



# YTexas 2026-28



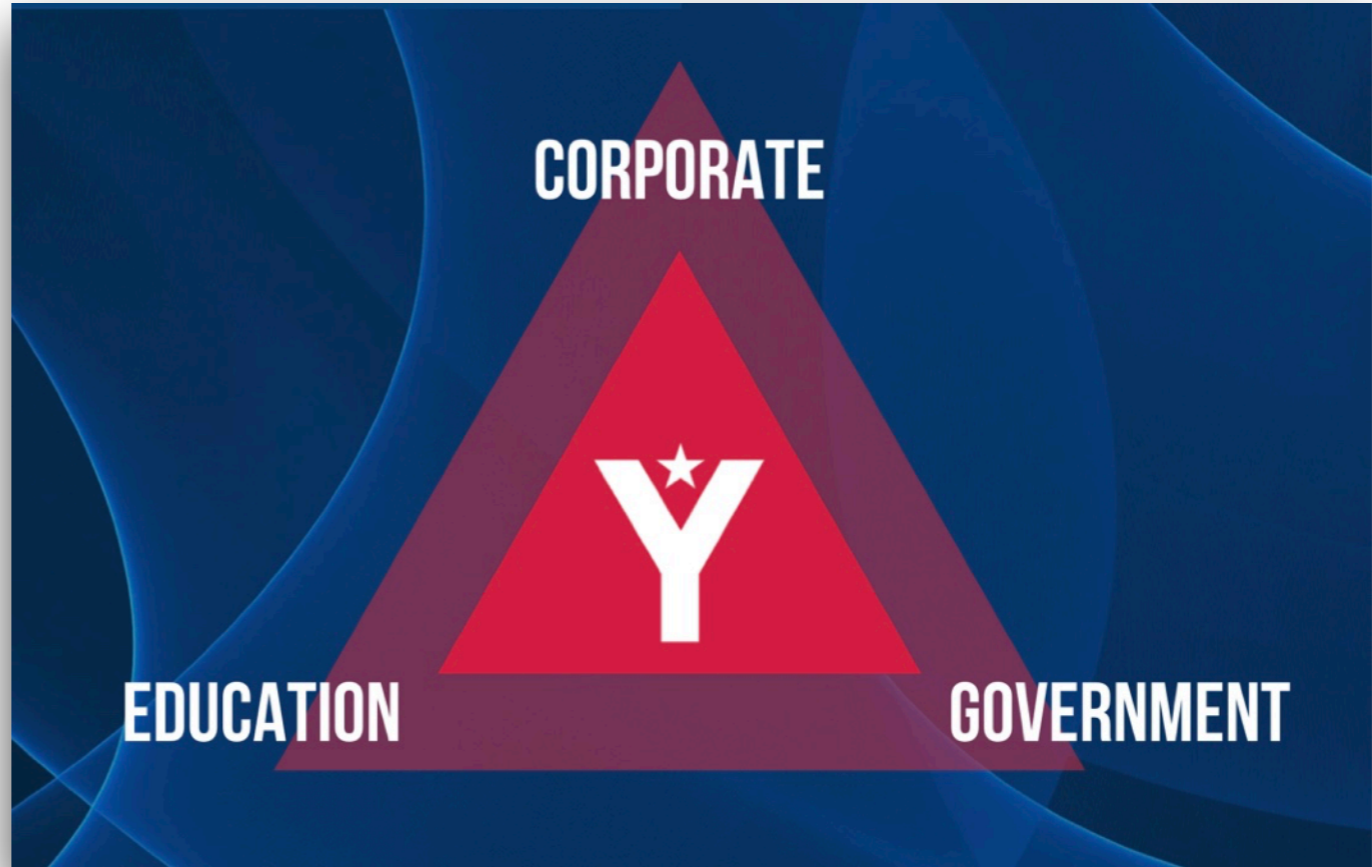
# WELCOME TO YTEXAS



YTexas is a community and marketplace for companies, academia, and government to forge working relationships with peers across the state.

We provide a curated experience for our partners and sponsors, focusing on targeted networking through a personal concierge model. Our mission and purpose is to build a stronger, more connected Texas.

Join 2,000+ Texas professionals for a year-long program to fully immerse your organization into the massive Texas ecosystem.



