



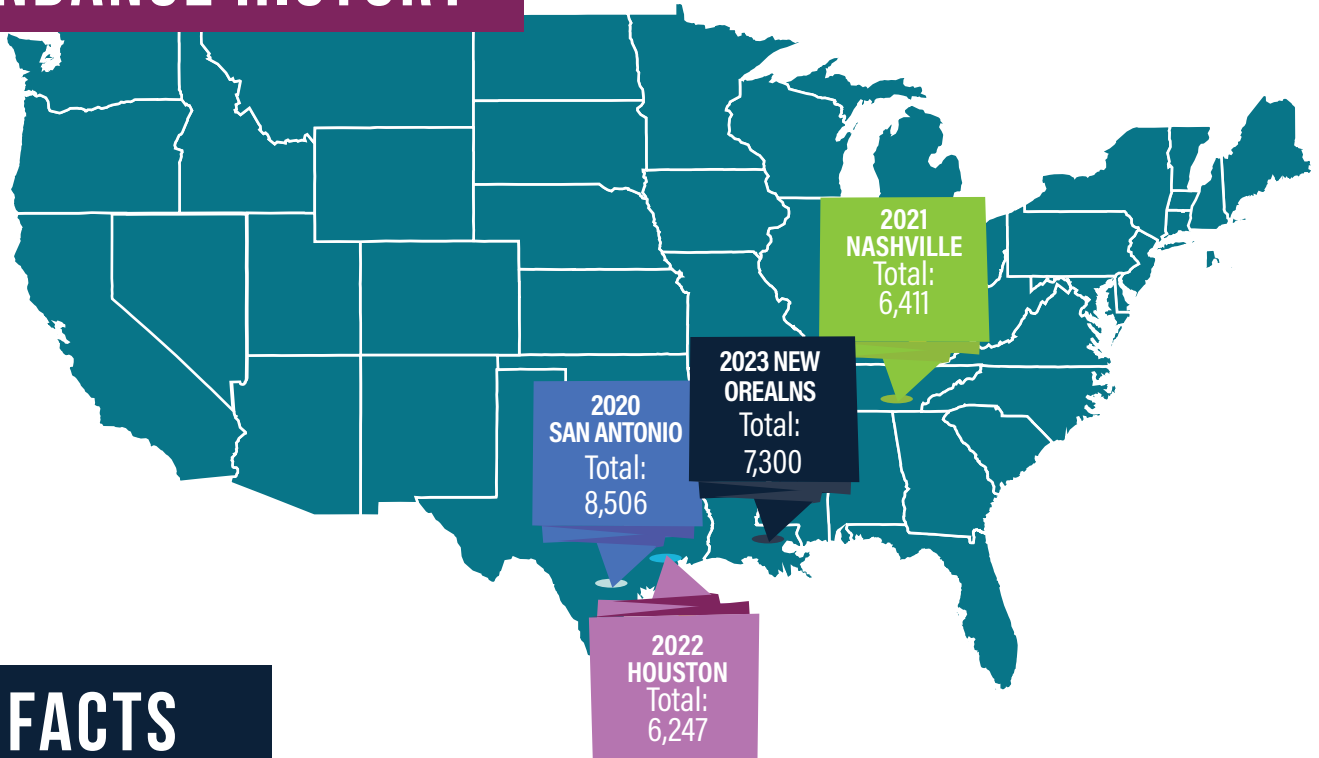
JAZZED IN NEW ORLEANS

CATTLE INDUSTRY CONVENTION
& NCBA TRADE SHOW
FEBRUARY 1-3, 2023

POST SHOW

Report

ATTENDANCE HISTORY



FAST FACTS

7,300 ATTENDEES



100 SPONSORS



338 EXHIBITING COMPANIES

775
FIRST TIME
ATTENDEES

100%
SOLD OUT
SHOW!

