

# 2025 YTexas Program





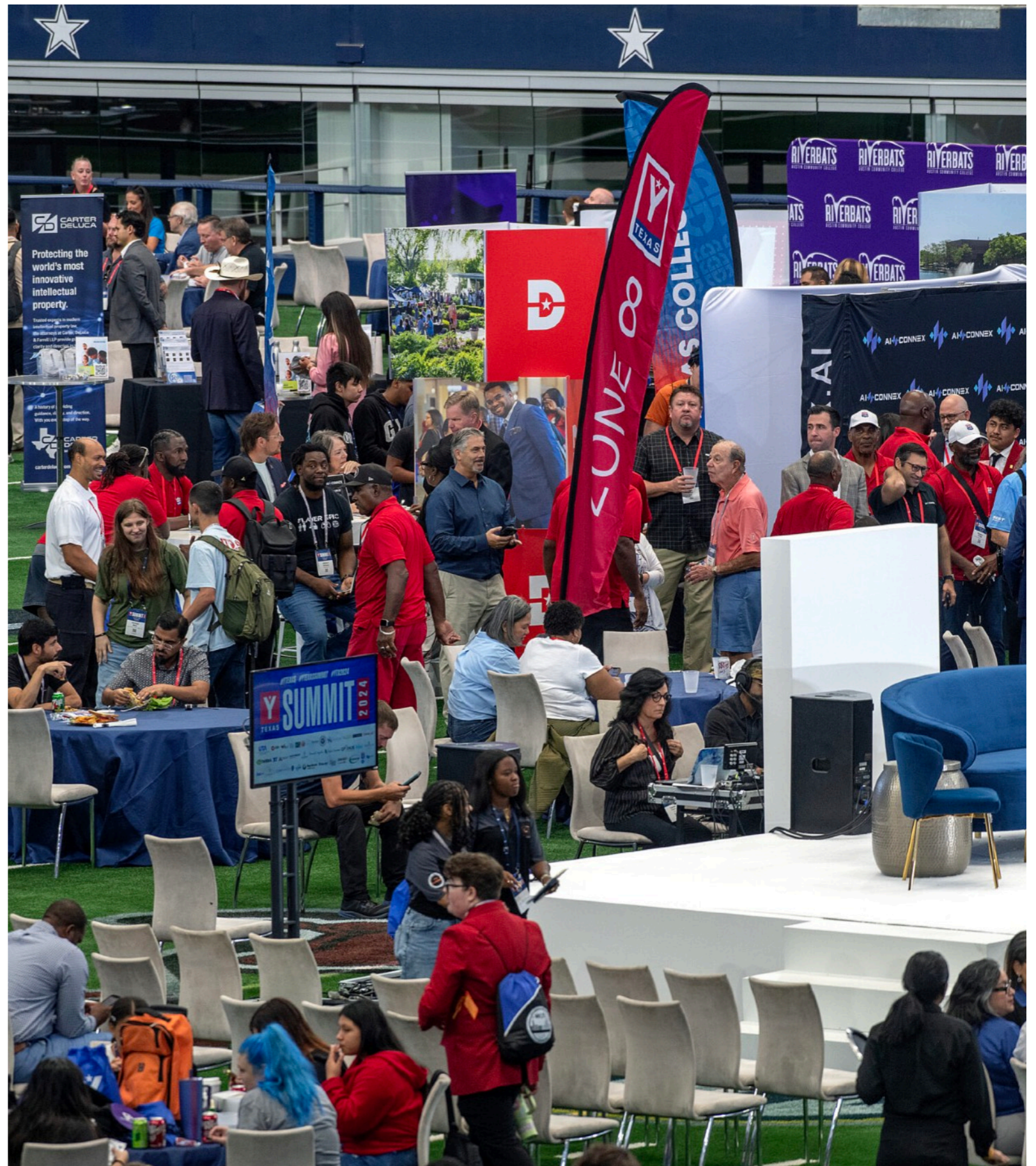
YTexas is hosting our 2025 Summit: **The Official Texas Innovation Showcase** on Sept 23-24 at Minute Maid Park in Houston TX.