## OUR HISTORY



**2014**

**Advisory Board**  
Inaugural Rêlo Awards held in San Antonio with Governor Rick Perry's Small Business Initiative



**2020**

**Digital media**  
Launched the CEO Insider Podcast and began our digital marketing campaign



**2025-28**

**Texas A&M**  
Launched the YTexas Regional Roadshow

**2013**

**Launched**  
Launch at NYLO Hotel in Dallas with Dallas Mavericks and 50 corporate partners



**2018**

**Expansion**  
Entered the Houston and Fort Worth markets hosting events with WeWork and Hillwood

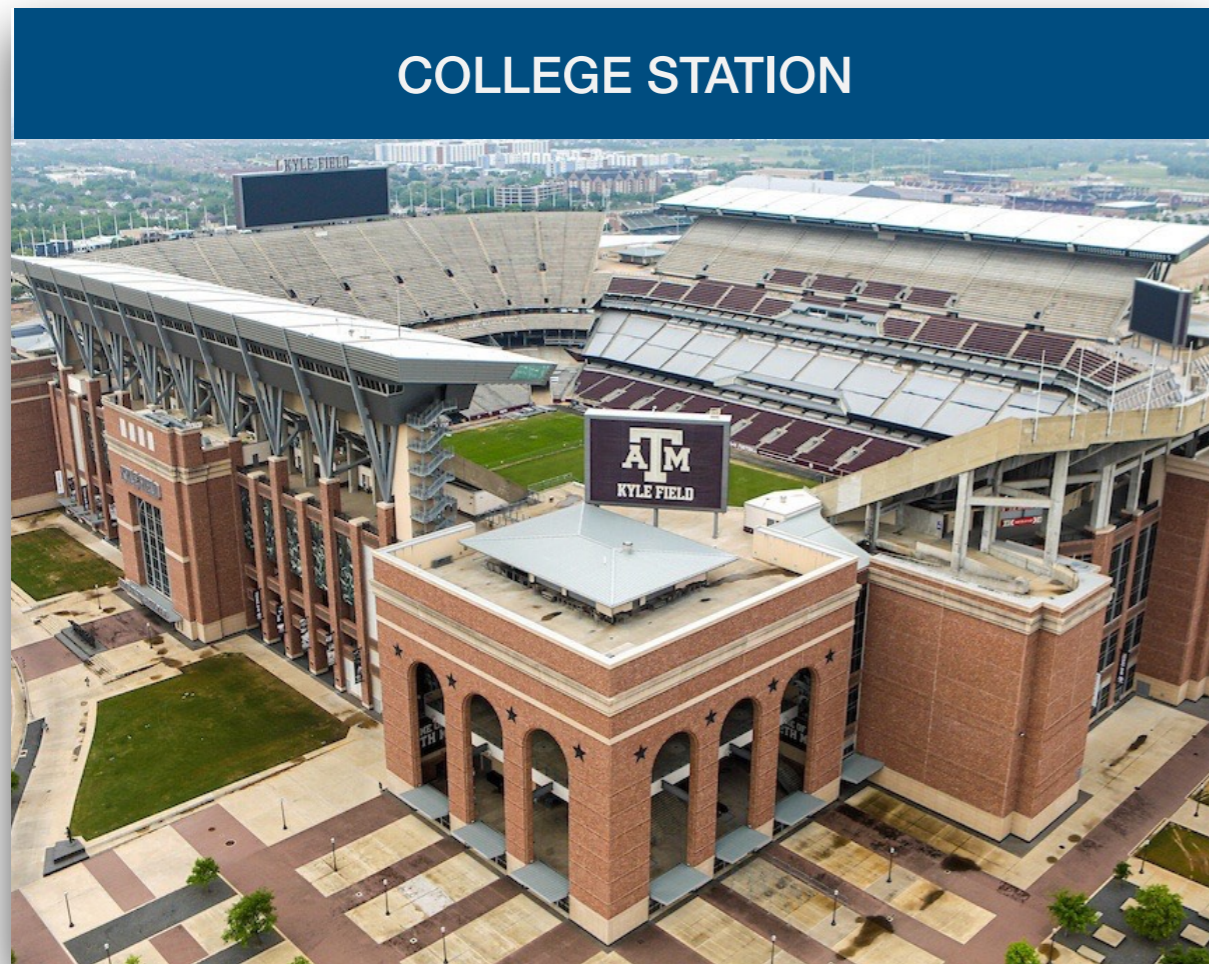


**2022-24**

**Dallas Cowboys**  
Launched the YTexas Summit at AT&T Stadium with over 500 corporate partners



**YTexas 2026** is the only event that brings the entire Texas business community together to stimulate business growth – breaking down regional barriers to accelerate business exchange in the Lone Star state. This event connects innovation occurring in all regions - showcasing the brightest minds, biggest brands, and pro-business culture in the great state of Texas!



