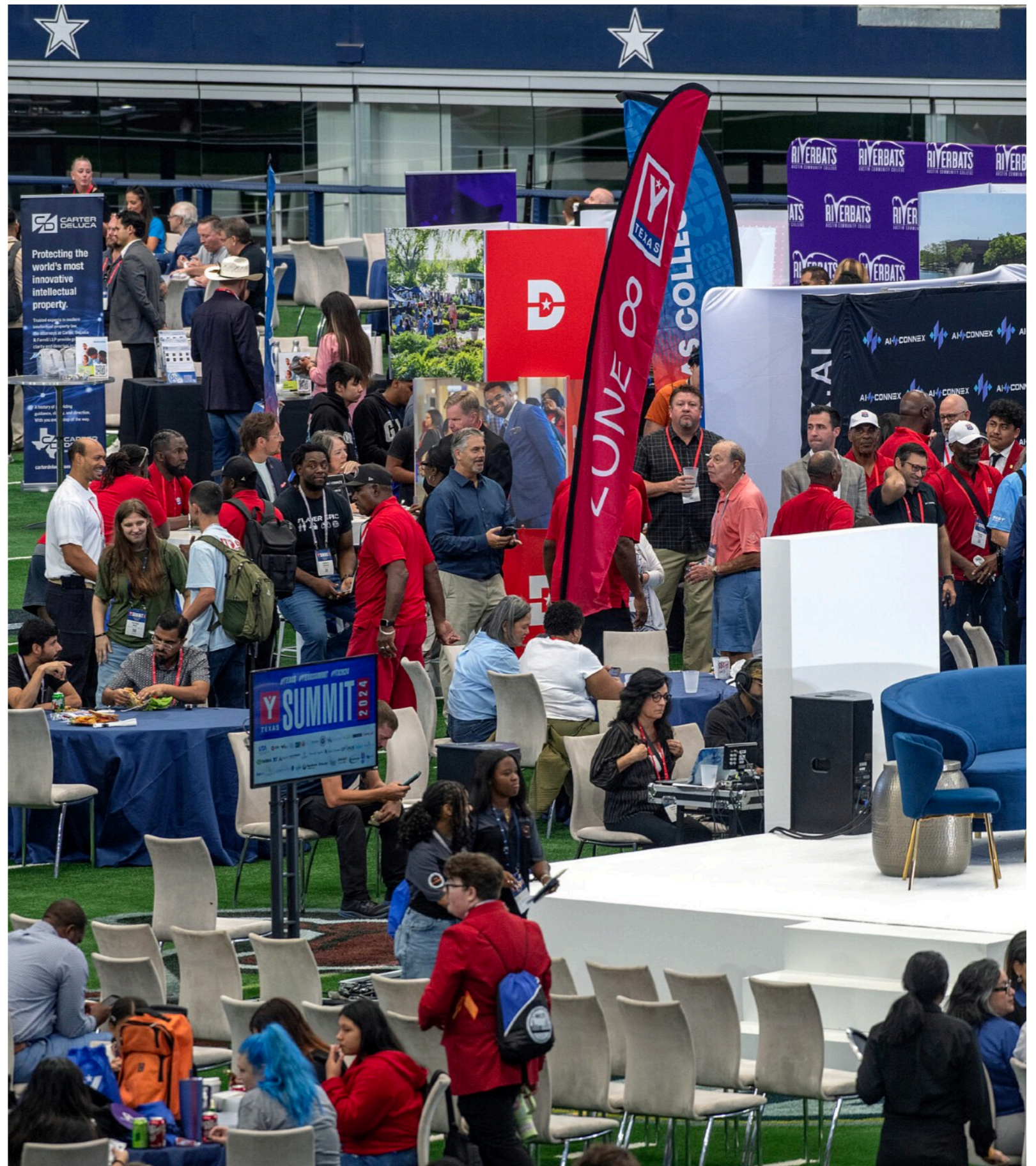
YTexas is hosting our 2025 Summit: **The Official Texas Innovation Showcase** on Sept 23-24 at Daikin Park in Houston TX.

