



SPONSORSHIP PROSPECTUS



JW Marriott San Antonio Hill Country Resort
and Spa, San Antonio, TX

February 16-18, 2026



WELCOME

I'm thrilled to welcome you to TropFest 2026, where we will share our vision for the next chapter of the Tropical Smoothie Cafe journey.

Since our founding, we've built a legacy of excellence grounded in operational strength, innovation, and a relentless commitment to quality. What began as a single cafe in 1997 has grown into a trusted national brand known for our tropical atmosphere, hospitality, and craveable food and smoothies that make you feel great.

As we look ahead, we have a clear plan for a special future—one anchored in focus, collaboration, and the belief that when we move together, we move further. Our operational pillars, culture of innovation, and forward-thinking brand strategy are setting the stage for sustained growth and shared success across our system.

Your partnership plays a vital role in that journey. As a TropFest sponsor, you're not just participating in a meeting—you're helping shape our brand in motion. We want you to leave San Antonio feeling inspired about the exciting plans on the horizon. Bring this momentum back to your teams and companies with pride, knowing that you are an essential part of the future of Tropical Smoothie Cafe.

This is an exciting moment for all of us. Thank you for your partnership, your innovation, and your belief in our vision. I can't wait to see the energy, ideas, and collaboration that will define TropFest 2026—and the years beyond.

Warm regards,

Max Wetzel

Chief Executive Officer
Tropical Smoothie Cafe



2026 CONVENTION OBJECTIVES

Our 2026 Convention is designed to energize our franchisees, celebrate our growth, and connect the people and vendors who make it all possible. Together, we will:

- ★ Showcase the next evolution of the Tropical Smoothie Cafe brand — bold, confident, and built for growth.
- ★ Share strategies that drive systemwide success and operational excellence.
- ★ Deliver fresh insights and actionable content tailored for every role — from owners to general managers.
- ★ Celebrate the achievements and future potential of our franchise community.
- ★ Strengthen relationships among franchisees, suppliers, and brand leaders in an environment built for learning and connection.



Our Venue

Expect an Unforgettable Experience
in Texas Hill Country

When our franchisees step into the JW Marriott San Antonio Hill Country Resort and Spa, they aren't just arriving at the convention—they're entering a full-service retreat nestled among 600 acres of breathtaking oak-covered hills. Beyond the sophisticated event space, the resort boasts a 9-acre River Bluff Water Experience with a 1,100-foot lazy

river, perfect for unwinding after a day of sessions. They can indulge in delectable cuisine at any of the six exceptional resort restaurants or find rejuvenation with at the onsite luxurious spa.

For those looking to explore beyond the resort after the convention, the energy of downtown San Antonio is close by, as are renowned attractions like SeaWorld, Six Flags Fiesta Texas and Natural Bridge Caverns.

This isn't just a meeting — it's a complete destination that blends professional gatherings with world-class entertainment and relaxation, ensuring we your current and prospective clients have a memorable and productive experience.

Why Attendees Come

Each year, the Tropical Smoothie Cafe Convention attracts franchise owners, operators, and general managers from across the country for three days of connection, learning, and celebration. Attendees come to:

- ★ Discover new products, technologies, and services from industry vendors.
- ★ Gain insights into operational excellence and future growth strategies.
- ★ Network with peers and corporate leaders in a high-energy, collaborative environment.
- ★ Celebrate collective achievements and the strength of our community.



SPECIAL FEATURES AND EVENTS



Daymond John KEYNOTE SPEAKER

As the founder and CEO of the legendary global lifestyle brand FUBU (“For Us, By Us”), Daymond John pioneered guerrilla marketing and leveraged cultural movements to build a company from a \$40 budget into a \$6 billion retail powerhouse. His expertise lies in identifying market opportunities, maximizing brand ROI, and executing lean growth strategies.

Daymond John’s global reputation as the founder of a \$6 billion brand and an elite investor on Shark Tank guarantees that his keynote will be a significant draw for attendees. Daymond John brings powerful insights into entrepreneurship, brand building, and growth strategy — a session guaranteed to inspire action and attendance.

VENDOR TRADESHOW

The collaborative hub and destination where franchisees and vendors come together to forge deeper relationships and discover new business solutions. FZs get a sense for the breadth and scale of the TSC eco-system and shared goals for growth and business success.

TASTE KITCHEN

Sample foods from the innovation pipeline and discover how taste trends make their way on to the Tropical Smoothie Cafe menu in our onsite, 900 sq ft kitchen.

SMOOTH OPERATOR (NEW)

An immersive “train the trainer” activation that transforms operational excellence into hands-on learning, allowing attendees to practice and perfect key elements of cafe performance.

AWARDS CEREMONY

With a new, streamlined format, the 2026 Awards Ceremony will focus on our outstanding franchisees and cafe managers that spotlight the best of Tropical Smoothie Cafe and celebrate our collective achievements over the last year.

TROP SHOP

From apparel to novelties, the Trop Shop brings the brand to life with exclusive TSC merchandise and collectibles. Find your newest favorite TSC swag including sweatshirts, tees, golf apparel, and novelties at the Trop Shop!

SMOOTHIE CONTEST

Where creativity and flavor collide — franchisees and GMs compete for the title of “Best Blend.” Attendees taste, vote, and celebrate the art of new product development and smoothie-making.

BEYOND THE KEYNOTE: SIGNATURE EVENTS DRIVING ATTENDANCE, CONNECTIONS AND ROI

MONDAY VENDOR HAPPY HOUR & AWARDS RECEPTION

A dedicated evening celebrating the partnerships that power our success. This exclusive Monday night reception brings together our valued vendors and the Tropical Smoothie Cafe Leadership Team for a relaxed, social environment focused on connection and appreciation. During the event, we'll recognize our most noteworthy vendors for their collaboration, innovation, and impact across the system. It's an evening to toast shared achievements and look forward to what's ahead—together.