## FEATURES & BENEFITS

Present your innovation on the main stage or host an event activation. Examples include:

- Keynote Presentations for the **Fortune 500**
- Product launches for the **Middle Market**
- New funding launches for **Start-ups**
- Regional spotlights for **Mayors & Cities**
- Branding for **Economic Development Orgs**
- Employer partnerships for **Colleges**
- Sponsored content for **Service Providers**
- Access to donors for **Non-profits**
- Leadership Academy for **Students**
- Peer-to-peer networking for **Executives**

**Dec 2-3, 2026**

[Register](#)

# 2027-28 REGIONAL EVENTS

Our members include Fortune 500 executives, founders, mayors, and university presidents. In 2027-2028, we are hosting a road-show of events that dive deep into the micro-economies driving the Texas economy. YTexas is providing a **platform** to expose brands across the state, positioning our members and sponsors as **leaders, connectors** and **innovators** in the Lone Star state.

Regional event



Q1 - 2027

Regional event



Q2 - 2027

Regional event



Q3 - 2027

Regional event



Q1 - 2028

Regional event



Q2 - 2028

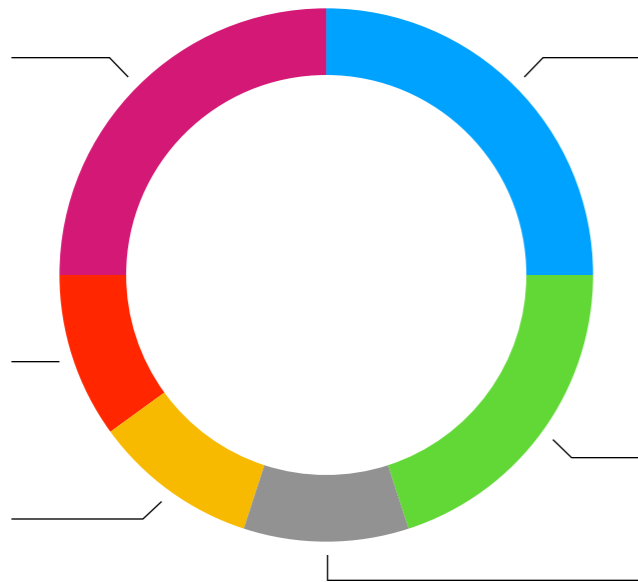
Regional event



Q3 - 2028

## Our Network

- Enterprise    ● Academia    ● Government
- Students    ● Start-ups    ● Middle Market



2024 YTexas Summit - Oct 1 at AT&T Stadium | Arlington, TX

## Event Statistics

- ☑ 3,000 executive attendees
- ☑ 500 high-growth companies
- ☑ 10 Focused industry sectors

- ☑ 150 produced interviews/discussions
- ☑ 100 Innovation presentations
- ☑ 25 Institutions of Higher Education



# Y TEXAS PARTICIPANTS



TEXAS A&M  
UNIVERSITY





# PAST & PRESENT KEYNOTE SPEAKERS



**Drew Pearson**  
Super Bowl Champion



**Dennis Quaid**  
Actor



**Norman Garza**  
Texas Space Commissioner



**Marc Spieler**  
NVIDIA



**Melissa Arnoldi**  
AT&T



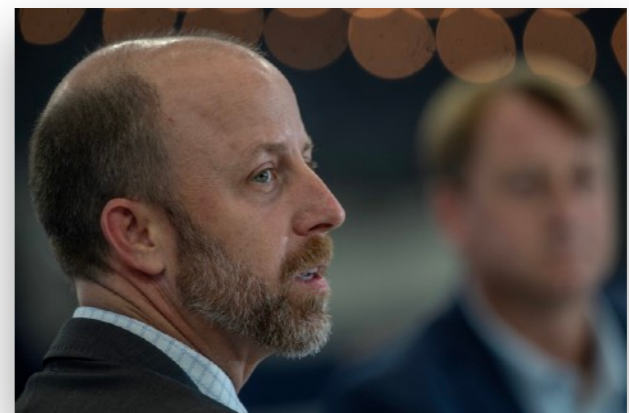
**Elizabeth Cassarino**  
Bloomberg



**Troy Aikman**  
Eight Brewing



**Bryan Daniel**  
NYSE Texas



**John Cowen**  
Mayor of Brownsville



## ROUNDTABLES

Participate in roundtable discussions with industry peers addressing top issues such as:

- Industry **trends**
- Workforce development
- **Innovation**
- Legislation
- and more



## PRESENTATIONS

Present your innovation on the main stage or host an event activation. Examples include:

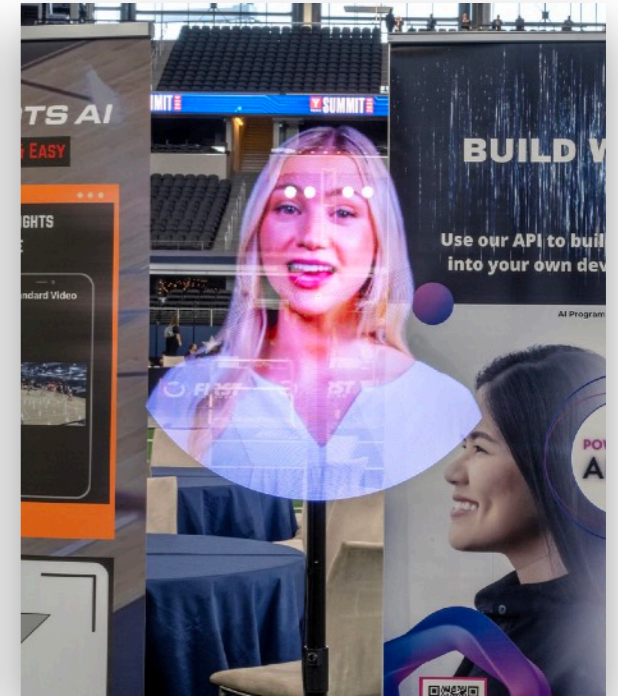
- **Solutions** to better Texas
- New products/**inventions**
- Sponsored **contests**
- **F&B** branding sponsor
- Enterprise **inventions**



## NETWORKING

The Summit & Regional events will have exclusive networking experiences such as:

- **Industry** roundtables
- Landmark **locations**
- Mayors **reception**
- **Private** meeting space
- Cocktails and appetizers



## BRANDING

Branding showcases include event demos, podcast interviews and industry blog posts:

- Product **demonstrations**
- **Innovation** pitches
- **Video** podcast interviews
- YTexas.com/**webpage**
- Expert **opinion** posts

## WHY TEXAS?

Texas is the fastest growing state in the nation. What industries are leading and who is coming?

- NYSE Texas
- Site Selection Magazine
- Houston Business Journal

## POWERING TEXAS

Population growth and corporate migration are driving energy demands. Who is innovating and how will we power Texas?

- TX Alliance of Energy Producers
- ERCOT
- Tesla

## AI/TECHNOLOGY MANUFACTURING

Texas is a manufacturing powerhouse and center for innovation. How will technology, AI, energy, and data play a role in our future?

- NVIDIA/Oracle/Intel/
- Lone Star College & Texas A&M
- NXP Semiconductors

## HEALTHCARE

Texas has a world-class health services, research and innovation ecosystem. How do we grow our talent base and serve the world?

- Texas Medical Center
- Houston Community College
- FUJIFILM Biotechnologies

## SPACE//LOGISTICS/ EXPORTS

Texas is leading in the commercialization of space and autonomous transportation. Why is this key as the leading export state in the U.S.

- Texas Space Commission
- City of Brownsville
- SpaceX

## SPORTS & ENTERTAINMENT

Texas is attracting major events, productions, and talent, making sports & entertainment a major contributor to economic development.

- Dallas Cowboys
- Sports & Film Commissions
- World Cup Host Committee



**Y TEXAS LEADERSHIP ACADEMY**  
**501c3**

[YTXLA.org](http://YTXLA.org)

We assist Texas students with the networking skills needed to launch a business or career in Texas.