The Summit was coined “the South by Southwest for business” by the *Dallas Morning News*, where over 2,500 Texas business professionals and influencers convene to showcase innovators in Texas from over 10 industry sectors in technology, education, economic development - promoting why Texas is the premier destination to do business.

The **YTexas Summit** is a **marketplace** for companies, schools, and regions to promote groundbreaking projects to forge working relationships with peers across the state - and with those looking to relocate or invest here.

This **2-day event** will host a VIP reception in the Stadium Diamond Club followed by an all-day Summit throughout Daikin Park.

YTexas will host **regional events** in **Dallas** (Feb 19) and **Austin** (June 18) to provide a statewide experience for our sponsors. A community of 1,000+ Texas professionals can be accessed throughout the year via the **YTexas app**.





In 2025, we will be launching a year-long program to further connect the Texas marketplace by addressing the major components to Texas's success: **Education, Legislation and Innovation.**

YTexas is excited to announce our 2025 schedule of events, culminating in the first Official Texas **Innovation Showcase at Daikin Park**, home of the World Champion Houston Astros!

We have **three exciting events** that will offer brand exposure throughout the state of Texas and position your company as a **leader of innovation and technology** across the many different verticals, industries, and institutions that make up the vast Texas economy.

EDUCATION



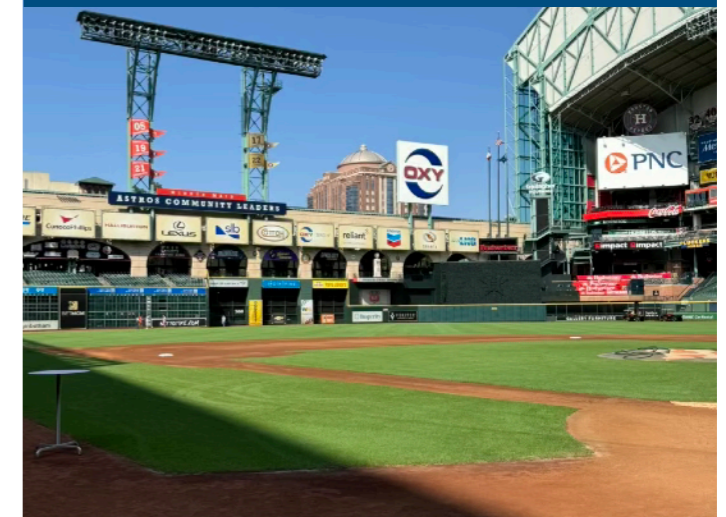
- **Date:** February 19th
- **Location:** Dallas College, Dallas, TX
- **Attendance:** 250
- **Format:** VIP reception with program keynotes and sponsor recognition

LEGISLATION



- **Date:** June 18th
- **Location:** Kalahari Resorts, Round Rock, TX
- **Attendance:** 500
- **Format:** Half-day, VIP reception, keynote, luncheon, 10 sessions, 20 exhibits