482,737 POUNDS
OF TOTAL FREIGHT



2.84
MILES OF CARPET



14,000 LBS OF DONATED BEEF



14 HOTELS

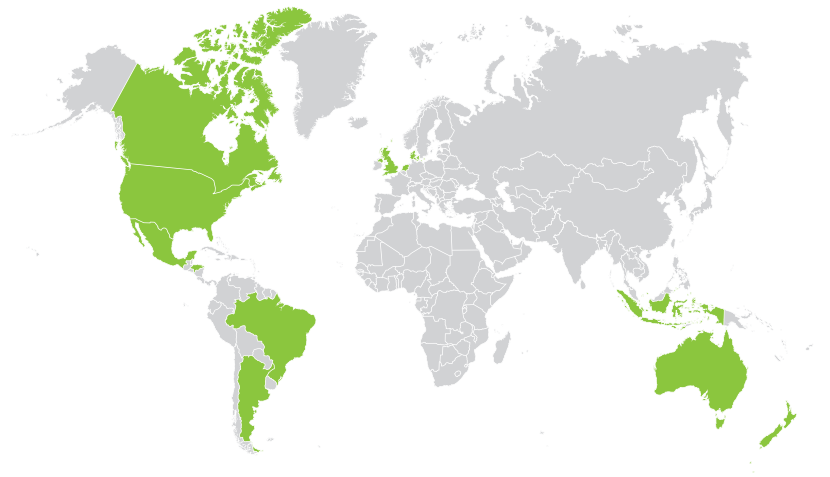
11,911 TOTAL ROOM NIGHTS

3,271 ROOMS ON PEAK NIGHTS

48 STATES

11 COUNTRIES:

ARGENTINA, AUSTRALIA, BRAZIL, CANADA,
DENMARK, HONDURAS, INDONESIA, MEXICO,
NETHERLANDS, NEW ZEALAND, UNITED KINGDOM



THANK YOU TO OUR 2023 SPONSORS



EVENTS

BUZZ BRAINARD GENERAL SESSION EMCEE

OPENING GENERAL SESSION

A FIRESIDE CHAT WITH TAYLOR SHERIDAN AND
SURPRISE GUEST ARCHIE MANNING

Wednesday, February 1

Sponsored by  **Boehringer
Ingelheim**

1954

ATTENDEES

GENERAL SESSION II

2023 U.S. & GLOBAL
PROTEIN & GRAIN OUTLOOK

Thursday, February 2

Sponsored by  **zoetis** 

1328

ATTENDEES

GENERAL SESSION III

BEEF BUSINESS IN
WASHINGTON D.C.

Friday, February 3

1028

ATTENDEES

CLOSING GENERAL SESSION

IF I CAN WITH CHRIS KOCH

Friday, February 3

Sponsored by



In partnership
with



882

ATTENDEES

CATTLEMEN'S COLLEGE

KEYNOTE SPEAKER- RAY STARLING

26 BREAKOUT SESSIONS

Tuesday, January 31

Wednesday, February 1

Sponsored by 

979

ATTENDEES



"I attended my first NCBA and Cattlemen's College in New Orleans and had a blast. I attended different workshops about genetics, reproduction, and nutrition and the speakers were very knowledgeable. I learned information that I can take back to my own operation and use to better my herd."

-2023 Attendee



THE SECRET COW

If you know, you know.