**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 Minute Maid 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 **Minute Maid 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



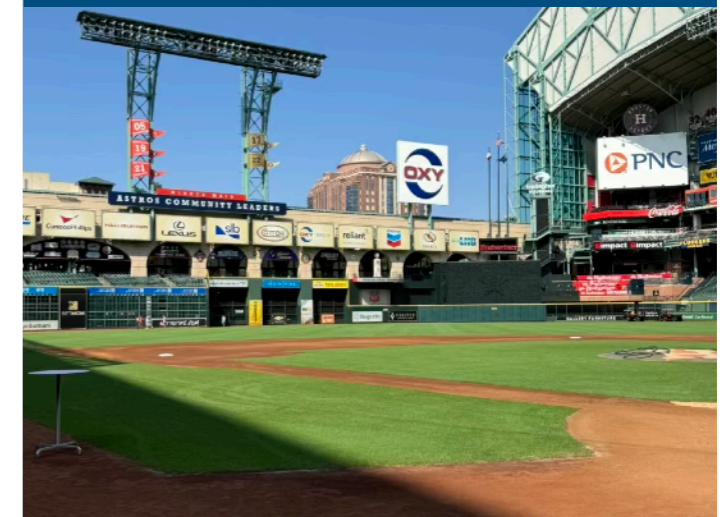
- **Date:** February 19th
- **Location:** Dallas College, Dallas, TX
- **Attendance:** 250
- **Format:** VIP reception with program keynotes and sponsor recognition

## LEGISLATION



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

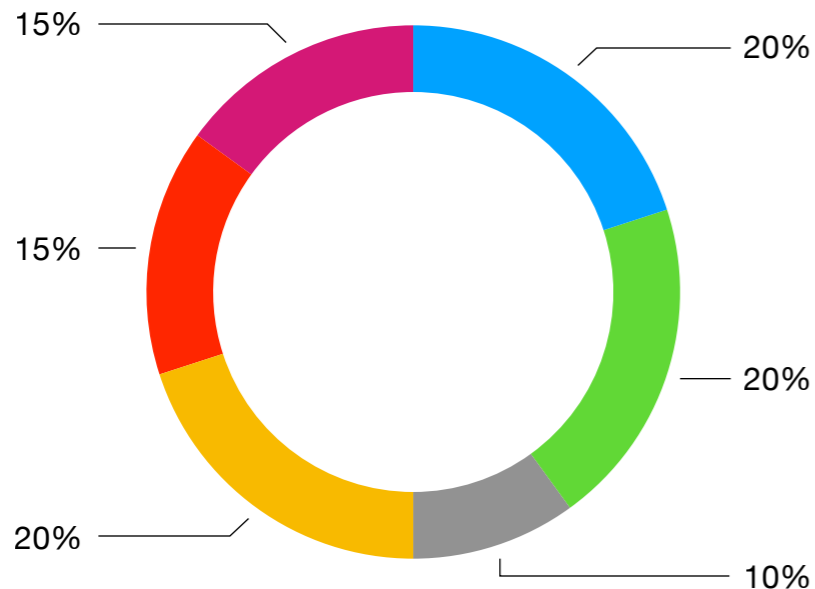
## INNOVATION



- **Date:** Sept 24th
- **Location:** Minute Maid 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



The Amazon logo, featuring the word "amazon" in a lowercase, sans-serif font with a curved orange arrow underneath it.The SpaceX logo, consisting of the word "SPACE" in a bold, sans-serif font followed by "X" in a larger, stylized font with a black and white rocket-like shape.The NVIDIA logo, featuring a green and black eye-like icon followed by the word "NVIDIA" in a bold, sans-serif font.The Oracle logo, consisting of the word "ORACLE" in a bold, sans-serif font with a red and white color scheme.The logo for Baylor University, featuring the letters "BU" in a stylized, blocky font with a green and yellow color scheme.The Dallas College logo, featuring a stylized "D" with a star inside, followed by the words "DALLAS COLLEGE" in a bold, sans-serif font.The McKesson logo, consisting of the word "MCKESSON" in a bold, sans-serif font with a blue and orange color scheme.The Firefly Aerospace logo, featuring a stylized green and yellow insect-like icon above the words "FIREFLY AEROSPACE" in a sans-serif font.The Goldman Sachs logo, consisting of the words "Goldman Sachs" in a serif font.The Howard Hughes logo, featuring the name "Howard Hughes" in a cursive script font with a blue underline.The ACC logo, featuring a stylized star with multiple colors followed by the letters "ACC" in a bold, sans-serif font.The Raytheon logo, featuring a stylized sunburst icon followed by the word "Raytheon" in a bold, sans-serif font and "An RTX Business" below it.The Mars Wrigley logo, consisting of the words "MARS WRIGLEY" in a bold, sans-serif font.The PGA of America logo, featuring a stylized golf ball icon above the words "PGA OF AMERICA" and "1916" below it.The UTA logo, featuring the letters "UTA" in a bold, sans-serif font with a star above the "A", followed by "THE UNIVERSITY OF TEXAS AT ARLINGTON" below it.The Intel logo, consisting of the word "intel" in a lowercase, sans-serif font with a curved line above it.The Greater Brownsville Incentives Corporation logo, featuring the word "Greater" in a serif font, a red arrow pointing right, and "BROWNSVILLE INCENTIVES CORPORATION" in a sans-serif font.The NFL Alumni logo, featuring a shield-shaped icon with "NFL" in red and "ALUMNI" in white on a blue background.The Develop Abilene logo, featuring a stylized green and blue icon above the words "Develop Abilene" and "DEVELOPMENT CORPORATION OF ABILENE" below it.



