REGION 4

IMRA PUBLISHERS' *Showcase*



Publishers Packet

FEBRUARY 16, 2027

Region 4 Education Service Center

About Our Region

Region 4 Education Service Center (Region 4), located in Houston, Texas, is one of 20 regional education service centers established by the Texas Legislature in 1967. The purpose of the service centers, is to assist school districts in improving student performance, to enable school districts to operate more efficiently and economically, and to implement initiatives assigned by the Texas Legislature or Commissioner of Education.

As the largest Texas education service center, Region 4 provides services to 46 school districts and 42 charter schools, representing more than 1.1 million students and 80,000 professional educators. Region 4 provides nationally recognized professional development; technical assistance services; and high-quality, economical products for school districts and charter schools.

The Region 4 Board of Directors and staff are committed to the continuous improvement of all services and programs to support customer district initiatives for student achievement.

About The Event

Region 4's Instructional Materials Review and Approval (IMRA) Cycle 2026 Showcase is an opportunity for publishers to showcase their IMRA Cycle 26 instructional materials to local education agencies. This enables districts and charters to make informed decisions regarding instructional materials selections. Attendees will be able to ask publishers questions, learn more about State Board of Education-approved instructional materials, and engage with publishers to determine which materials best meet district/charter instructional needs.

Date and Time:
Tuesday, February 16, 2027
8:30 am - 3:00 pm

Location:
Region 4 ESC McKinney Conference Center
7200 Northwest Dr, Houston, TX 77092

Publishers' Exhibit Hall: MCC 100

Demo/Presentation Rooms:
MCC 102, MCC 104, MCC 106, MCC 201, MCC 202, MCC 203, MCC 204, MCC 205, MCC 206, MCC 207

REGION 4

Showcase Opportunities

Basic Package - $350
1 Exhibit Hall Space
(includes one 6 ft table and 2 chairs)
Session ID: 2003963
Register: Basic Package

Standard Package - $650
1 Exhibit Hall Space
1 Demonstration Room Slot
(includes one 6 ft table, 3 chairs, and an assigned room for one 45-minute block to conduct a demo/presentation)
Session ID: 2003964
Register: Standard Package

Premier Package - $1200
2 Exhibit Hall Spaces
2 Demonstration Room Slots
(includes two 6 ft tables, 4 chairs, and an assigned room for two 45-minute blocks to conduct demos/presentations)
Session ID: 2003965
Register: Premier Package

Logistics

February 15, 2027
Publishers Setup: 12:00 p.m.-4:00 p.m.

Schedule - February 16, 2027
Publishers Check-in & Setup: 7:00 a.m.-8:00 a.m.

Publishers Hall Opens: 8:00 a.m.

Welcoming/Opening: 8:30 a.m.-9:00 a.m.

Presentation/Demo Session 1: 9:00 a.m.-9:45 a.m.

Presentation/Demo Session 2: 10:00 a.m.-10:45 a.m.

Presentation/Demo Session 3: 11:00 a.m.-11:45 a.m.

Lunch: 11:45 a.m. – 12:30 p.m.

Presentation/Demo Session 4: 12:45 p.m.-1:30 p.m.

Presentation/Demo Session 5: 1:45 p.m.-2:30 p.m.

Publisher Hall Closes: 3:00 p.m.

FAQs

Can I sign up for more than two presentation slots?
At this time we are unable to accommodate publishers' requests for additional slots due to space restrictions. However, in the event that all demo/presentation slots are not claimed, they will be made available to those who are interested.

Can I request a specific area in the Publishers' Hall?
Unfortunately, we are not able to honor these requests.

Can I request a specific presentation time slot?
While we are not able to honor these requests, we will try our best to accommodate requests for AM or PM time slots.

Once I sign up, will my attendance be marketed?
Yes, Region 4's Communications and Engagement Team will assist us with ensuring that local education agencies are aware of publishers that have committed to participate.

I would like to notify my Region 4 district contacts that I will be participating, how can they register?
School systems can register through escDevelopWorks. First-time users will need to create your account before registering.

Hotels Near Region 4

- **Hampton Inn Brookhollow Houston** (0.4 mile from Region 4 ESC) 12909 NW Freeway, US 290, Houston, TX 77040
- **DoubleTree by Hilton Houston Brookhollow** (0.5 mile from Region 4 ESC) 12801 Northwest Freeway, Houston, Texas, 77040
- **TownePlace Suites by Marriott Central Houston** (0.6 mile from Region 4 ESC) 12820 NW Freeway, US 290, Houston, TX 77040
- **Holiday Inn Express & Suites Brookhollow Houston** (1.2 miles from Region 4 ESC) 4900 Federal Plaza Drive, Houston, TX 77092
- **Fairfield Inn & Suites by Marriott Brookhollow Houston** (1.2 miles from Region 4 ESC) 4850 Federal Plaza Drive, Houston, TX 77092
- **Hilton Garden Inn Houston NW America Plaza** (3.2 miles from Region 4 ESC) 14919 Northwest Freeway, Houston, Texas 77040
- **Sheraton Houston Brookhollow Hotel** (4.2 miles from Region 4 ESC) 3000 North Loop W, Houston, TX 7092
- **Springhill Suites Houston Brookhollow** (4.3 miles from Region 4 ESC) 2750 North Loop West, Houston, TX 77092
- **Homewood Suites by Hilton Houston Memorial** (4.7 miles from Region 4 ESC) 9450 Katy Freeway, Houston, TX 77055
- **Hotel ZaZa Houston Memorial City** (5.1 miles from Region 4 ESC) 9787 Katy Freeway, Houston, TX 77024
- **The Westin Houston, Memorial City** (5.4 miles from Region 4 ESC)) 945 Gessner Road, Houston, TX 77024
- **The Houstonian Hotel, Club & Spa** (6 miles from Region 4 ESC)) 111 N Post Oak Lane, Houston, TX 77024
- **Homewood Suites by Hilton Houston NW at Beltway** (6.3 miles from Region 4 ESC)) 8950 Fallbrook Dr, Houston, TX 77064

Contact Information

For additional information or questions, please email:

Dr. LaQuita Carter: laquita.carter@esc4.net

REGION 4