MONDAY WELCOME RECEPTION

The 2026 convention experience begins in style with the opening night reception on Monday. Located just off the main hotel for easy resort access, the reception will maintain an immersive outdoor vibe featuring activations, entertainment, and networking to set the tone for an unforgettable convention without sacrificing convenience.



TUESDAY EVENING EVENT: KNIBBE RANCH

Our guests will leave San Antonio behind for a unique opportunity to unplug and connect at Knibbe Ranch. This isn't just a party—it's an unforgettable experience that will immerse our attendees in genuine hospitality and culture. With fresh air, scenic views and no city noise, it's the ideal backdrop for meaningful conversations and building community.



TSC TRADESHOW

The TSC tradeshow at Trop Fest is the collaborative hub and destination where franchisees and vendor come together to forge deeper relationships and discover new business solutions. During the show's condensed, 4-hour schedule, FZs can experience the breadth and scale of the TSC eco-system and shared goals for growth and business success.

2026 EXHIBIT FLOOR & SCHEDULE

Exhibitor Move-In	Monday, February 16 Tuesday, February 17	12 pm – 5 pm 8 am – 11 am
Show & Kitchen Open	Tuesday, February 17	11:30 am – 4 pm
Exhibitor Move-Out	Tuesday, February 17	4 pm – 7 pm
Kitchen Open	Wednesday, February 18	11:30 am – 1:30 pm

10X10 BOOTH PACKAGE

8' High back wall drape	(1) 6' Draped table (3 sides)	(1) Wastebasket
3' High side rail drape	(2) Contour chairs	(1) ID Sign (17"x11")



SPONSORSHIP PACKAGES

Your partnership is essential to the success and scale of TropFest. By choosing a comprehensive Package Level, you are securing sustained brand visibility, high-level networking access, and a clear path to generating qualified leads throughout the entire convention.

Our four tiered packages—Bronze, Silver, Gold and Platinum—are designed to give your organization maximum impact and alignment with Tropical Smoothie Cafe’s vision for growth. Each package represents a strategic investment that maximizes your ROI across the Main Stage, Tradeshow Floor and exclusive events.

This is your opportunity to:

- ★ Gain Priority Access: Receive premium benefits, including keynote recognition and high-traffic booth placement.
- ★ Secure Essential Resources: Each package includes your exhibitor booth and critical conference registrations for your team.
- ★ Build Authority: Associate your brand with the most important decisions and initiatives driving our system forward.
- ★ Compare the benefits below and select the package that best positions your team for success.

2026 SPONSORSHIP PACKAGE LEVELS	BRONZE \$10,000	SILVER \$15,000	GOLD \$25,000	PLATINUM \$35,000
Convention attendee registration(s)*	2	3	4	5
(1) 10x10 exhibitor booth	★	★	★	★
Logo placement on convention collateral	★	★	★	★
Logo placement in Main Stage PPT slideshow		★	★	★
Logo placement on sponsor meter board sign		★	★	★
Sponsorship of convention break or meal			★	★
Premium booth placement in expo				★
Recognition of sponsorship during Main Stage				★



ADDITIONAL A LA CARTE OPTIONS

Elevate your presence and capture attendee interest by sponsoring a convention event or amenity. Beyond a booth, an event sponsorship provides invaluable marketing opportunities to reinforce your brand and connect with attendees on a deeper level.

Our suggested options offer a variety of ways to maximize your impact, but we welcome creative ideas to ensure your brand shines. This is your chance to:

- ★ Support your trade show floor presence by driving traffic directly to your booth
- ★ Grab attendees' interest with an exclusive, engaging experience
- ★ Set the tone for the event by associating your brand with celebration and a relaxed-yet-polished atmosphere
- ★ Reinforce brand messaging and leave a lasting impression on your target audience

Available on a first-come, first-served basis.

ADDITIONAL 10 X 10 EXHIBIT BOOTH SPACE

Available for gold and platinum level sponsors.

MOBILE APP SPONSOR

Attendees will see your ad every single time they open the app—making your brand the first and last thing they see throughout the convention. Your sponsorship includes prominent recognition in all mobile app communications, ensuring maximum visibility and reinforcing your brand's commitment to the attendee experience.

CONVENTION LANYARDS SPONSOR

Prominently display your logo on convention lanyards worn by all attendees.

SOLD

BANNER ADVERTISEMENT IN MOBILE APP

Brand recognition for your organization with a scrolling advertisement in the mobile app.

TUESDAY EVENING EVENT (KNIBBE RANCH)

Tuesday, February 17

Give your brand a starring role in the Tuesday night takeover at Knibbe Ranch for a cinematic, one-of-a-kind experience that immerses attendees in genuine Texas culture and hospitality. This event is a wide-open canvas for you to create a memorable experience. Whether it's live music under the stars or a full-blown western gala, your brand can own the authentic atmosphere. The ranch also provides endless opportunities for activations, from mechanical bull rides and line dancing to custom craft cocktail bars.

SPONSORSHIPS AVAILABLE	COST
8	\$5,000
1	\$5,000
1	\$3,000
5	\$1,000
1	Call to discuss options

To secure your sponsorship, go to the Trop Fest sponsorship portal. If you have any questions regarding the 2026 Trop Fest Sponsorship Program or the tradeshow, please contact **Dan Darby**, at **470-947-8986** or **ddarby@etherio.com**.