1154 ATTENDEES

ENTERTAINER:
PAUL BOGART



PRE-PARTY

RATO Mixer

PARTY Gras 2023

CATERPILLAR®

1035 ATTENDEES

THE LINE-UP
CHAPEL HART
NEAL MCCOY
MIDLAND

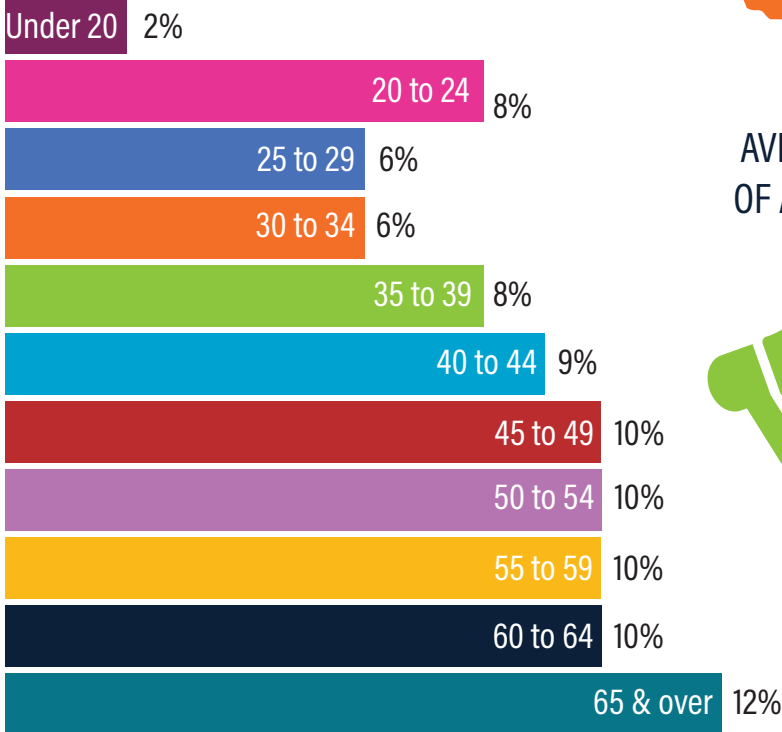
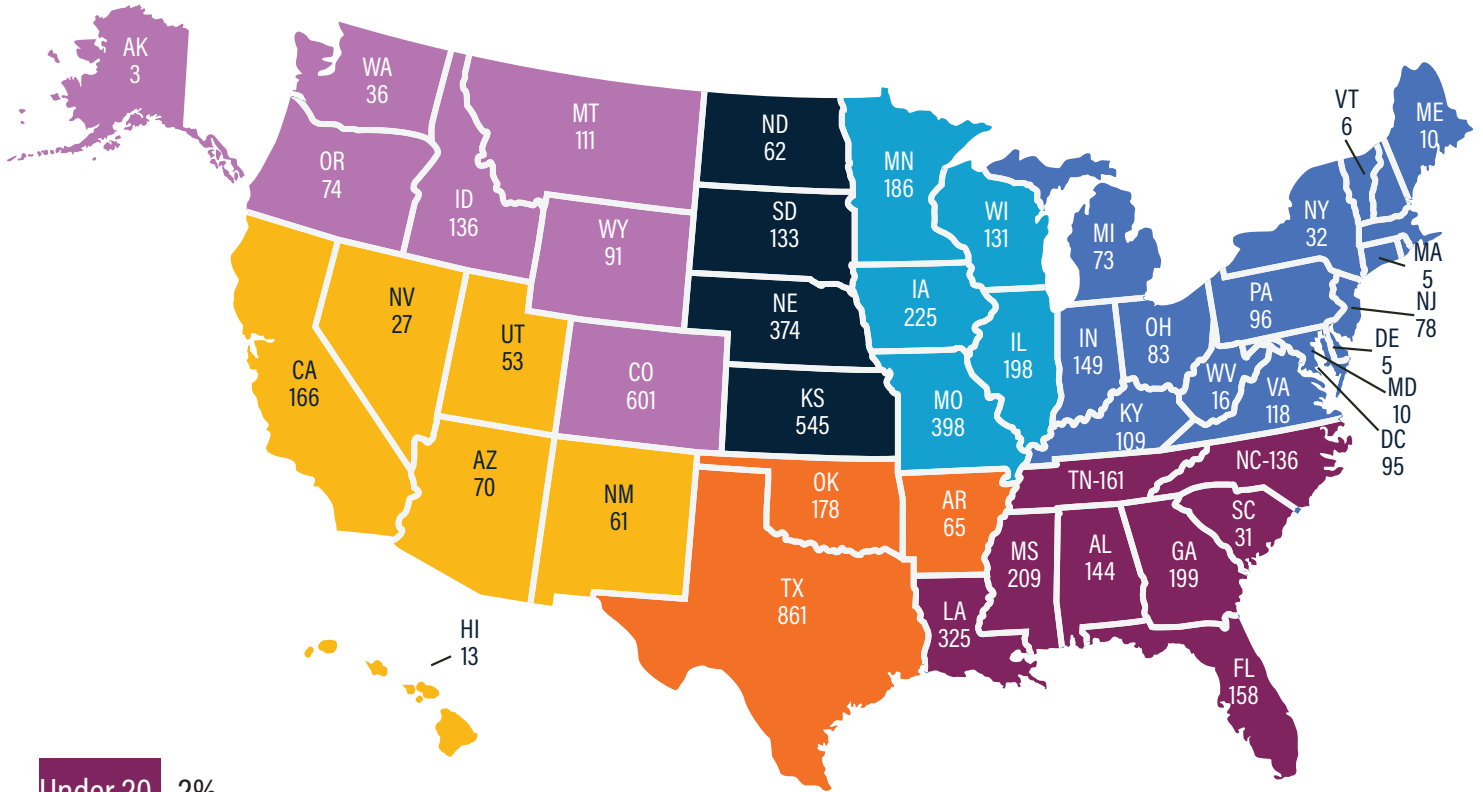


