

ESCA SUMMIT

RISING LEADERS

THE CASE

for Investing in Yourself



About Our Summit

The Rising Leaders Summit brings together emerging talent from across the exhibitions and events industry for a one-and-a-half-day experience focused on leadership growth, career development, and meaningful connections.

Through a mix of breakout sessions, interactive workshops, and networking opportunities, attendees will gain practical insights from today's top industry leaders and innovators.

Learn more summit.esca.org.



About



Schedule



Networking



Pricing



Sponsorships

Case for Yes

Justification Letter

Make a compelling case to attend the Rising Leaders Summit with our customizable justification letter. Highlight the valuable learning opportunities, industry networking, and the direct impact this summit can have on your career and your organization. Show your employer why investing in your development is a smart move for both you and your company. **Note: The document will be saved into your downloads folder.*

DOWNLOAD HERE

ESCA

SUMMIT

RISING LEADERS

February 23-25, 2026
George R. Brown Convention Center, Houston, TX

Justification Letter

Date _____

Dear _____,

I would like to attend the 2026 ESCA Rising Leaders Summit, which will take place in Houston, Texas, from February 23 - 25. This Summit is a valuable opportunity, designed by and for our industry, with a specific focus on equipping young professionals and rising leaders with the tools and knowledge needed to succeed in our field.

Given the learning curve in our industry, attending this summit will provide me with an opportunity to expand my expertise and connect with both peers and industry leaders. The event's one-and-a-half-day agenda is packed with leadership development sessions and industry workshops aimed at enhancing my skill set. The networking opportunities offered will help me establish long-lasting professional relationships, fostering both my personal growth and our company's success.

I am seeking approval for the associated costs of attending, including registration fees, travel expenses, and hotel accommodations. Below is a detailed cost breakdown:

Registration Fee	\$
Hotel	\$
Airfare	\$
Transportation	\$
Other (Meals, Per Diem, Etc.)	\$
Total Cost of ESCA Summer Educational Conference	\$

I am confident that attending the ESCA Rising Leaders Summit will not only contribute to my professional development but also enhance our team's capabilities. Upon returning, I will provide a report on how I plan to implement the new knowledge and connections to support our company.

Thank you for considering my request. I am looking forward to the possibility of attending this summit and deepening my industry knowledge.

Sincerely,



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The conference is designed to offer attendees a comprehensive experience, blending personal and professional growth. On the first day, we'll offer a series of engaging general sessions that offer broad industry knowledge. The second day is structured into two distinct tracks: one dedicated to enhancing personal leadership skills and navigating the workforce, and the other focused on deepening industry-specific knowledge and exploring current trends. This agenda ensures that attendees leave with valuable insights and practical strategies for both career and personal development.

[View Speakers](#)[View Schedule](#)[About](#)[Schedule](#)[Networking](#)[Pricing](#)[Sponsorships](#)



Networking

Dine-Around

We are thrilled to offer the **dine-around** experience to our attendees to enhance the conference experience. Get to know your fellow attendees by signing up for an amazing local restaurant.

While it is free to sign up, please note that each person is responsible for the cost of their own food and beverages as well as transportation to the restaurant.



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We are thrilled to offer low **registration pricing** to keep this conference accessible and manageable for organizations to send their employees.

\$750 ESCA Member

\$850 Non-Member

\$750 EDPA Member



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Sponsorships

Sponsorship Packages

We’ve reimagined our sponsorship packages to give you more flexibility, visibility, and impact before, during, and after the event.

Spots are limited, and visibility is high—see what’s new and secure yours today.

SPONSORSHIP PACKAGES



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SPONSORSHIP PACKAGES

For sponsorship inquiries, please email sponsor@esca.org.
Sponsorship packages that include registrations will be issued a **promo code** to apply during registration checkout.
**Please note that the website will have the most updated information.*

	DIAMOND \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500	PARTNER \$1,000
BENEFITS						
Event Registration Inclusions	5 Registrations	4 Registrations	3 Registrations	2 Registrations		
PRE-EVENT RECOGNITION						
Logo placement in promotional emails	✓	✓	✓	✓	✓	✓
Logo listing on event website	✓	✓	✓	✓	✓	✓
Social media thank-you post	✓	✓	✓	✓	✓	✓
Dedicated company thank-you social post	✓	✓	✓	✓	✓	✓
Quote in pre-event newsletter	✓	✓	✓	✓	✓	✓
ON-SITE RECOGNITION						
Logo placement on signage	✓	✓	✓	✓	✓	✓
Logo in daily break slideshow deck	✓	✓	✓	✓	✓	✓
Logo in daily event recap emails	✓	✓	✓	✓	✓	✓
Add your swag to our welcome bags	✓	✓	✓	✓	✓	✓
Featured event app directory listing	✓	✓	✓	✓	✓	✓
App notification: sponsor mention	✓	✓	✓	✓	✓	✓
POST-EVENT RECOGNITION						
Logo in post-event recap emails	✓	✓	✓	✓	✓	✓
Social media thank-you post	✓	✓	✓	✓	✓	✓
Dedicated company thank-you social post	✓	✓	✓	✓	✓	✓
Feature in post-event newsletter	✓	✓	✓	✓	✓	✓

	INVESTMENT	SPONSORSHIP TIER	SPECIAL BENEFITS
EDUCATION			
Opening Keynote Speaker	\$15,000	Diamond	• Introduction of opening keynote • Company presentation order during introduction • Recognition by the emcee, with logo shown on screen during speaker introduction
General Session Speaker	\$5,000	Gold	
ACTIVATIONS			
Title Event Sponsorship (Dinner and Opening Reception Luncheon)	Inquire for pricing	Tier determined by investment	
FOOD & BEVERAGE <small>*Full menu sponsorship rates apply; single day options are only available if full package orders are placed</small>			
Attendee Breakfasts	All \$10,000 / Daily \$5,000	Tier determined by investment	
Attendee Brunch	All \$8,000 / Daily \$4,000	Tier determined by investment	
TECHNOLOGY			
Registration	Inquire for pricing	Diamond	• Hyperlinked logo in registration confirmation emails • Logo featured on registration website • Logo in registration deck • Logo featured on the app splash screen • Logo displayed at the bottom of each app page
Event App	\$8,000	Platinum	
Event App Push Notification	\$1,750	n/a	One push notification to all app users
VISIBILITY			
Welcome Bags	\$5,000	Gold	Logo on attendee welcome bags (pre-branded with ESCA)
Water Bottles	\$5,000	Bronze	
Ad Placement in Break Slideshow	\$1,750	n/a	Ad features on 16:9 slide at the event
Pre-Event Sponsor Highlight Banner	\$1,750	n/a	Feature your brand in a dedicated section of an event marketing email, including your banner
EVENT PRODUCTION			
Photography	Trade	Platinum	• Recognized as official photography sponsor • 2 Registrations
Stage Set	Trade	Diamond	• Recognized as official stage set sponsor • 4 Registrations
Furnishing	Trade	Diamond	• Recognized as official furnishings sponsor • 4 Registrations
General Contracting	Trade	Diamond	• Recognized as the general contracting sponsor • 4 Registrations