

# It's Spicier in Texas!

## The Herb Society of America 2026 Educational Conference



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## It's Spicier in Texas!

The Herb Society of America is a 90-year-old 501 (c)(3) membership organization and a community of herbal enthusiasts. HSA's membership has grown to more than 2,200 active individual and 40 business members. Last year, our members reported nearly 100,000 hours of volunteerism to support the mission. Members are located in all states and several foreign countries.

HSA's signature live event is a biannual educational conference that attracts attendees from all over the country. During the three-day conference members socialize, exchange ideas, learn about new and different herbs from known experts, and connect with retailers.

**The Herb Society of America's 2026 Educational Conference will take place April 15-17, 2026, in San Antonio, Texas.**

Presented at the **Holiday Inn, River Walk**, the Conference will present more than 20 experts holding lectures, workshops, demonstrations and roundtable discussions. A Marketplace with local and national vendors as well as as tabletop displays and a raffle will fill the hotel's conference center. Registrants will enjoy a Welcome Reception, HSA Awards dinner and many meals served in the hotel's ballroom. While not all members can attend a live event, HSA extends the experience to the entire membership through special offers from vendors and sponsors, social media postings and the sharing of educational materials produced by presentors.

A variety of **Sponsorship Opportunities** are available for this typically sold-out event.



# Conference Schedule

## Working Sessions

The Herb Society of America will hold a Board of Director's meeting on Tuesday April 14. District meetings, Unit meetings, affiliate and business member meetings will encourage various special interest groups to extend their stays and take in what the area has to offer. Registration and welcome desk opens early Tuesday at check-in. A Tuesday evening Welcome Reception will open the Conference.

## Day 1

Keynote Speaker, seven General and Concurrent Sessions, and Panel Discussions, Marketplace opens for vendors, authors' table opens, Longevity Award presentation and luncheon

## Day 2

Seven General and Concurrent Sessions, Marketplace open, authors' table, special interest groups, President's Reception, HSA Awards Dinner

## Day 3

One Concurrent Session and six Workshops, raffle pull, closing, breakfast and lunch



# SPONSORSHIP OPPORTUNITIES

**Ghost Pepper  
Signature Event  
Sponsorship  
\$15,000 +**

**Let's talk**

**Habanero Pepper  
Sponsorship  
\$10,000**

**Marketplace Sponsorship  
or  
Welcome Desk  
Sponsorship  
or  
Catering Sponsorship**

**Serrano Pepper  
Sponsorship  
\$5,000**

**Keynote Speaker and  
Conference Opening  
or  
HSA 2026 Awards Dinner  
or Welcome Reception**

**Hatch Pepper  
Sponsorship**

**\$3,000**

**Souvenir Conference  
Agenda and Notebook  
or  
President's Reception**

**Pepperoncini  
Sponsorship**

**\$2,500**

**General Sessions and  
workshops**

**Birds eye Chili Pepper  
Sponsorship**

**\$1,500**

**Concurrent Sessions and  
roundtables**

**Sweet Banana Pepper  
Sponsorship**

**\$500 and up**

**Personalized Sponsorships  
Opportunities**

## **Advertising**

A notebook-sized Conference Agenda will be distributed to all attendees. Designed with room for note taking, this agenda will make it home from the the Educational Conference. Advertising space will be provided as a benefit of sponsorship and remaining spaces will be available to business members vendors and others

**Choose from our many  
sponsorship and vendor  
opportunities  
showcased here.**

**The Herb Society of  
America welcomes the  
opportunity to work  
with sponsors and  
vendors to create  
specific packages that  
meet their marketing  
and recognition needs.**

IT'S SPICIER IN TEXAS SPONSORSHIP LEVELS	Ghost Pepper \$15,000	Habanero Pepper \$10,000	Serrano Pepper \$5,000	Hatch Pepper \$3,000	Pepperoncini Pepper \$2,500	Birds-eye Chili Pepper \$1,500	Sweet Banana Pepper \$500
	✓	✓	✓	✓	✓	✓	✓
Name/Logo on 2026 Conference Signage	✓	✓	✓	✓	✓	✓	✓
Name/Logo in 2026 Conference Booklet	✓	✓	✓	✓	✓	✓	✓
Ad in Conference Booklet and webpage	Full Page Cover	Full Page	Half Page	Half Page	Half Page	Quarter Page	Quarter Page
Recognition in all digital and printed HSA Conference materials	✓	✓	✓	✓	✓	✓	✓
Special Recognition at Opening Session	✓	✓	✓				
Opportunity to Publish an article in the HSA Blog	✓	✓					
Complimentary Exhibit Space	✓	✓					
Individual Social Media Plan - According to Sponsorship Level	✓	✓	✓				
Complimentary HSA Membership	✓ ✓	✓	✓				
Complimentary Conference Registration	✓ ✓	✓ ✓	✓				
Opportunity to provide company swag to attendees	✓	✓	✓	✓	✓	✓	
Branded Email Blasts	✓						

# PROGRAM ADVERTISING RATES

**Quarter Page**  
**\$200**

**Half Page \$275**

**Full Page \$500**



# Thank you for your interest in It's Spicier in Texas - HSA's 2026 Educational Conference!

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