Steer YOUR BRAND

FORT WORTH, TX + FEB 10-12, 2027

CALL FOR SPONSORS

PUT YOUR COMPANY IN THE SADDLE

Partner up with SRC 2027. Sponsorship puts your brand in front of 350+ A/E/C leaders, marketers, and business developers from 190+ firms—with opportunities ranging from conference-wide visibility to face-to-face engagement in the heart of the action.





SADDLE UP!

FORT WORTH, TX ✦ FEB 10-12, 2027

smps | Southern Regional Conference

Dear Partners and Industry Friends,

We are excited to invite you to partner with us for the **SMPS Southern Regional Conference (SRC) 2027, taking place February 10–12, 2027,** at the **Omni Fort Worth Hotel.**

This year's theme, **STEER YOUR BRAND**, is a call to action for A/E/C professionals to take the reins of their careers, firms, and futures. Throughout the conference, attendees will gather to learn, connect, and discover new ways to elevate their firms and strengthen their brands.

SRC brings together **350+ AEC firm leaders, business developers, marketers and industry partners from 190+ firms**. Nearly half of attendees have 10+ years of experience, creating unmatched access to decision-makers and the next generation of industry talent. Whether you're seeking premier visibility through one of our exclusive top-tier sponsorships or looking for a targeted opportunity to engage attendees, SRC offers a variety of ways to showcase your brand throughout the conference experience.

For organizations seeking maximum exposure, our Headliner, WiFi, and App Sponsorships provide conference-wide visibility from registration through closing remarks. Sponsors looking for face-to-face engagement may find value in our Top Tier and Expo Sponsorships, which include premium booth locations within the heart of conference activity and opportunities to connect with attendees during the Welcome Reception and throughout the event. Track, Social Event, Transportation, and other sponsorship opportunities allow organizations to align their brands with some of SRC's most memorable experiences.

New for 2027, we've introduced Transportation and Restaurant Round-Up Sponsorships and expanded sponsor benefits to include **access to the SRC Job Board for all sponsors at the $750 level and above.**

Thank you for considering a partnership with SRC 2027. We hope you'll join us in Fort Worth as we bring together the best of the Southern Region's A/E/C community. We invite you to **STEER YOUR BRAND** alongside us and take advantage of the connections, conversations, and opportunities that make SRC one of the premier SMPS events in the country.

Thank you!

Kelly Maxwell

Kelly Maxwell
Chair, SRC 2027

amanda wheeless

Amanda Wheeless, CPSM
Sponsorship Chair, SRC 2027

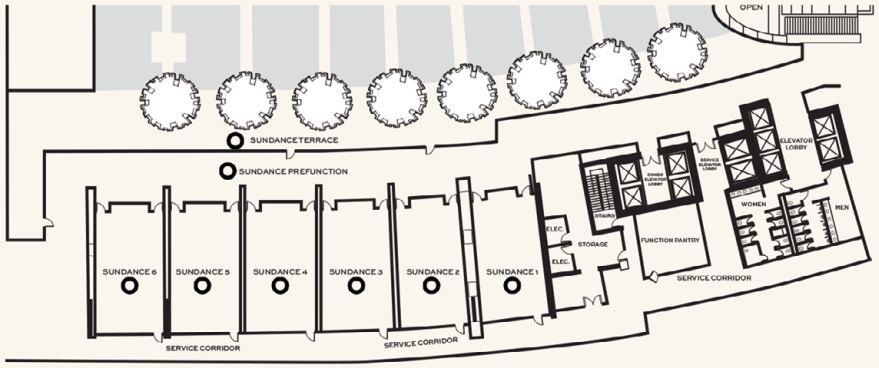
2027 SPONSOR BENEFITS

smps® Southern Regional Conference

	Top-Tier Sponsorships				Partner Sponsorship	Event Sponsorships				SRC Supporters		
	Tier 1 Headliner	Tier 2 Wifi	Tier 3 App	Tier 4 Transportation	Expo	Track	Thursday Night Social	Welcome Event	Restaurant Round-Up	Chapters + HQ	Friends of SRC	In-Kind
	1 available	1 available	1 available	1 available	10 available	4 available	6 available	2 available	7 available	7 available	10 available	Unlimited
	$9,000	$7,000	$5,000	$3,750	$2,250	$2,000	$2,000	$1,500	$750	$2,000	$500	Any amount, promo, or print
PREMIUM PERKS												
Step-and-Repeat Backdrop	✓											
Unique Wi-Fi Password		✓										
Custom Sponsor Page on Conference App			✓									
Guidebook App Header Image Sponsor Logo	✓											
Video on SRC Website	✓											
Sponsor Spotlight: What Does SRC Mean to You?	✓	✓	✓									
Dedicated Appreciation Post on Social Media	✓	✓	✓	✓	✓							
Sponsor-Level Appreciation Post on Social Media						✓	✓	✓	✓			
1-Minute Video: Opening/Thursday/Closing Reception	✓	✓	✓									
One (1) Entry to Restaurant Round-Up	✓	✓	✓	✓					✓			
Logo on Group Transportation for Thursday Night Event				✓								
Logo on swag item at Thursday Night Event							✓					
Reserved VIP Seating During Featured Event	✓	✓	✓									
Featured Event	Opening Keynote	Thursday Lunch	Closing Program									
SPONSORSHIP PERKS												
Exhibit Booth	✓	✓	✓	✓	✓							
Prime Exhibit Booth Location	✓	✓										
List of Attendees	✓	✓	✓	✓								
Session Host	✓	✓	✓	✓		✓						
One (1) Complimentary Registration	✓	✓	✓							✓		
One (1) Booth-Only Registration (Entry into Exhibitor Hall/Social Events)	✓	✓	✓	✓	✓							
One (1) Discounted Registration					✓							
Verbal Acknowledgment	✓	✓	✓	✓	✓	Session Rooms	Social Events	✓	✓	✓		
Opportunity to Post on SRC Job Board	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
PROMOTIONAL MATERIALS												
Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Name Only	Name Only
All-Sponsor Slide	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Name Only	Name Only
All-Sponsor Sign/Banner	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Name Only	
Email Communication	✓	✓	✓	✓	✓	✓	✓	✓	✓			

