



# Call for Exhibitors

Federation of Business Disciplines

Annual Meeting

March 17-21, 2026

Renaissance Dallas Richardson Hotel, Dallas, TX

## **Federation of Business Disciplines (FBD)**

The Federation of Business Disciplines (FBD) is a successful non-profit, volunteer-driven organization, composed of regional associations that focus on the promotion and improvement of scholarship in research and teaching activities in schools and colleges of business. FBD has been a major source of multi-discipline programs for business school educators, bringing together the brightest minds to learn from one another, build credibility for the teaching professional and provide opportunities for networking, faculty development and enrichment. FBD's mission is to bring a new measure of excellence by emphasizing quality and cutting-edge research, identifying new approaches and ideas, and examining issues that confront the ever-changing teaching and learning environment.

## **Promotion of the FBD Meeting**

FBD promotes its annual meeting to thousands of academicians each year through its website ([fbdonline.org](https://www.fbdonline.org)), electronic mail advertising, mailing lists, calendar listings, national associations, etc. Exhibit hours correspond with registration hours and refreshment breaks in the exhibit area are specifically planned to encourage attendees to spend time in the exhibit area.

## **Who Should Exhibit or Advertise?**

- Publishers/suppliers of educational material
- Computer software and hardware providers
- Training organizations for professional certifications
- College, universities, institutes, and centers
- Video companies
- School specialty companies
- Financial institutions/Mutual fund organizations

## **What are the Key Benefits?**

- Reach nine academic business disciplines decision-makers in one location.
- Immediate and personal customer contact.
- Your company is at the front of mind.
- Reduced cost of direct sales and closing costs.
- Network with major decision-makers who are responsible for selecting your products and services.

## Special Value-Added Features

Depending on your level of support, value-added features may include:

- Dedicated presentation time slot
- Pre-conference email list of attendees
- URL link on FBD website
- Complimentary drink tickets to distribute at the Presidential Welcome Reception
- Discounts for early payment
- Booth space, draping, table, ID sign, chairs, one electrical connection, etc.

## Conference Site Information

### [Renaissance Dallas Richardson Hotel](#)

For more information, please contact:

Will Senn - FBD Director of Marketing, Tarleton State University, Dr. Sam Pack College of Business  
1333 W. Washington St.  
Stephenville, TX 76402  
Office: 254-968-89289 Email: [wsenn@tarleton.edu](mailto:wsenn@tarleton.edu)

## Deadlines

**March 1, 2026** – Pay for your exhibit space by this date to qualify for early payment discounts and to be listed as an exhibitor in the program.

**March 10, 2026** – This is the very last day to reserve booth space but reservation at this late date does not ensure that you receive appropriate recognition or advertising space in the program book.

**March 10, 2026** – All payments for booth space must be received by this date.

**March 10, 2026** – Your one-page marketing flyer (450 copies) for distribution at registration (available with Standard and Best Value booth purchases) must be ready for shipment to the conference venue.

## Preliminary Exhibit Schedule

### **Tuesday, March 17th, 2026**

Pipe and drape installation; Delivery of warehouse freight to exhibit area; exhibitors are not expected on site

### **Wednesday, March 18th, 2026**

8:00 a.m. – 2:00 p.m. Exhibitors move in

2:00 p.m. – 5:30 p.m. Exhibits open

### **Thursday, March 19th, 2026**

8:00 a.m. – 4:00 p.m. Exhibits open

5:30 p.m. – 7:00 p.m. President's Welcome Reception

### **Friday, March 20th, 2026**

8:00 a.m. – 4:00 p.m. Exhibits open

4:00 p.m. – 7:00 p.m. Exhibits move out

## Hotel Accommodations

The conference hotel for FBD's 2026 Annual Meeting is the Renaissance Dallas Richardson Hotel. Exhibitors may take advantage of the group rate available through the FBD room block. Hotel reservations received after 5:00 CST on February 24th, 2026, will be accepted on space and rate availability basis.