RECORD BREAKING

\$127,500 raised at the PAC auction

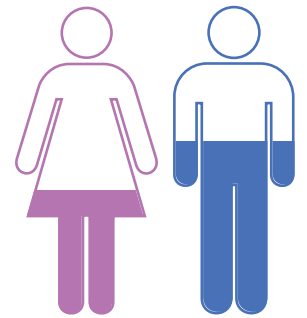
ATTENDEES

ATTENDEES BY STATE



AVERAGE AGE OF ATTENDEES

45



GENDER

● Male 59%
● Female 41%

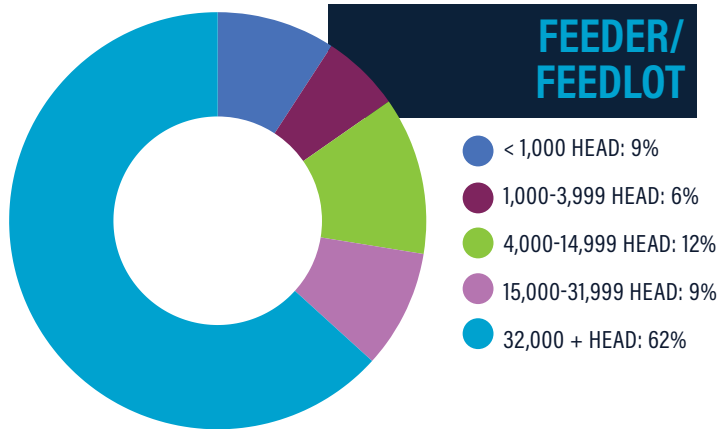
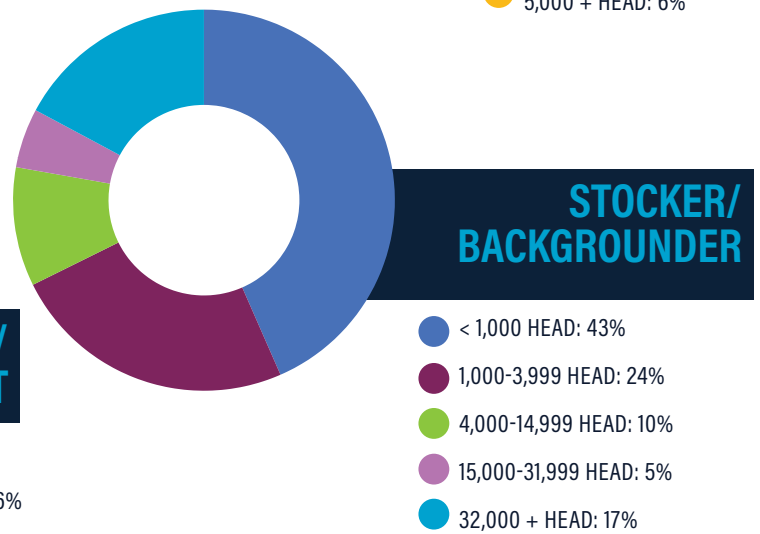
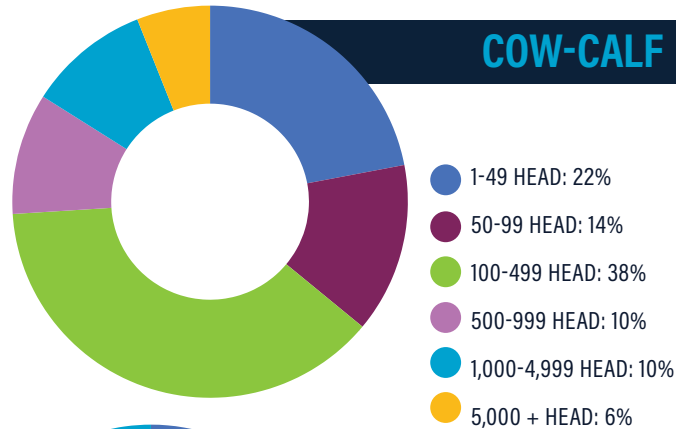
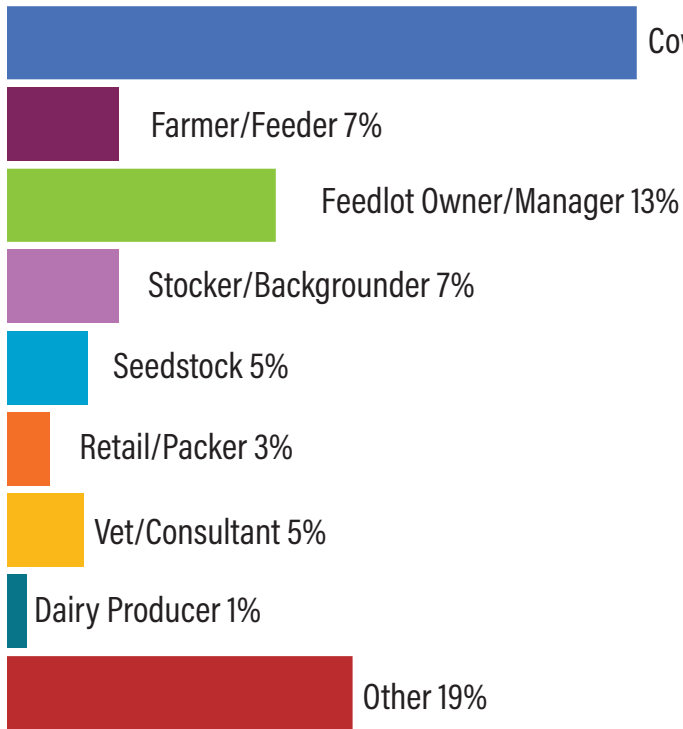
"No two ways about it - CattleCon is the best event of the year for anyone in the business of raising cattle. The educational sessions of Cattlemen's College are an excellent way to sharpen knowledge, with sessions for just about any sector. General session speakers are always excellent, and the trade show offers more than a cattleman could ever want in the way of cutting-edge technology and new products and services."