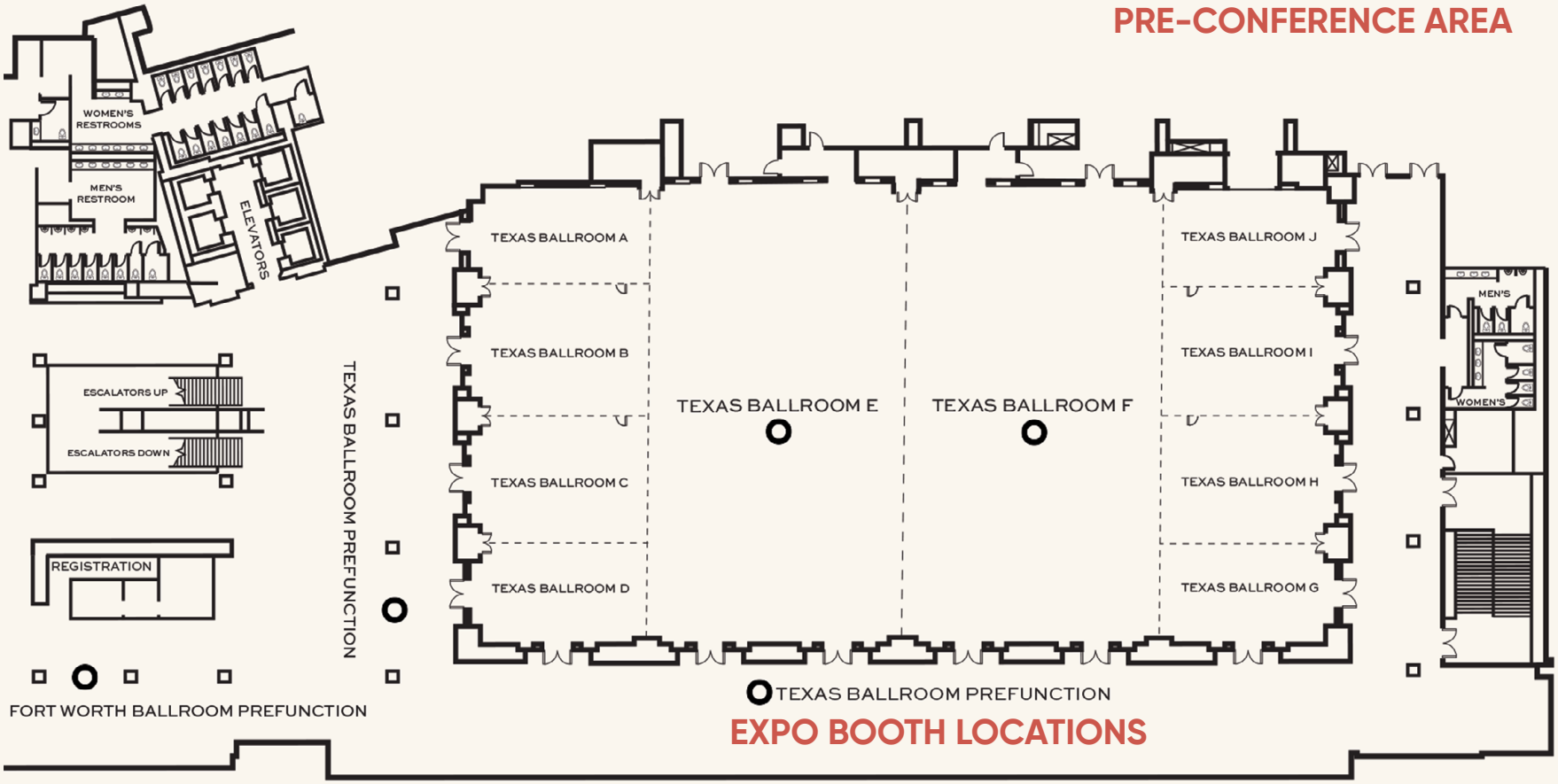
FLEXIBLE, NEXT GENERATION EVENT & MARKETING SPACE

The SMPS Southern Regional Conference 2027 will be held at the **Omni Fort Worth Hotel**, a premier destination in the heart of downtown Fort Worth. Known for its authentic Texas hospitality, upscale accommodations, and exceptional meeting facilities, the Omni provides the perfect setting for industry professionals to connect, learn, and grow. With convenient access to Fort Worth's vibrant dining, entertainment, and cultural attractions, attendees will enjoy an unforgettable conference experience both inside and outside the event venue.



3RD FLOOR SUNDANCE ROOMS

PRE-CONFERENCE AREA



EXPO BOOTH LOCATIONS



EXPO SPONSOR SHOWCASE

Located immediately outside the keynote ballroom, this expansive pre-function space serves as the primary pathway between keynote sessions and breakout rooms. Sponsors exhibiting here will benefit from continuous attendee traffic and repeated engagement opportunities throughout the conference.

EXPO AREA

Sponsor Booths will be located along this corridor on the right.