

West Texas builds the future. Put your name on **day one**.

Lone Star TechCON is West Texas's regional technology conference: one day, four tracks, 200–300 practitioners — the people building and running infrastructure, security, and AI in production across the region.

Apr 3 SATURDAY • 2027	1 DAY	4 TRACKS	200–300 PRACTITIONERS	Abilene TEXAS
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WHY WEST TEXAS, WHY NOW

Abilene is home to the **OpenAI Stargate flagship data center campus** — a ~1.2-gigawatt Oracle/Crusoe operation and one of the largest AI infrastructure investments in the country — plus three universities, TSTC's data-center-operator workforce program, Dyess Air Force Base, and a monthly DEF CON affiliate meetup.

The region's tech workforce is growing faster than anywhere in Texas outside the big four metros, and it has never had a practitioner conference of its own. **This is the first.**

The audience your booth never reaches: West Texas practitioners don't fly to RSA or re:Invent. They drive to Abilene.

FOUR TRACKS • WHO THEY DRAW

Infrastructure & Data Center

The people building and running the physical layer — anchored by the biggest data-center story in America, happening in Abilene

AI & Emerging Tech

Practitioners applying AI in real production environments

Cybersecurity

Pentesters, defenders, and the DC325 (DEF CON affiliate) community

Career & Job Navigation

Job seekers, career changers, and transitioning military from Dyess AFB

OUR DIFFERENTIATOR

The Career Room

ONE SPONSOR, EXCLUSIVELY

A private, appointment-based room where job seekers and hiring managers meet 1:1 — opt-in at registration, no booths, no badge-scan spam. **One staffing/recruiting firm gets exclusive access** to pre-scheduled appointments with motivated, self-selected candidates all day.

We don't sell attendee lists — which is exactly why the candidates in that room are worth meeting. Career Room Exclusive pricing is on the rate card, page 2.

Sponsorship Tiers

	PRESENTING \$7,500	GOLD \$3,000	SILVER \$1,500	COMMUNITY \$500
	Early by Oct 31, 2026: \$6,000	Early by Oct 31, 2026: \$2,500	Early by Oct 31, 2026: \$1,250	Early: —
	1 AVAILABLE	3 AVAILABLE	6 AVAILABLE	OPEN
Name in event title ("presented by ___")	•			
Welcome remarks before opening keynote (5 min)	•			
Content track naming — one of three ("Track presented by ___")		•		
Vendor table	Premium, first pick	Included	Add for \$650	
Conference passes	8	4	2	1
Logo placement	Largest — site, signage, shirt	Large	Standard	Listed
Stage thank-you + social announcements	•	•	•	•

Community tier may be taken in-kind by nonprofits, user groups, and civic/education partners. Three content tracks, three Golds — Infrastructure & Data Center, AI & Emerging Tech, Cybersecurity. The Career & Job Navigation track is named by the Career Room Exclusive sponsor.

Exclusive & Named Inventory

ITEM	INVESTMENT	AVAILABLE
Arrival Party Presenting — private Friday-night takeover of Free Play Abilene, Apr 2, 6–9 PM (drinks + arcade on us); or split: 1 Presenting \$7,500 + 2 Co-hosts \$2,500	\$12,500 early: \$11,500	1 AVAILABLE
Career Room Exclusive (staffing/recruiting) — all-day exclusive appointment access, room branding, Career & Job Navigation track naming, 2 passes	\$3,500 early: \$3,000	1 AVAILABLE
Wi-Fi Sponsor — "Wi-Fi provided by ___": splash page, network name, line on every badge card	\$3,500 early: \$3,000	1 AVAILABLE
Badge Sponsor — logo on the badge front + full back panel; the most-photographed object at the event, worn by every attendee all day	\$2,500 early: \$2,000	1 AVAILABLE
Coffee sponsor (named + station signage)	\$1,500	2 AVAILABLE
Friday workshop sponsor (named, limited-seat hands-on workshop)	\$1,500	1 AVAILABLE
Vendor table (floor presence + 1 pass)	\$800 early: \$700	LIMITED — PLACEMENT BY COMMITMENT ORDER
Grand Prize Sponsor — donate a grand prize for the closing passport drawing; billing on every passport card and the closing stage	In-kind donated prize	LIMITED

Popular combinations: Gold + Wi-Fi — a named track *and* the network, \$6,500 · Gold + Badge — a named track on every chest, \$5,500 · Silver + vendor table — logo package plus floor presence, \$2,150.

Why Sponsor a First-Year Event

First-mover pricing

These rates reflect an inaugural event; they will not survive year two. Early-commitment discounts (~15–20%) lock in by **October 31, 2026**.

A trusted room

No attendee-list sales, no badge-scan spam. Instead: booth prize drawings — you keep every opted-in entry, all drawn at closing (*must be present to win*) — and a passport game that routes every attendee past every table, down to Community tier.

Hiring pipeline, not impressions

Between the Career Room, TSTC's data-center pipeline, and Dyess transitions, this is a recruiting event wearing a conference badge.

Organizer track record

Produced by Rural Capital, LLC. The organizer founded TxOSS, chaired YAPC::NA 2007, and co-organized the first two Texas Linux Fests.

RESERVE YOUR SLOT

sponsors@lonestartechcon.com

— or reply to the person who handed you this. We'll hold inventory for **14 days** while you route approvals.