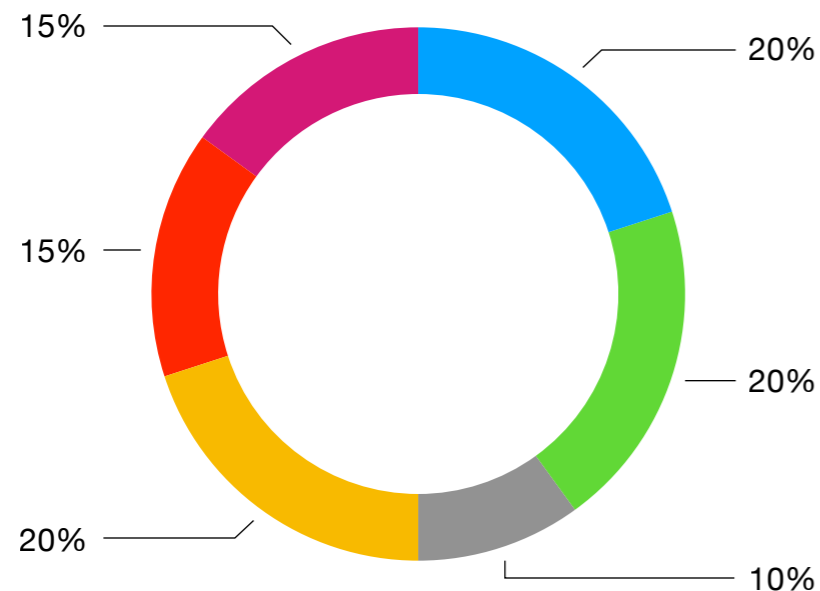
INNOVATION



- **Date:** Sept 24th
- **Location:** Daikin Park, Houston, TX
- **Attendance:** 3,000
- **Format:** Full-day, exhibits, keynotes, 20 sessions, on-field activities, student interaction

Who Attends

● Enterprise ● Academia ● Government
● Students ● Start-ups ● Middle Market



2024 YTexas Summit - Oct 1 at AT&T Stadium | Arlington, TX

Event Statistics

- ☑ 3,000 executive attendees
- ☑ 500 high-growth companies
- ☑ 10 Focused industry sectors

- ☑ 135 produced interviews/discussions
- ☑ 100 Innovation exhibits
- ☑ 50 ISDs, Colleges and Universities

2024 SPONSORS



PAST KEYNOTE SPEAKERS



Drew Pearson
Super Bowl Champion



Dennis Quaid
Actor



Norman Garza
Texas Space Commissioner



Jim Ross
Mayor of Arlington



General Miles Brown
Army Futures Command



Dr. Iris Freemon
Dallas College



Nicholas Skytland
NASA



Camille
Dallas Cowboys Cheerleader



John Cowen
Mayor of Brownsville



ROUNDTABLES

Participate in roundtable discussions with industry peers addressing top issues such as:

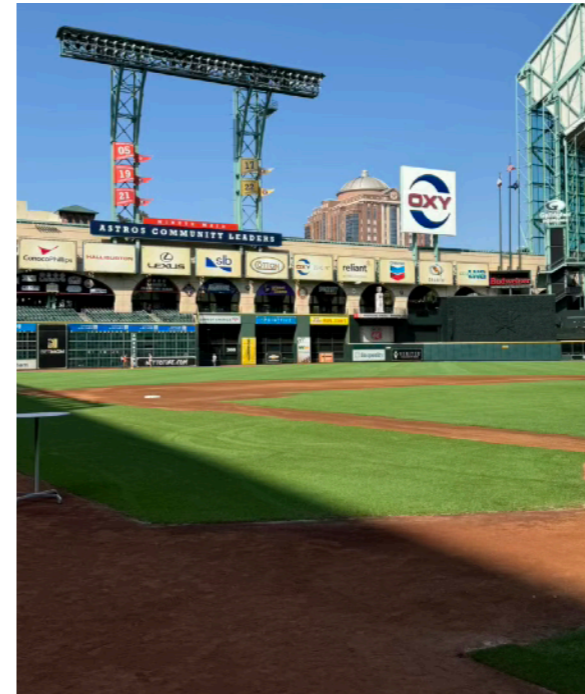
- Industry **trends**
- Workforce development
- **Innovation**
- Legislation
- and more



PITCH CONTESTS

Companies and students submit projects to the “Texas Innovation Pitch Contest”. Pitches include:

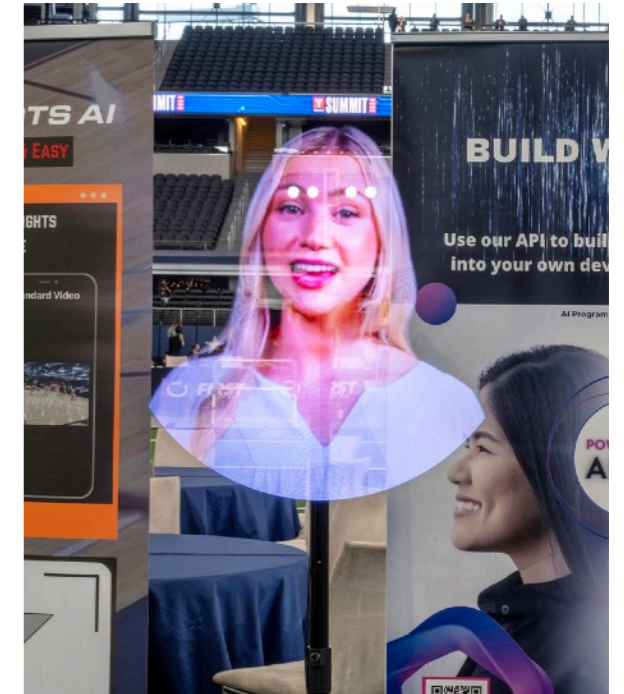
- **Solutions** to better Texas
- New products
- Regionalism
- Start-up **concepts**
- Enterprise **inventions**



VIP NETWORKING

The Summit & VIP reception will have exclusive networking experiences such as:

- **Jumbotron** viewing
- Insperity Club **VIP** buffet
- Diamond Club **reception**
- **Private** meeting space
- Cocktails and appetizers



EXHIBITOR SHOWCASE

Exhibitor showcases in stadium concourse overlooking the field in 10x10 - 20x20 sections:

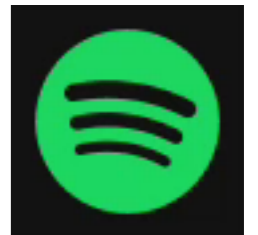
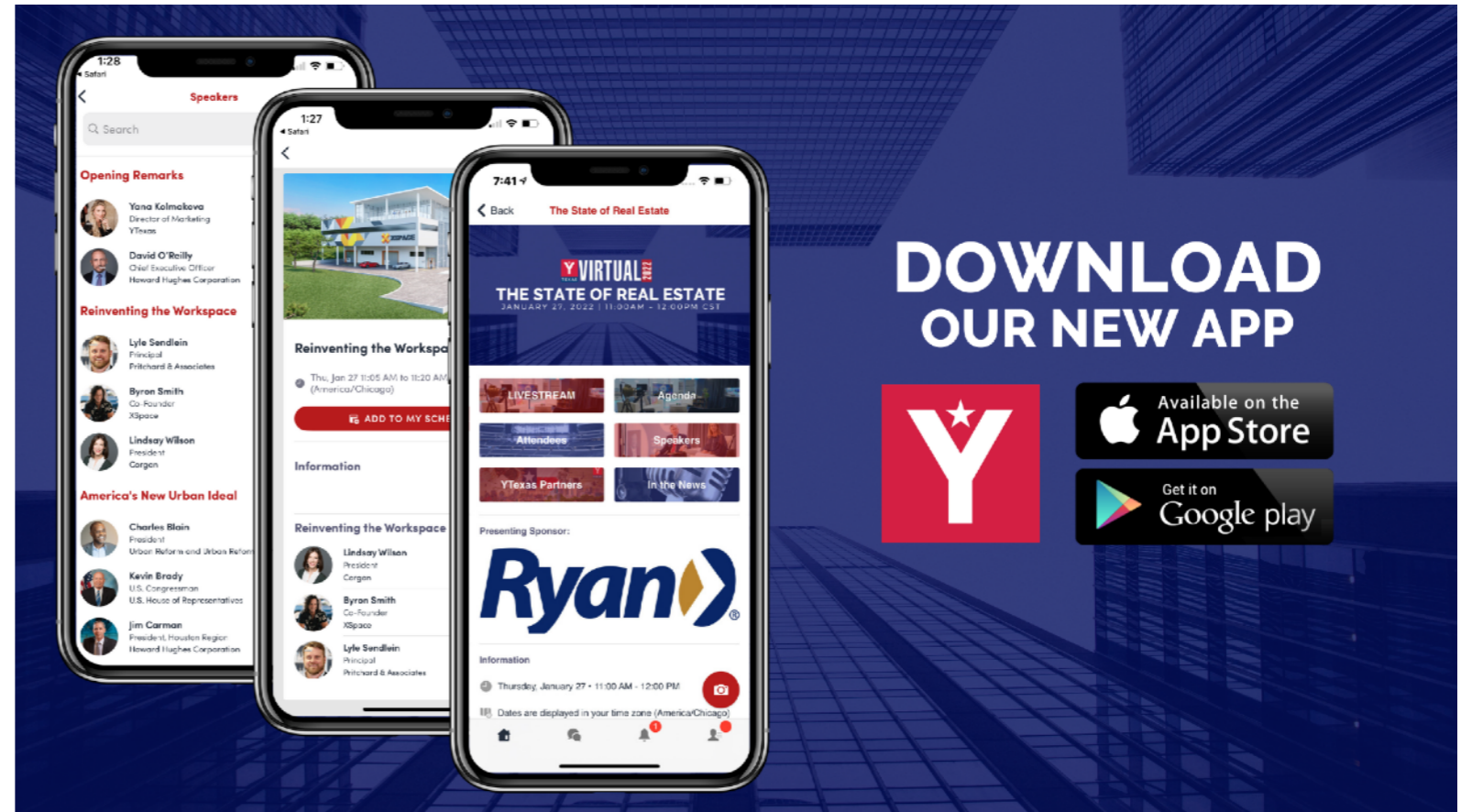
- Product demonstrations
- **Innovation** presentations
- **AI** and VR experiences
- **Celebrity** interaction
- Equipment & Hardware