## Details You Need to Know

- To have your logo displayed on the FBD website as an exhibitor, we must receive a high-resolution, print-ready JPEG or PDF file no later than March 10, 2026.
- Registration and Payment - You may register and pay online at [www.fbdonline.org](http://www.fbdonline.org). If you prefer you can mail your reservation form (also available on the FBD website) with payment to the Director of Marketing at the address indicated below. All payments should be made payable to FBD. If you need an invoice, please send the invoice request with appropriate individual/ mailing information to the FBD Director of Marketing. Payment is due at the time you reserve your booth but no later than March 10, 2026.
- Discounts are available for early registration and payment by March 1, 2026.
- Booth description and rates - Each individual booth space is 8' deep by 10' wide. Individual exhibit space is outlined with an 8' high back drape and 36" side dividers in flameproof drapery material and aluminum framing.
- If an exhibitor selects more than one exhibit space, side dividers between connecting booths may be removed. Each booth will include an identification sign and manned booths will also include a table, two chairs and a wastebasket.
- Booth assignments are based upon the date your reservation is received and the number of booths requested.
- Exhibitor Representatives – The FBD Director of Marketing will contact you prior to the meeting to obtain a listing of your booth personnel for exhibit hall name badges (required).
- Exhibit Area Events – FBD hosts a number of special exhibit area events. These activities include four coffee breaks on Thursday and Friday of the conference as well as a Presidential Welcome Reception on Thursday evening. Some exhibitor packages include a number of drink tickets for your distribution to participants at the Presidential Welcome Reception. Additional tickets may be purchased if desired.
- For the full fee structure and exhibit values, see the 2026 Exhibitor and Sponsorship Opportunities table.

## 2026 Exhibitor Opportunities

(Reservations and Payments can be made online at <http://www.fbdonline.org>)

Exhibitor opportunities are listed below which are Best Value Exhibitor, Standard Exhibitor, and Basic Exhibitor. See the next page for Sponsorship opportunities which provide naming privileges and other rewards for your sponsorship.

	<b>Best Value Exhibitor</b>	<b>Standard Exhibitor</b>	<b>Basic Exhibitor</b>
Payment Due – March 10, 2026	\$1,350	\$1,150	\$950
Discounted - If payment received prior to March 1, 2026	\$1,200	\$1,000	\$800
One Booth Space	2 ½ days	2 ½ days	2 ½ days
Full Back and Half Side Draping	YES	YES	YES
One Table	YES	YES	YES
Booth Exhibit Identification Sign	YES	YES	YES
Two Chairs	YES	YES	YES
One Wastebasket	YES	YES	YES
URL Link and Logo on FBD Website Conference Page	YES	YES	NO
Pre-conference Participant List of Email Addresses (approx. 2 weeks prior to conference)	YES	YES	NO
Post-conference Participant List of Email Addresses (upon request approx. 8 weeks after conference)	YES	YES	NO
One Electrical Connection	YES	YES	NO
One Page Flyer Advertisement Distributed at Registration (Exhibitor prepares and ships Flyer)	YES	YES	NO
Drink Tickets for the Meet and Greet Reception	YES – 20 Tickets	YES – 10 Tickets	NO
One Presentation Time Slot (1 and 1/2 hours, includes screen, electrical connections, and LCD projector. Exhibitor must provide laptop)	YES	NO	NO
Recognition for one FBD Giveaway	YES	NO	NO

# 2026 Sponsorship Opportunities

Another great way to get your name mentioned and recognized!!

## Sponsorship Opportunities

Here are some sponsorship ideas:

- Award Reception and Banquet
- Coffee Breaks
- Tote bags or other swag for registration area
- President's Welcome Reception
- Audio Visual Equipment Sponsorship
- Poster Session Presentations

## Sponsorship Levels

- **Platinum** - \$3,500 – Naming Privileges for the event
- **Gold** - \$2,500 – Sole Sponsorship Recognition
- **Silver** - \$1,500 – Recognition at the sponsored event
- **Bronze** - \$750 – Recognition at the sponsored event

**Federation of Business Disciplines (FBD) – Annual Meeting  
Dallas TX - March 18-21, 2026  
Exhibitor/Advertiser/Sponsor Reservation Form**