-2023 Attendee

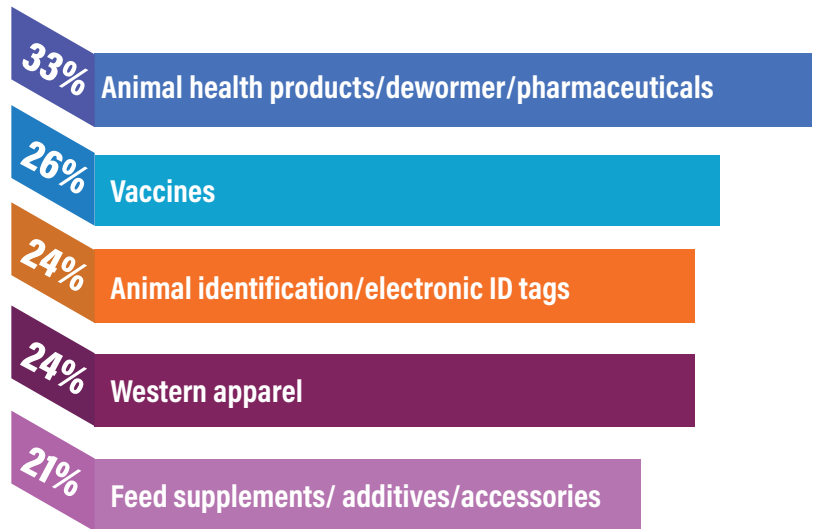
72%

of attendees are likely to purchase from companies that exhibited in the NCBA trade show.

ATTENDEES BY SEGMENT



TOP PRODUCTS ATTENDEES PLAN TO PURCHASE WITHIN THE NEXT 12 MONTHS



"The NCBA Convention provides producers the ability to influence and direct their industry outcomes. From marketing to legislation and technologies for profitability. It begins at the State affiliates and carries up to the National. No where else can a producer be engaged in so much important information and influence industry policy than to the NCBA Convention."

-2023 Attendee

TRADE SHOW



WEDNESDAY



Micro Technologies
AmerisourceBergen



Beef donated by 

3,717
ATTENDEES

7.5
ACRES
OF EXHIBIT SPACE
327,734 SQ. FT
OF EXHIBIT SPACE



THURSDAY



Beef donated by 

4,557
ATTENDEES



3,573
LUNCHES SERVED

Beef donated by 
Tyson
FRESH MEATS TEAM



FRIDAY



Beef donated by 

3,287
ATTENDEES



2,705
LUNCHES SERVED

Beef donated by 



Best of TRADE SHOW

SHOW

EXHIBITOR BOOTH

BEST INLINE BOOTHS



GRAND CHAMPION - Ranchbot

BEST SMALL ISLAND BOOTHS



GRAND CHAMPION - envu



RESERVE CHAMPION -
Rice Lake Weighing Systems



RESERVE CHAMPION - 44 Farms

BEST LARGE ISLAND BOOTHS



GRAND CHAMPION - Case IH



RESERVE CHAMPION -
Merck Animal Health

TRADE SHOW

EDUCATION IN THE TRADE SHOW



12 SESSIONS IN
LEARNING LOUNGE

12 SPONSORS



26 CATTLE CHATS &
SUSTAINABILITY
SPOTLIGHT
SESSIONS

13 SPONSORS



DEMONSTRATION ARENA

Panels donated by: **Priefert**

12 DEMO ARENA
SESSIONS



7 SPONSORS

5 CHUTES & SCALES
SESSIONS



WEBSITE

PAGE VIEWS:
337.4K

SESSIONS:
123.5K

USERS:
77.4K



MOBILE APP

USERS:
1,768

HOURS OF USE:
3,538

EXHIBITOR VIEWS:
1,538



USERS:
1,509

MESSAGES - SENT AND RECEIVED:
31,300

REAL TIME SUPPORT:
4,488 HOURS



CHATBOT

ASK ANTONIO

CATTLE CON

ONWARD TO  ORLANDO
JANUARY 31 - FEBRUARY 2, 2024

Where the BEEF INDUSTRY meets!



TEXT BEEF TO 877-319-2142

convention.ncba.org