# 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:

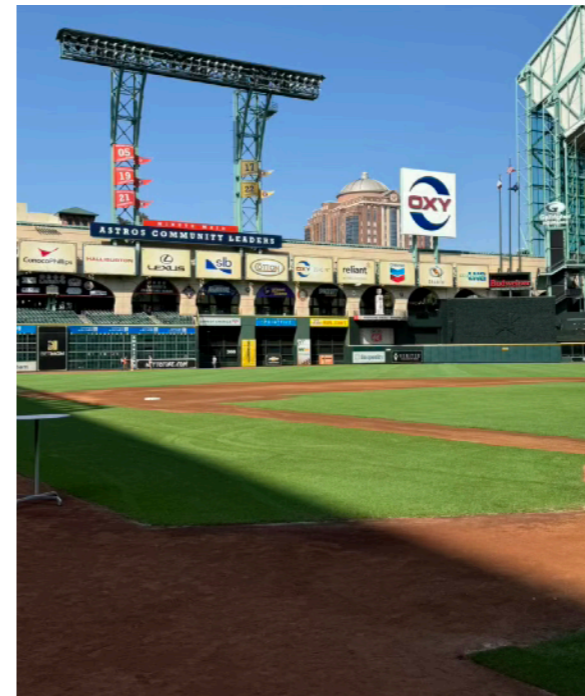
- Industry **trends**
- Workforce development
- **Innovation**
- Legislation
- and more



## PITCH CONTESTS

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

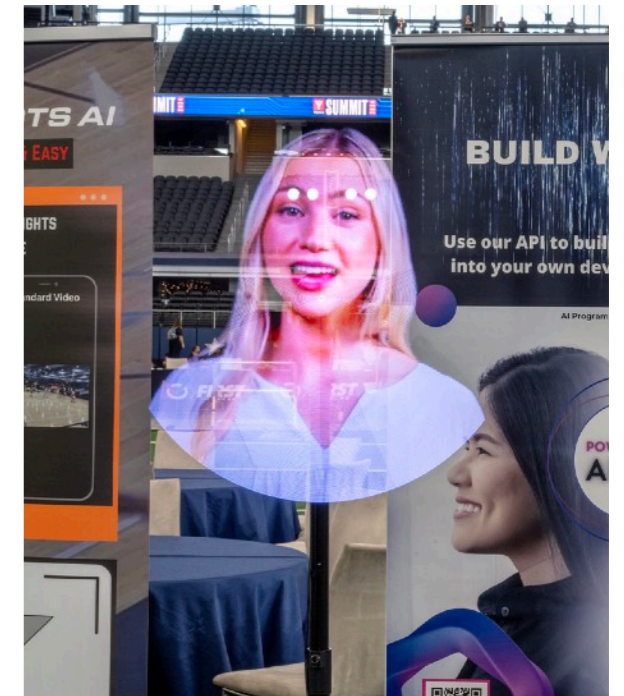
- **Solutions** to better Texas
- New products
- Regionalism
- Start-up **concepts**
- Enterprise **inventions**



## 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

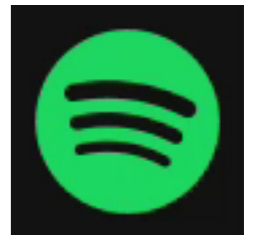


## YTEXAS COMMUNITY

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: Minute Maid 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 or activation at all events.
- **Speaking** opportunity on the main stage at all events.
- **Half-page** ad in all conference programs, YTexas website and community app.
- **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 or activation at all events.
- **Speaking** opportunity in breakout sessions at all events.
- **Quarter-page** ad in all conference programs, YTexas website and community app.
- **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** or activation at all events.
- **Eighth-page** ad in all conference programs, YTexas 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