



# NCBA Exhibitor Advisory Board

## WHAT IS THE NCBA EXHIBITOR ADVISORY BOARD (EAB)?

- It is a volunteer board representing a group of exhibitors and sponsors ranging from small to large companies that gather to discuss the Cattle Industry Convention and NCBA Trade Show.
- It will consist of twelve (12) current NCBA exhibitors and/or sponsors.
- They will provide feedback, information, and commentary to the NCBA staff.
- They are not compensated, do not receive additional priority for their participation, and are not given preferential treatment.

## WHAT IS THE GOAL OF THE NCBA EXHIBITOR ADVISORY BOARD?

- To create a safe and healthy place for sponsors and exhibitors to collaborate.
- To tap into the exhibitor's collective expertise and creativity to improve and make the event more successful in years to come.

## WHY IS THE NCBA EXHIBITOR ADVISORY BOARD SO IMPORTANT?

- Exhibitors and sponsors will be actively engaged in shaping the future of the event and will have more ownership of the event.
- It will help exhibitors and sponsors plan better, budget, and take advantage of opportunities the show offers.

## HOW OFTEN WILL THE NCBA EXHIBITOR ADVISORY BOARD MEET?

- Twice a year; at the NCBA Exhibitor Summit & Sponsorship Showcase and at the Cattle Industry Convention & NCBA Trade Show.
- Virtual meetings as needed throughout the year to understand current situations with year-round sponsors.
- There is no term limit, however, we do seek to give different companies a chance to participate by rotating companies periodically.

If you are interested in serving on the **NCBA Exhibitor Advisory Board**, please complete the request at: [ncba-uvcwn.formstack.com/forms/exhibitor\\_advisory\\_board](https://ncba-uvcwn.formstack.com/forms/exhibitor_advisory_board)