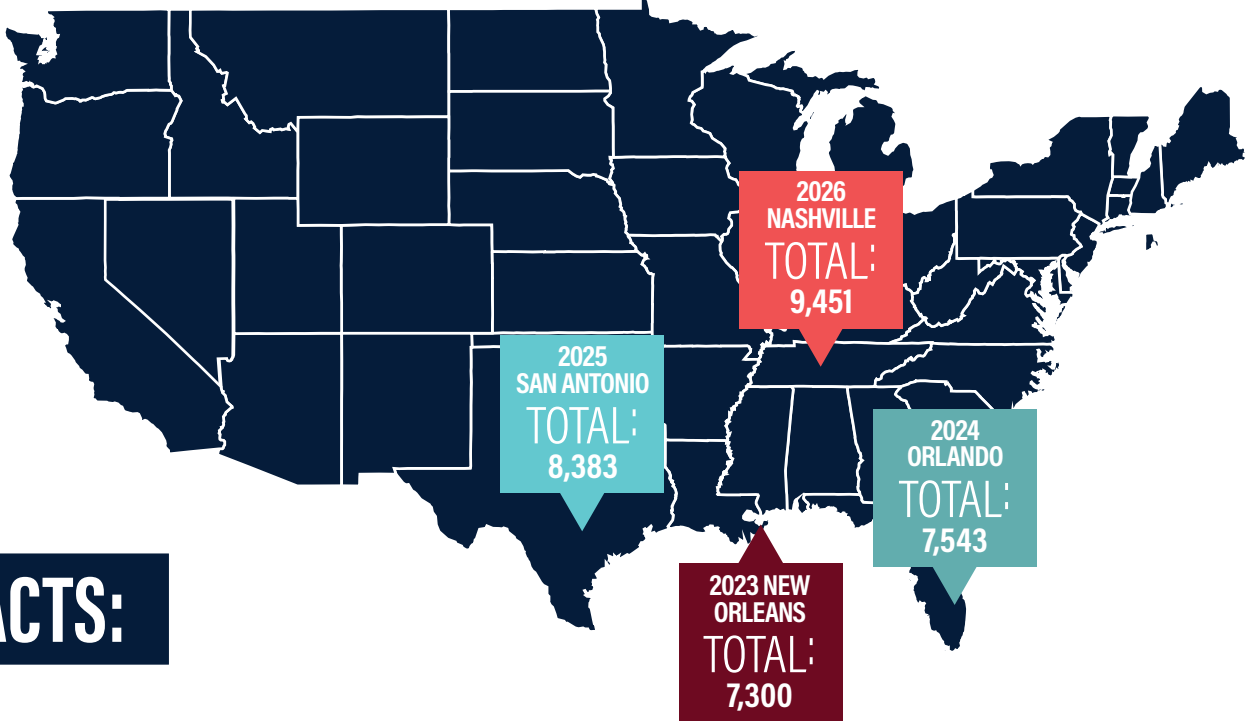


The background features a teal-toned illustration of a guitar on the left and a pair of cowboy boots on the right, set against a stone wall texture. A large, glowing green circular graphic is centered behind the text.

CATTLE CON 2026

POST SHOW REPORT

ATTENDANCE HISTORY



FAST FACTS:

 **9,451** REGISTERED ATTENDEES

 **85** SPONSORS

 **422** EXHIBITING COMPANIES

1,596
FIRST TIME ATTENDEES


483,500 LBS
OF TOTAL FREIGHT

9,200 LBS OF DONATED BEEF

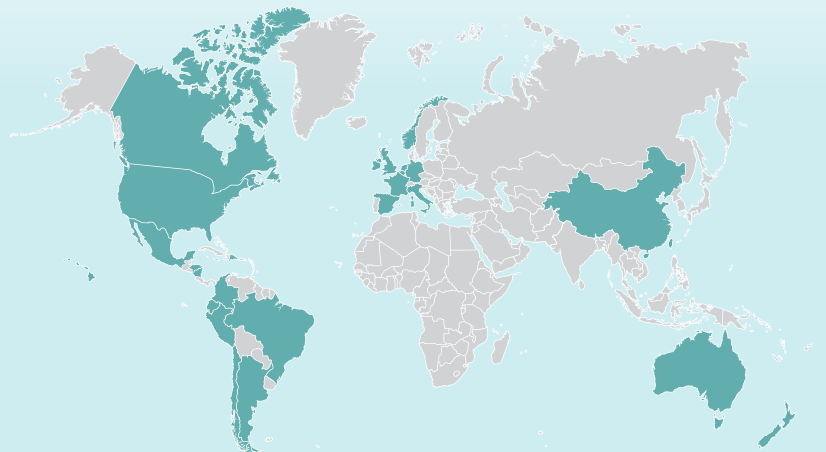


27 HOTELS

13,148 TOTAL ROOM NIGHTS
9,370 ROOMS ON PEAK NIGHTS

49 STATES
& TERRITORIES
18 COUNTRIES:

AUSTRALIA, BRAZIL, CANADA, CHILE,
CHINA, COLOMBIA, FRANCE, GERMANY,
IRELAND, ITALY, MEXICO, NETHERLANDS,
NEW ZEALAND, NORWAY, PARAGUAY, SPAIN,
UNITED KINGDOM, URUGUAY



THANK YOU TO OUR CATTLECON 2026 SPONSORS:

and OUR HOST STATE AFFILIATES!



PRIME



BOOTH #625
www.cat.com



BOOTH #1825
www.centrallifesciences.com



BOOTH #1522
www.rangeandpasture.com



BOOTH #917
www.JohnDeere.com



BOOTH #1223
www.merck-animal-health-usa.com



BOOTH #1137
www.rotomix.com



BOOTH #1919
www.zoetisUS.com

CHOICE



LivestockMarket



MWI Animal Health
cencora



SELECT



BASE

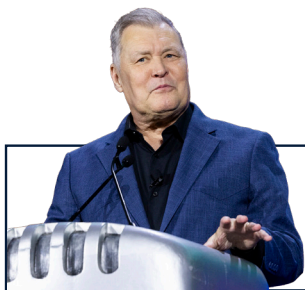
AgSpire
Balance4ward
Bass Pro/Cabela's
BIFSCO
Boa Safra Ag

eShepherd
Farm Credit
Farm Journal
Folio3 Software Inc.
Halter

Hudson Insurance Group
Osaic Wealth Inc.
Ranchbot Monitoring Solutions
SalesMadeEZ

Selko
Tyson
Zinpro Performance Minerals

EVENTS



**Bill Cody:
General Session Emcee**

OPENING GENERAL SESSION

**WITH SPECIAL GUEST:
DALE EARNHARDT JR.**

Tuesday, February 3

Sponsored by: **zoetis** JOHN DEERE



PRIME CUT AWARDS



Tuesday, February 3

Sponsored by:



GENERAL SESSION II

**WITH KEYNOTE SPEAKER:
JON ACUFF**



Wednesday, February 4

Sponsored by: **zoetis**



GENERAL SESSION III **CattleFax**

**CATTLEFAX 2026 U.S. & GLOBAL
PROTEIN & GRAIN OUTLOOK SEMINAR**

Thursday, February 5

Sponsored by: **zoetis** PURINA

“ CattleCon is the premier event of the year in our industry... every year our relationships deepen with our vendor partners, we learn about new products and services and we connect with like-minded folks from across our great country. Interacting in person is just a level above Zoom and phone. This year really filled my cup; I have been riding the high ever since, nurturing the new connections made, as well as appreciating time with friends, family and colleagues.”—2026 Attendee



**ENTERTAINMENT:
PAUL BOGART**

**1,228
ATTENDEES**





NCBA STATE OF THE INDUSTRY TOWN HALL

*WITH SPECIAL GUEST:
HHS SECRETARY ROBERT F. KENNEDY JR.*

Thursday, February 5

CLOSING GENERAL SESSION

*WITH KEYNOTE SPEAKER:
JIMMY YEARY*

Thursday, February 5

CATTLEMEN'S COLLEGE

18 BREAKOUT SESSIONS

Sponsored by: **zoetis**



ENTERTAINMENT:
VINCE GILL, DON SCHLITZ, THE
CASTELLOS, THE STEELDRIVERS, AND
LAUDERDALE COUNTY FFA STRING BAND

3,378
ATTENDEES

CATERPILLAR®

ROTO
Mixer

Sponsored by:

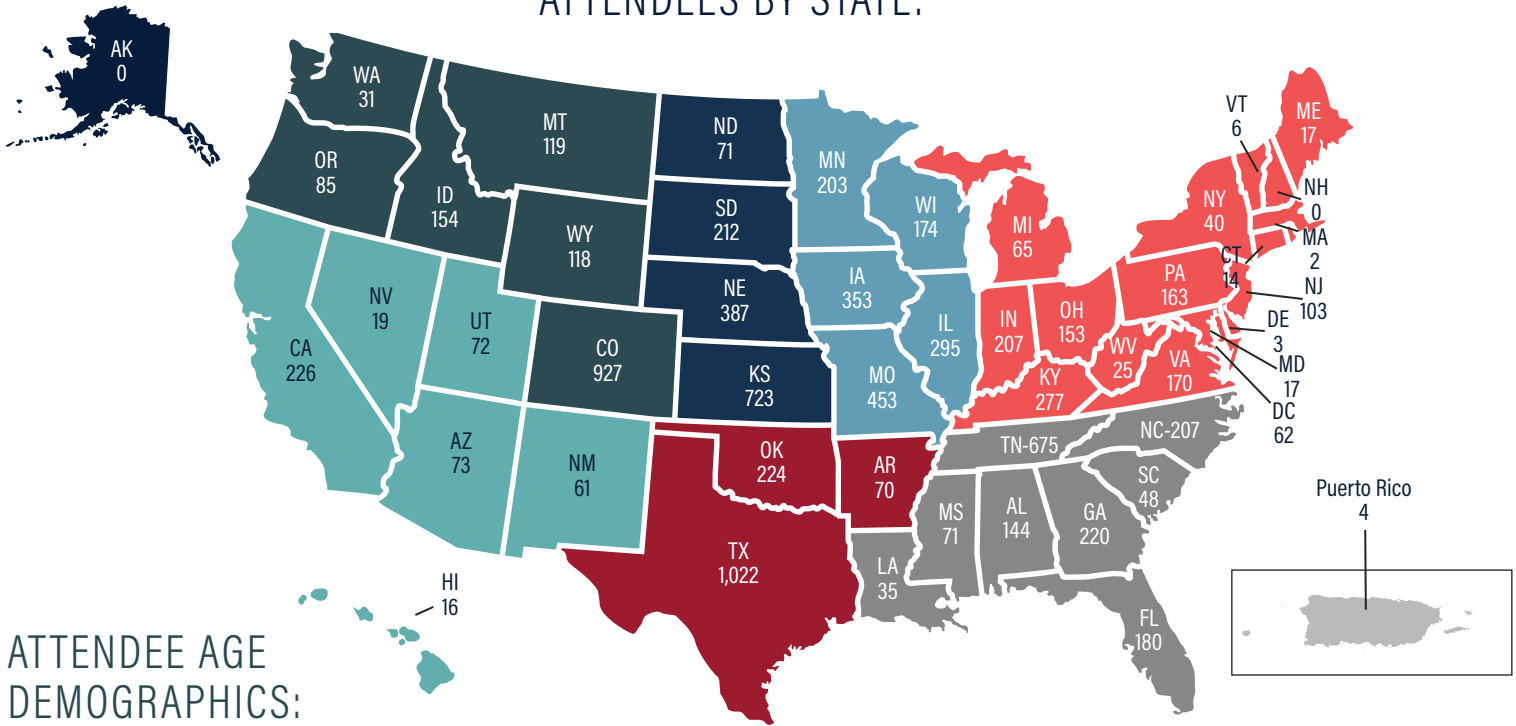
ROTO-MIX

\$155,000
RAISED FOR THE PAC

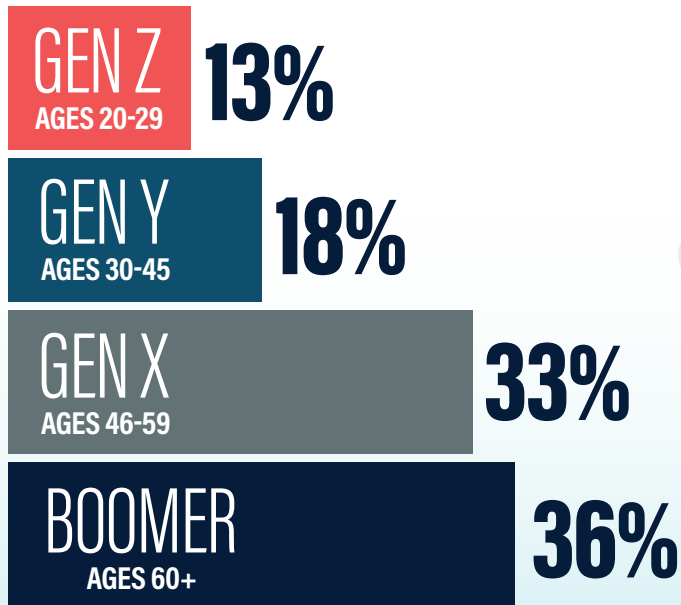


ATTENDEES

ATTENDEES BY STATE:

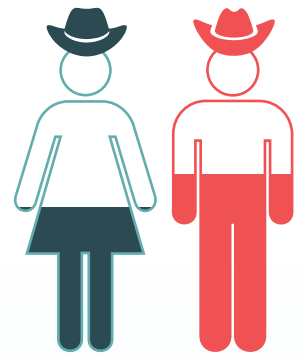


ATTENDEE AGE DEMOGRAPHICS:



AVERAGE AGE OF ATTENDEES:

52



GENDER

● Female 41%
● Male 59%

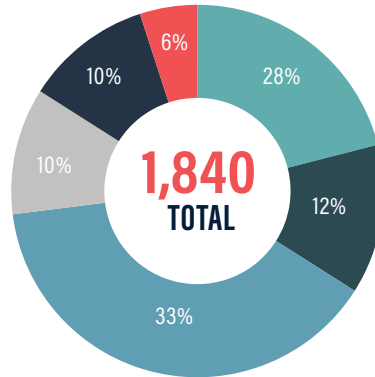
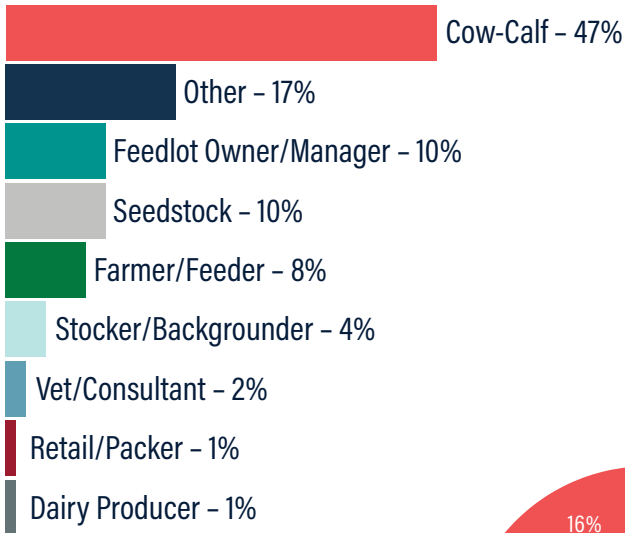
89%

of CattleCon attendees have a role in purchasing on their operations.



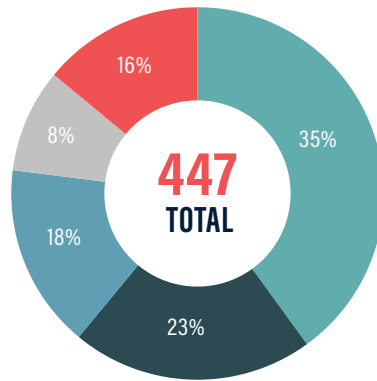
CattleCon is the leading place to gain knowledge on various aspects of the industry. From genetics and nutrition to raising calves and feeding out steers to carcass traits, CattleCon has it all. The tradeshow is your go-to on the latest technologies available; whether it be ear tags, haying equipment, lick tubs, fly control, cattle handling equipment, or herd health supplies. However, the best part of the whole conference is getting to meet new farmers, ranchers and industry people from all over the country (& world) who have similar interests as you! Just learning about people's backgrounds and farms brings a world of knowledge. In addition, being able to brainstorm or troubleshoot with those folks is priceless!" —2026 Attendee

ATTENDEES BY SEGMENT:



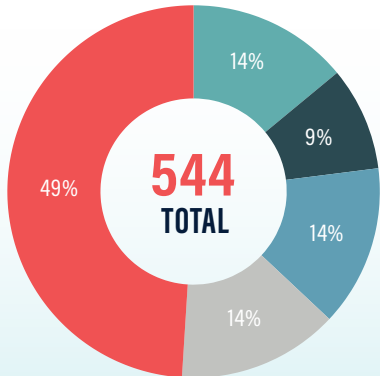
COW-CALF

- 1-49 HEAD: 28%
- 50-99 HEAD: 12%
- 100-499 HEAD: 33%
- 500-999 HEAD: 10%
- 1,000-4,999 HEAD: 10%
- 5,000 + HEAD: 6%



STOCKER/BACKGROUNDER

- < 1,000 HEAD: 35%
- 1,000-3,999 HEAD: 23%
- 4,000-14,999 HEAD: 18%
- 15,000-31,999 HEAD: 8%
- 32,000 + HEAD: 16%



FEEDER/FEEDLOT

- < 1,000 HEAD: 14%
- 1,000-3,999 HEAD: 9%
- 4,000-14,999 HEAD: 14%
- 15,000-31,999 HEAD: 14%
- 32,000 + HEAD: 49%

TOP PRODUCTS ATTENDEES ARE INTERESTED IN PURCHASING WITHIN THE NEXT 12 MONTHS



Source: 2026 Convention Survey

*Stats based upon beaconsed CattleCon attendees

NCBA TRADE SHOW



TUESDAY

3,670
ATTENDEES



WEDNESDAY

5,270
ATTENDEES

2,261
LUNCHES SERVED

Beef
donated by: 

THURSDAY

5,404
ATTENDEES

2,711
LUNCHES SERVED

Beef
donated by: 



DAILY HAPPY
HOUR SPONSORS:



MWI Animal Health[®]
cencora

Beef provided by:



8.10
ACRES
OF EXHIBIT SPACE
353,143 SQ. FT.

BEST NEW EXHIBITOR



GRAND CHAMPION - JCB Inc.

BEST INLINE BOOTHS



GRAND CHAMPION - Nofence



RESERVE CHAMPION - Jones-Hamilton Co.

BEST SMALL ISLAND BOOTHS



GRAND CHAMPION - Halter



RESERVE CHAMPION - CERES TAG

BEST LARGE ISLAND BOOTHS



GRAND CHAMPION - John Deere



RESERVE CHAMPION - R&R Machine Works

Best of SHOW EXHIBITOR BOOTH

EDUCATION IN THE NCBA TRADE SHOW



LEARNING LOUNGE

15 LEARNING LOUNGE SESSIONS

12 SPONSORS



CATTLE CHATS

18 CATTLE CHATS SESSIONS

9 SPONSORS



STOCKMANSHIP STEWARDSHIP
Sponsored by: **NEOGEN**

8 DEMO ARENA SESSIONS



Panels provided by: **Priefert**

16 MARQUEE STAGE SESSIONS

2 SPONSORS

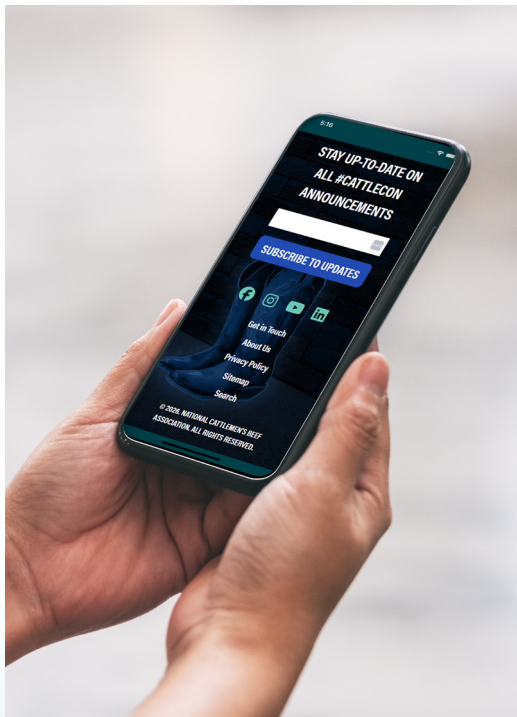


WEBSITE

PAGE VIEWS:
342.9K

SESSIONS:
189.3K

USERS:
113.4K



MOBILE APP

USERS:
2,416
HOURS OF USE:
2,653



Sponsored by:



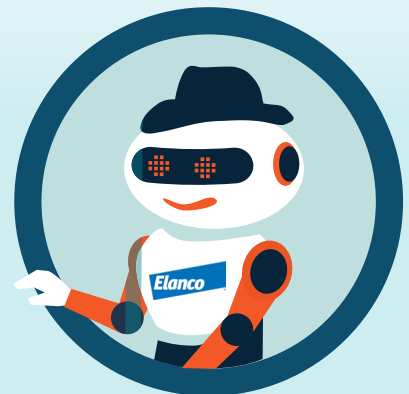
JOHN DEERE



CHAT BOT STATS

USER INQUIRIES:
4,518

TOTAL MESSAGES:
110,885



Sponsored by:



SEE YOU AGAIN NEXT YEAR AT:

CATTLECON

20

27



FEB 2-4

NASHVILLE
MUSIC CITY CENTER



convention.ncba.org

TEXT BEEF TO 877-319-2142