

TEXAS SPA & WELLNESS ASSOCIATION PRESENTS

Texas Wellness Summit 2027

Vendor & Industry Partner Prospectus

"Where Texas Wellness Leaders Unite"

September 12-15, 2027

Hotel 1928 | Waco, Texas

Exclusive Sponsorship Opportunities - Limited Availability

300+

Attendees

4

Days

20+

Sessions

100%

Texas-Focused

The Texas Wellness Summit is the premier annual gathering for spa directors, wellness executives, resort operators, estheticians, and industry innovators across the Lone Star State. The 2027 Summit brings together 300+ attendees for four immersive days of education, networking, product discovery, and professional development - from hands-on workshops and CEU-accredited sessions to curated networking events and an exclusive vendor exhibition.

Ready to partner with us?

partnerships@texasspaassociation.org | info@texasspaassociation.org | texasspaassociation.org

Apply: texasspaassociation.org/summit-application

THE VENUE - HOTEL 1928, WACO, TEXAS

Named after the year of its construction and lovingly restored to its original grandeur, Hotel 1928 is Waco's most distinguished luxury boutique hotel - a fitting backdrop for an event that honors tradition while championing innovation in the wellness industry.

Historic Boutique Property Built in 1928, fully restored with period details and modern luxury.	Downtown Waco Walkable to restaurants, galleries, and the Brazos River.
Luxurious Guest Rooms Curated interiors with modern amenities and timeless charm.	Signature Dining Farm-to-table cuisine at The Restaurant at Hotel 1928.
Premier Event Spaces Grand ballroom, breakout rooms, and pre-function areas.	Wellness-Forward Atmosphere Historic charm meets holistic hospitality philosophy.

WHY PARTNER WITH US

Reach Decision-Makers Direct access to 300+ spa directors, resort operators, and wellness executives in a curated, distraction-free environment.	Build Brand Authority Associate your brand with the most respected wellness leadership event in Texas.
Drive Real ROI On-site sales opportunities, lead capture, and year-round digital visibility throughout the Summit marketing cycle.	Meaningful Connections Our attendees are buyers - directors, owners, and executives actively sourcing products, services, and solutions.

PREMIUM PARTNERSHIP TIERS

Space is limited. Booth assignments are made on a first-confirmed, first-served basis.

PARTNERSHIP INVESTMENT LEVELS

Platinum Partner

\$15,000
Most Popular

- Title Sponsorship of one Main Stage Keynote Session
- Premium 10x20 Exhibit Booth (prime floor placement)
- Logo on all Summit signage, banners & printed materials
- Full-page ad in official Summit Program Guide
- 6 complimentary Full Summit registrations
- 30-minute pre-Summit email feature to attendee list
- Dedicated social media spotlight (5 posts)
- 15-minute Thought Leadership Presentation
- Logo on event website with hyperlink (year-round)
- Recognition during Opening & Closing Ceremonies
- Exclusive VIP Welcome Reception access (6 guests)
- Tabletop display in VIP Reception area

Silver Partner

\$6,500

- 10x10 Exhibit Booth (standard placement)
- Logo on Summit signage & program materials
- Quarter-page ad in Summit Program Guide
- 2 complimentary Full Summit registrations
- Company listing in pre-Summit email campaign
- Dedicated social media spotlight (1 post)
- Logo on event website with hyperlink
- Recognition at Opening Ceremony
- VIP Welcome Reception access (2 guests)

Gold Partner

\$10,000

- Title Sponsorship of one Breakout Education Session
- 10x10 Premium Exhibit Booth (preferred placement)
- Logo on Summit signage & printed materials
- Half-page ad in Summit Program Guide
- 4 complimentary Full Summit registrations
- 15-minute pre-Summit email to attendee list
- Dedicated social media spotlight (3 posts)
- Logo on event website with hyperlink
- Recognition during Opening Ceremony
- VIP Welcome Reception access (4 guests)

Bronze Partner

\$3,500

- 6x8 Exhibit Booth
- Company name on Summit signage
- Company listing in Summit Program Guide
- 1 complimentary Full Summit registration
- Company name in pre-Summit email campaign
- Logo on event website
- Recognition at Summit

AT A GLANCE - BENEFITS BY TIER

Benefit	Platinum	Gold	Silver	Bronze
Exhibit Booth	10x20	10x10	10x10	6x8
Program Ad	Full-page	Half-page	Quarter-page	Listing
Logo on Signage	Yes	Yes	Yes	Name only
Comp Registrations	6	4	2	1
Email Feature	30 min	15 min	Listing	Listing
Social Media Posts	5	3	1	--
Website Listing	Yes	Yes	Yes	Yes
VIP Reception	6 guests	4 guests	2 guests	--
Keynote / Session Title	Keynote	Breakout	--	--
Speaking Opportunity	Yes	--	--	--
Post-Event Report	Yes	Yes	--	--
Priority 2028 Selection	Yes	--	--	--

A LA CARTE ADD-ON OPPORTUNITIES

Exclusive opportunities to deepen your brand presence at the Summit.

Opportunity	Investment	Description
Lanyard Sponsor	\$1,200	Company logo on all attendee lanyards
Badge Sponsor	\$950	Logo on all name badges
Welcome Bag Sponsor	\$1,500	Logo & insert in all attendee welcome bags
Hydration Station Sponsor	\$800	Branded signage at all beverage stations
Coffee Break Sponsor	\$1,000 each (3 avail.)	Branded signage + table display at break
Yoga & Wellness Morning	\$2,000	Exclusive branding for morning wellness session
Networking Cocktail Hour	\$2,500	Logo on cocktail signage; branded items
CEU Education Track	\$3,000	Branding throughout a full education track
App & Digital Program	\$1,800	Logo & banner in official Summit app
Room Drop Sponsor	\$1,500	Branded materials in all guest rooms
Product Demo Slot	\$750 / \$1,200	30 or 60-minute scheduled demo on the Expo floor

WHAT OUR PARTNERS SAY



"Sponsoring the Texas Wellness Summit was one of the best investments we made last year. The quality of the attendees and the professionalism of the event was unmatched."

Director of Sales | National Skincare Brand



"We closed three new accounts during the Summit weekend alone. The access to decision-makers in one room is invaluable."

Regional Representative | Wellness Equipment Company



"The Hotel 1928 setting created an environment that elevated every interaction. Our brand felt right at home alongside the caliber of the event."

Marketing Director | Luxury Spa Products

IMPORTANT DEADLINES	
Early Partner Commitment <i>Includes booth selection priority</i>	April 30, 2027
Contract & Deposit Deadline	June 15, 2027
Full Payment Due	July 31, 2027
Summit Dates <i>Hotel 1928 - Waco, Texas</i>	September 12-15, 2027
SECURE YOUR PARTNERSHIP	

Space is limited.

Booth assignments are made on a first-confirmed, first-served basis. We look forward to welcoming you as an official Summit Partner.

Apply online:

texasspaassociation.org/summit-application

Download this prospectus:

texasspaassociation.org/summit-prospectus

Contact Us

PARTNERSHIPS

partnerships@texasspaassociation.org

GENERAL INFO

info@texasspaassociation.org

WEBSITE

texasspaassociation.org

Ready to Secure Your Partnership?

Spaces are limited. Early commitment includes priority booth selection for 2027 and 2028.

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Email: partnerships@texasspaassociation.org