STUDENTS WILL TRAVEL THE STATE AND JOIN US ON OUR TEXAS ROAD SHOW

College Station | Dallas | Bastrop  
Brownsville | Ft. Worth | Houston

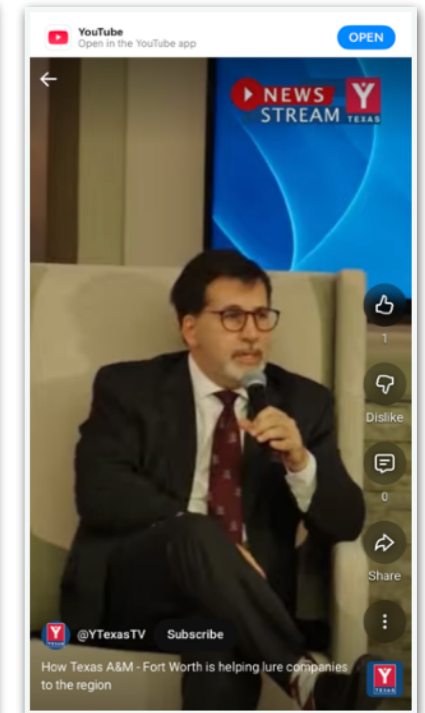


## YTEXAS COMMUNITY

Profile your company to over 10,000 professionals in the YTexas network. Meet in-person with peers across Texas, and stay up to date on events and news!

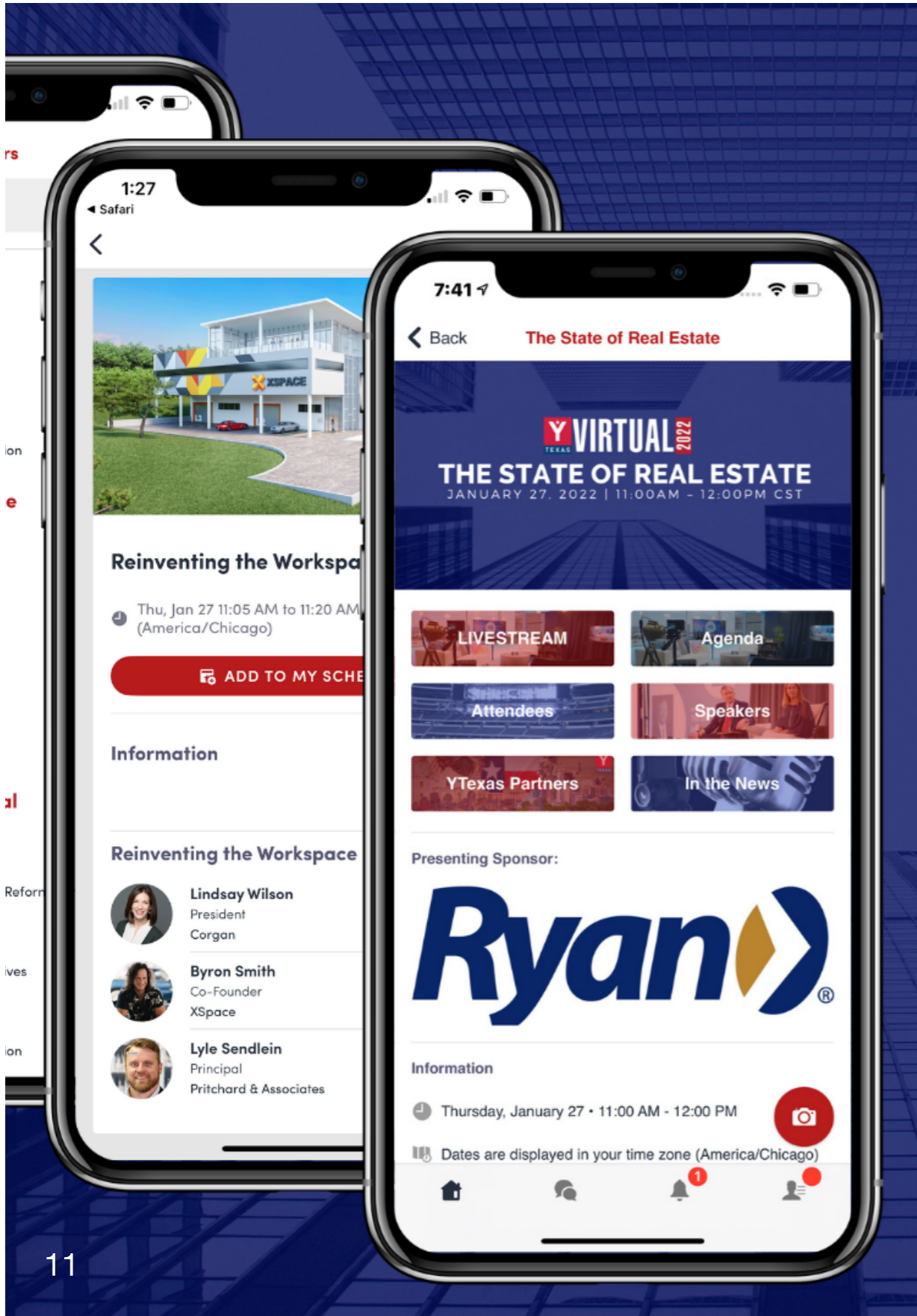
Follow YTexas on social media as we actively promote Texas companies and educational institutions assisting and attracting investment in Texas.

