



Texas High School Baseball Coaches Association

2027 THSBCA Vendor Exhibition and Conference

2027 THSBCA Convention – Vendor Information

Dates: January 14–16, 2027

Location: Waco Hilton & Convention Center Waco, Texas

Preparations are underway for the 2027 THSBCA Convention, returning to Waco, Texas on January 14th–16th, 2027. Please review the vendor information below as you plan for this year's event.

About the Convention:

For exhibitors, the THSBCA Convention offers one of the most concentrated and valuable audiences in amateur baseball. More than 3,000 high school coaches, program decision-makers, and athletic leaders from across Texas attend each year, creating unmatched opportunities for product exposure, relationship-building, and direct purchasing conversations.

The exhibit hall features over 150 vendors, making it a dynamic marketplace where coaches actively seek new equipment, field solutions, technology, training tools, and services to elevate their programs. Exhibitors consistently report strong booth traffic, meaningful interactions, and high-quality leads throughout the event.

Beyond the exhibit floor, the convention's reputation is strengthened by its elite speaker lineup—some of the most respected baseball minds in the country. Their presence draws coaches into the convention for the full three days, ensuring steady engagement and a professional environment that supports serious conversations about program needs and purchasing decisions.

For companies looking to expand their reach in Texas high school baseball, the THSBCA Convention remains a premier platform for visibility, influence, and long-term partnerships.

Exhibitor Schedule

- Thursday, January 14
- Exhibitor Set-Up: 8:00 AM – 3:00 PM
- Exhibits Open: 4:00 PM – 7:00 PM
- Friday, January 15
- Exhibits Open: 8:00 AM – 4:00 PM
- Saturday, January 16
- Exhibits Open: 8:00 AM – 12:00 PM

⚠ VERY IMPORTANT:

All vendors are required to remain fully set up and present until the exhibit hall closes at 12:00 PM on Saturday. Early departure is not permitted.

Exhibit Booth Information:

Each booth measures 10' x 10' and includes one 6 ft. skirted table and two side chairs.

Booth Pricing:

- Standard Booth: \$650



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- Wall Premium Booth: \$700
- Premium / End Cap Booth: \$750
- Pitching Machine Area: \$1,600

Optional Vendor Visibility Upgrades:

All visibility upgrades are offered through the online exhibitor directory and can be selected during registration:

- Logo in Booth Listing — Display your company logo directly on your booth profile.
- Logo in Header — Feature your logo prominently in the directory header.
- Featured Listing — Gain priority placement and increased visibility in the directory.
- NEW for 2027: Giant Screen Advertising — Promote your brand on the large digital screens located throughout the exhibit halls.

Pricing for these upgrades is available within the online registration system.

Registration & Payment:

Vendors may view the exhibit hall layout, select booth space, and complete registration online by visiting the Expo Floor Plan page.

To choose your booth location, go to:

thsbca26.expopf.com (updated 2027 link will be posted once available)

Online payment is preferred and strongly encouraged.

If necessary, vendors may still pay by check; however, completing payment online ensures faster processing and immediate booth confirmation.

For questions, please contact Coach Sedeño at 832-687-5900 or email asedeno@sbcglobal.net. We look forward to hosting another outstanding convention and continuing our tradition as the premier baseball clinic in the country.

Sincerely,

Armando Sedeno, THSBCA Exhibit Director

10310 Grape Creek Gove Lane

Cypress, TX 77433



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2027 THSBCA CLINIC DATES: January 14TH, 15th & 16th

VENDOR REGISTRATION INFORMATION (USE FOR MAIL IN PAYMENT ONLY):

Company Name		
Address		
City, State, Zip		
Company phone		
Company Email		
URL		
Name on Booth		
Contact Name		
Contact phone		
Contact email		
Attendees (Name tags required)	1. 2. 3. 4. 5.	6. 7. 8. 9. 10.

FEES:

Regular Booth: \$650.00 Per booth	
Wall Premium Booth: \$700 per booth	
Premium End Cap Booth: \$750.00 Per booth	
Pitching Mach Area \$1600	
Total	
<p>Make check payable to: THSBCA Mail to: Armando Sedeno, THSBCA Exhibit Director 10310 Grape Creek Grove Lane Cypress, TX 77433</p>	

NOTE: Would you like to donate a door prize? YES/NO Item: _____