<u>Company Information</u>	<u>Primary Contact Representative Information</u>
Name _____	
Address _____	
City, State, Zip _____	
Telephone _____	
Email _____	
<b>Sponsorship Opportunities</b> (Communicate directly with FBD Director of Marketing regarding event sponsorship preferences)	
Platinum (includes naming privileges)	Qty _____ * \$3,500 = \$ _____
Gold (includes sole sponsorship recognition)	Qty _____ * \$2,500 = \$ _____
Silver (includes additional special recognitions)	Qty _____ * \$1,500 = \$ _____
Bronze	Qty _____ * \$750 = \$ _____
<b>Exhibitor Opportunities (See the 2026 Exhibitor Opportunities Table for items included in exhibit fee)</b>	
Best Value Exhibitor (Fee reduced to \$1,200/booth if payment rec'd by 03/01/26)	# of Booths _____ * \$1,350 = \$ _____
Gold (includes sole sponsorship recognition) (Fee reduced to \$1,000/booth if payment rec'd by 03/01/26)	# of Booths _____ * \$1,150 = \$ _____
Silver (includes additional special recognitions) (Fee reduced to \$800/booth if payment rec'd by 03/01/26)	# of Booths _____ * \$950 = \$ _____
<b>Additional Requested Services (Must be approved &amp; arranged through FBD Director of Marketing)</b> \$ _____	
Please indicate below EXACTLY as your firm's name should appear on identification signs, recognitions, etc. _____	
Please provide below the URL web address to be used as a link on the website (if appropriate package is purchased) _____	
<b>Payment Information (Check appropriate payment method and complete the required information):</b> <input type="checkbox"/> Payment will be made through the FBD website payment system. <input type="checkbox"/> Payment will be made by check made payable to FBD and is attached. <input type="checkbox"/> Payment will be made by check. Please invoice my firm at the following address:	

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_\_ Use the following credit card information as payment:

Type of Card: (circle appropriate card)      Visa      MasterCard      American Express

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date on Card: \_\_\_\_\_

Security Code: \_\_\_\_\_      Card Billing Zip Code: \_\_\_\_\_

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 1333 W. Washington St.  
 Stephenville, TX 76402  
 Office: 254-968-89289  
 Email: wsenn@tarleton.edu

**Exhibit Terms and Conditions - With this purchase, you agree:**

1. Exhibitor agrees to pay the required fees for the package selected.
2. Exhibitor agrees to have the exhibit booth open at the scheduled exhibit time opening and remain open until the scheduled exhibit time closure.
3. All exhibits will be removed from the exhibit area before 7:00 p.m. on the last full day of the convention.
4. Exhibitor will forfeit all payments made on canceled exhibit space. FBD is NOT obligated to refund or re-rent the exhibit space for the exhibitor.
5. Exhibit space shall be used for the purpose of displaying educational materials and programs and for no other purposes without the written consent of FBD's Executive Director and Director of Marketing.
6. Exhibitor agrees NOT to serve alcoholic beverages in the exhibit area.
7. Exhibitor agrees NOT to serve beverages/food that will result in littering exhibit area.
8. Exhibitor is responsible for all damage to property caused by its representative.
9. Exhibitor desiring to display signs or materials in the exhibit area is requested to contact FBD's Executive Director or Director of Marketing for specific standards.
10. Exhibitor may not erect materials which will substantially offset the view of and/or operation of any other Exhibitor.
11. All materials must be kept within the confines of the exhibit space. The aisles cannot be used in any way for display or storage.
12. FBD assumes no responsibility for destruction, loss or damage to the property of the Exhibitor from any causes. Each Exhibitor assumes all risk relating to such property.
13. Each Exhibitor agrees to indemnify and hold harmless FBD from and against any and all liability and expenses for personal injury and property damage or loss arising from or out of the use by the Exhibitor of its activities in connection therewith.
14. Each Exhibitor agrees to procure, pay for, and maintain insurance with respect to the exhibit space(s) for the duration of the agreement.
15. It is understood that the exhibit space or exhibit area is under the control of FBD, and that any discrimination by an Exhibitor or its employees in the admission to the exhibit space and exhibit area is prohibited.
16. In the event that use of the exhibit space is prevented by an act of God, fire, strike, lockout, civil disturbance, government regulations or any other cause beyond the control of the Federation of Business Disciplines, FBD shall not be held liable and shall determine the amount of exhibit fees, if any, to be refunded.
17. The Exhibitor is responsible for contacting the convention site or the decorating service to make arrangements for receipt and storage of exhibit materials.
18. FBD shall have sole discretion in the interpretation and enforcement of all terms and conditions contained herein, and the power to make such amendment or further terms and conditions as deemed necessary for the proper conduct of the meeting. FBD further reserves the right, in its sole discretion, to dismiss, prohibit, or evict any exhibit which does not conform to the dignity and general business character of the exhibits.
19. FBD is not responsible for omission or exclusion of some exhibitor benefits if the Exhibitor fails to submit promotional materials, recognition information, session titles and descriptions, website addresses, and other needed information by the stipulated deadlines.