



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!

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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.

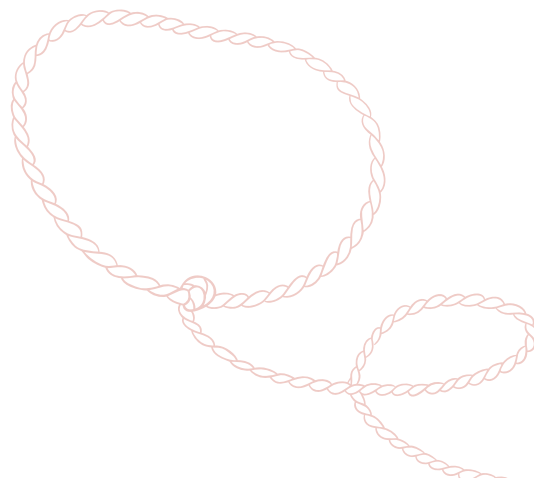
New for 2027, we've introduced Transportation and Restaurant Round-Up Sponsorships and expanded sponsor benefits to include **access to the SRC Job Board for all sponsors at the \$750 level and above**.

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
Chair, SRC 2027

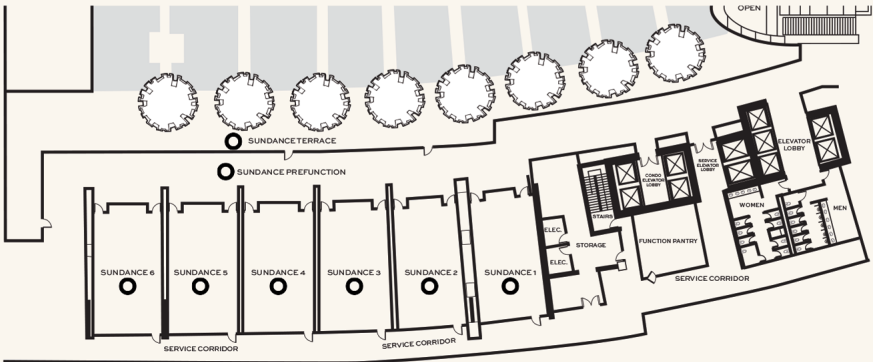
Amanda Wheelless, CPSM
Sponsorship Chair, SRC 2027



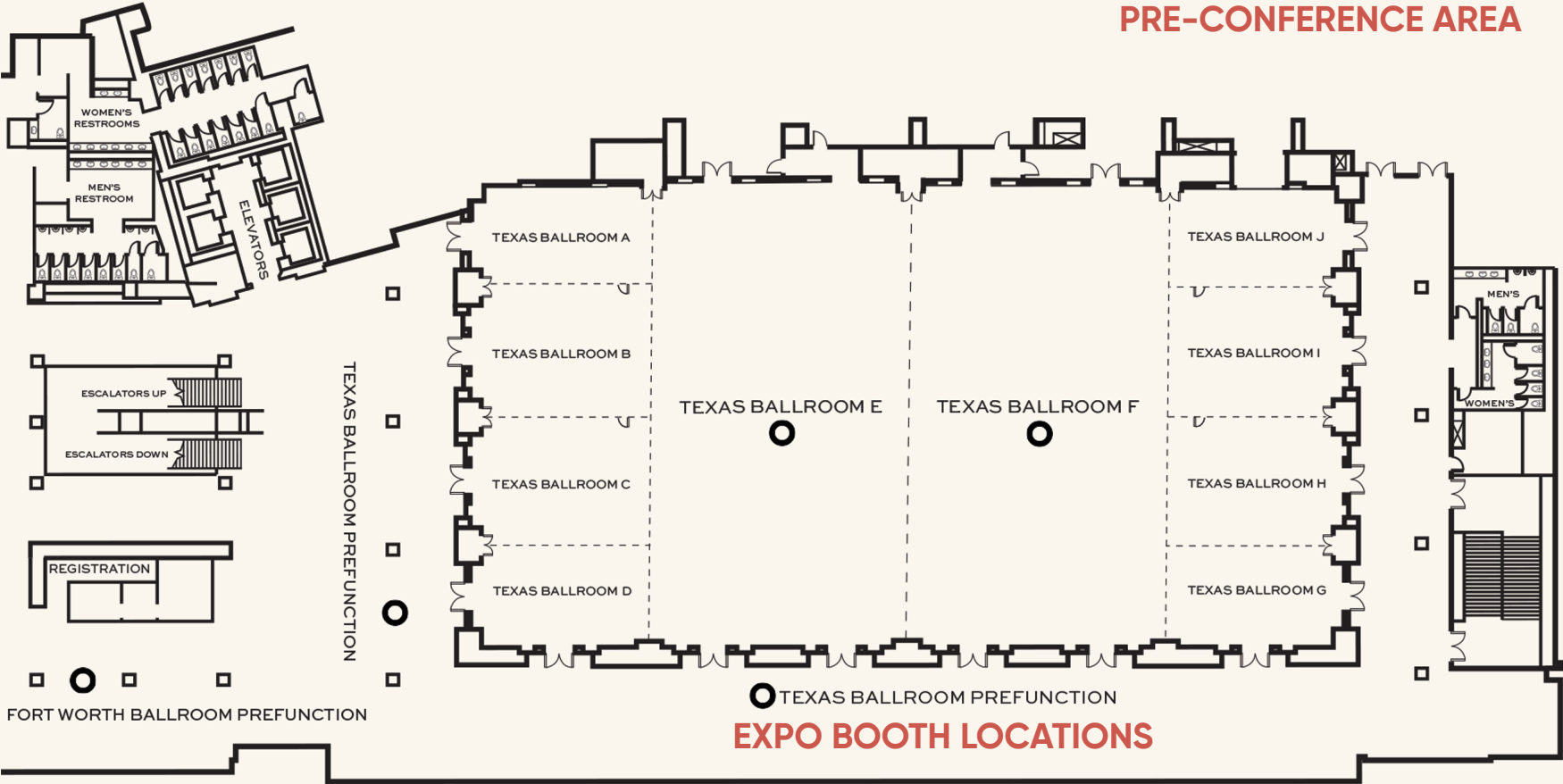
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FLEXIBLE, NEXT GENERATION EVENT & MARKETING SPACE

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 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.