- Over 1,500 executives active on the YTexas app representing businesses, trade associations, universities, state commissions and agencies
- Monthly Texas Insider email and “Road to the Summit” news distributed to over 10,000 professionals in Texas
- Content & video interviews distributed across multiple platforms. LinkedIn impressions of over 500k in 2026
- Annual Texas Economic Outlook Report: For CEOs by CEOs in Q4





# YTEXAS MEMBERSHIP



## YTEXAS EXECUTIVE MEMBERSHIP

For executives who want to grow their presence in Texas and are looking to build visibility with decision makers.

### Members receive the following benefits:

- VIP pass to all 2026 YTexas events
- Invitation to exclusive member meetings/webinars
- YTexas Insider newsletter
- Executive contributor to YTexas content

**ANNUALLY**

**\$500**



# 2026 SPONSORSHIP LEVELS

## Entry

### CATALYST

\$10,000

Get your brand in front of Texas's executive community and earn a speaking slot at one YTexas event.

#### WHAT'S INCLUDED

- ☑ Panel slot at one event
- ☑ Branding at all regional events
- ☑ Dedicated sponsor page on YTexas.com
- ☑ Featured in YTexas Insider + broad outreach emails (6x/year)
- ☑ **2 Executive memberships** included - *\$1,000 value*

## Recommended

## Statewide

### FLAGSHIP

\$25,000

Own your presence across every regional event, lead the content conversation, and show up at YTexas 2026.

#### EVERYTHING IN CATALYST PLUS

- ☑ Presentation or panel at all regional events
- ☑ Exhibit table at YTexas 2026 - Texas A&M University
- ☑ Featured in YTexas Insider + broad outreach emails (8x/yr)
- ☑ Industry sponsor designation - statewide
- ☑ Priority placement in sponsor directory
- ☑ **5 Executive memberships** included - *\$2,500 value*

## Premier

### LONE STAR

\$50,000

Become the defining parter of YTexas - on stage, on the floor, and at the table all year long.

#### EVERYTHING IN FLAGSHIP PLUS

- ☑ Branding at all events
- ☑ Panel slot at YTexas 2026 - Texas A&M
- ☑ Awards dinner table at YTexas 2026
- ☑ Featured in every YTexas newsletter (12x/year)
- ☑ Executive concierge for all members
- ☑ **10 Executive memberships** included - *\$5,000 value*

## About YTexas

YTexas is the premier network for companies growing, expanding and relocating in the state of Texas.

Through our expansive executive network, media channels and world-class events, YTexas fosters long-term partnerships and collaboration to strengthen the Texas business ecosystem.

Our community connects leaders from all regions of Texas to network, share successes, and build joint ventures.

Founded in 2013, YTexas has earned national recognition for advancing economic development and innovation.

Visit us at: [www.ytexas.com](http://www.ytexas.com)



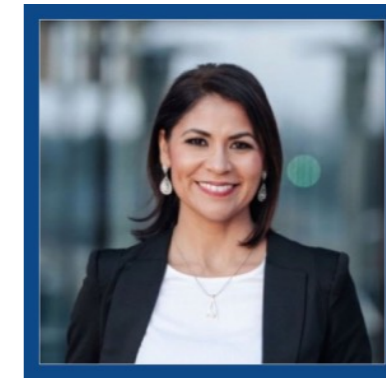
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