YTEXAS COMMUNITY

Profile your company and connect with a community of over 1,500 professionals on the YTexas app. Network with peers across Texas, and stay up to date on events and news!

Follow YTexas on social media as we actively promote our sponsors doing big things in Texas.

- Over 1,500 executives active on the YTexas app representing businesses, trade associations, universities, state commissions and agencies
- Monthly Texas Insider email distribution to over 10,000 professionals in Texas
- LinkedIn impressions of 120,000+ with over 12,000 followers in 2024
- Weekly CEO Insider podcast on Spotify and Youtube with over 65 episodes and over 3,500 downloads



YTexas 2025 - Annual Summit/Event Schedule



- **Dallas** - Feb 19, 2025: Launch event: Dallas College
- **Austin/Round Rock** – June 18, 2025 Legislative Review: Kalahari Resorts
- **Houston** – Sept 24, 2025 YTX Summit: Daikin Park (Home of the Astros)

Platinum Sponsor - \$100,000 (5 available)

- **Prominent** branding as a Platinum Sponsor at all YTexas 2025 events
- **Preferred** location for 20x20 exhibit and activation at all events
- **Speaking** opportunity on the main stage at all events
- **Marketing** package for full year: social media, website, community app & sponsored ads
- **VIP access** for 10 attendees at all events + profile on YTexas community app
- **Student Sponsor** – sponsor 100 students to attend events with branded swag
- **Student Scholarships** – provide student scholarships

Gold Sponsor - \$50,000 (10 available)

- **Significant** branding as a Gold Sponsor at all YTexas 2025 events
- **Preferred** location for 10x20 exhibit *and* activation at all events
- **Speaking** opportunity in breakout sessions at all events
- **Marketing** package for full year: social media, website, community app & sponsored ads
- **VIP access** for 8 attendees at all events + profile on YTexas community app
- **Student Sponsor** – sponsor 50 students to attend events with branded swag

Silver Sponsor - \$25,000 (10 available)

- **Branding** as a Silver Sponsor at all YTexas 2025 events
- **Exhibit** and customized activation at all events
- **Marketing** promotion for full year: social media posts, website and community app
- **VIP access** for 4 attendees at all events + profile on YTexas community app

Bronze Sponsor - \$10,000 (20 available)

- **Recognition** as a Bronze Sponsor at one YTexas 2025 event
- **Exhibit** or activation at one event
- **Logo** on conference program, YTexas website and community app
- **VIP access** for 2 attendees at all events + profile on YTexas community app

Partner - \$5,000 (20 available)

- **Recognition** as a VIP Sponsor at one YTexas 2025 event
- **Listing** on conference program, YTexas website and community app
- **VIP access** for 2 attendees at all events + profile on YTexas community app