

CATTLECON

20

FEB 2-4

NASHVILLE
MUSIC CITY CENTER

27



SPONSORSHIP OPPORTUNITIES

CATTLECON IS "WHERE THE BEEF INDUSTRY MEETS!"

CattleCon is the largest cattle industry convention in the country, bringing together thousands of producers, suppliers, researchers, and professionals to share insights and forge connections. It's where industry business is conducted at the grassroots level, experts provide education, and networking thrives. Part of the CattleCon experience is the award-winning NCBA Trade Show, which is the largest of its kind for the cattle industry. With acres of education, business opportunities, and family-friendly fun, it's one of the fastest-growing shows in terms of exhibit space, number of exhibiting companies, and attendance. This event is the place to be for companies that support the cattle industry, from gate to plate.



TOGETHER, WE MAKE A DIFFERENCE

As a Corporate Partner, you are demonstrating to the U.S. cattle and beef producers that you care about the direction of the beef industry. The investment you provide through dues and sponsorships supports NCBA's policy work, which preserves the rights of cattle producers and allows them to continue to operate and support you, our Corporate Partners. Together, let's shape the future of the cattle industry!

SPONSORSHIP LEVELS

Your sponsorship level (Prime, Choice, Select, Base) is based on the sum of the fees paid for your selected sponsorships. *

PRIME

\$50,000+

- ✓ Company logo included on all CattleCon marketing materials
 - Thank You to Our Sponsors page of the Beef Resource Guide
 - CattleCon Sponsor webpage with hyperlink
 - 30-second video (no audio) on Video Wall
 - Onsite signage, where applicable
- ✓ Logo inclusion on Thank you to our Sponsors Video Wall
- ✓ 30-second commercial on Headquarters Hotel guest room channels
- ✓ Logo inclusion on pre-show Thank You to Our Sponsors slide for all General Sessions

CHOICE

\$25,000+

- ✓ Company logo included on all CattleCon marketing materials
 - Thank You to Our Sponsors page of the Beef Resource Guide
 - CattleCon Sponsor webpage
 - Onsite signage, where applicable
- ✓ Company booth call-out on Video Wall
- ✓ Logo inclusion on Thank You to Our Sponsors Video Wall
- ✓ Logo inclusion on pre-show Thank You to Our Sponsors slide for all General Sessions

SELECT

\$10,000+

- ✓ Company logo included on all CattleCon marketing materials
 - Thank You to Our Sponsors page of the Beef Resource Guide
 - CattleCon Sponsor webpage
 - Onsite signage, where applicable
- ✓ Logo inclusion on Thank You to Our Sponsors Video Wall

BASE

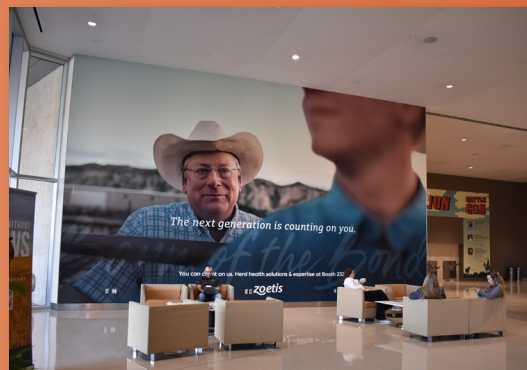
\$5,000+

- ✓ Company name included on all CattleCon marketing materials
 - Thank You to Our Sponsors page of the Beef Resource Guide
 - CattleCon Sponsor webpage
 - Onsite signage, where applicable

*Exceptions apply.

Grow your brand, boost your engagement, and maximize your impact by becoming a sponsor today!

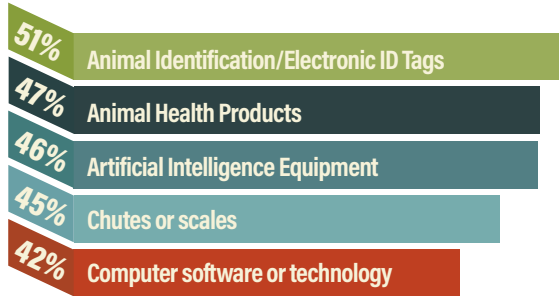
CattleCon 2027 delivers a wide range of sponsorship opportunities designed to fit every budget. Partnering your brand with the industry's premier event boosts visibility, elevates presence, and drives meaningful engagement. Each sponsorship can be fully customized to align with your marketing goals while putting your company in front of more than 8,000 cattle producers – the customers who matter the most.





**88% OF ATTENDEES BELIEVE
CATTLECON IS THE LEADING
INDUSTRY EVENT.**

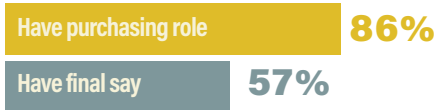
**TOP PRODUCTS ATTENDEES ARE
INTERESTED IN PURCHASING WITHIN
THE NEXT 12 MONTHS**



**ANTICIPATED EXPENDITURES
IN THE NEXT 12 MONTHS**

\$294K

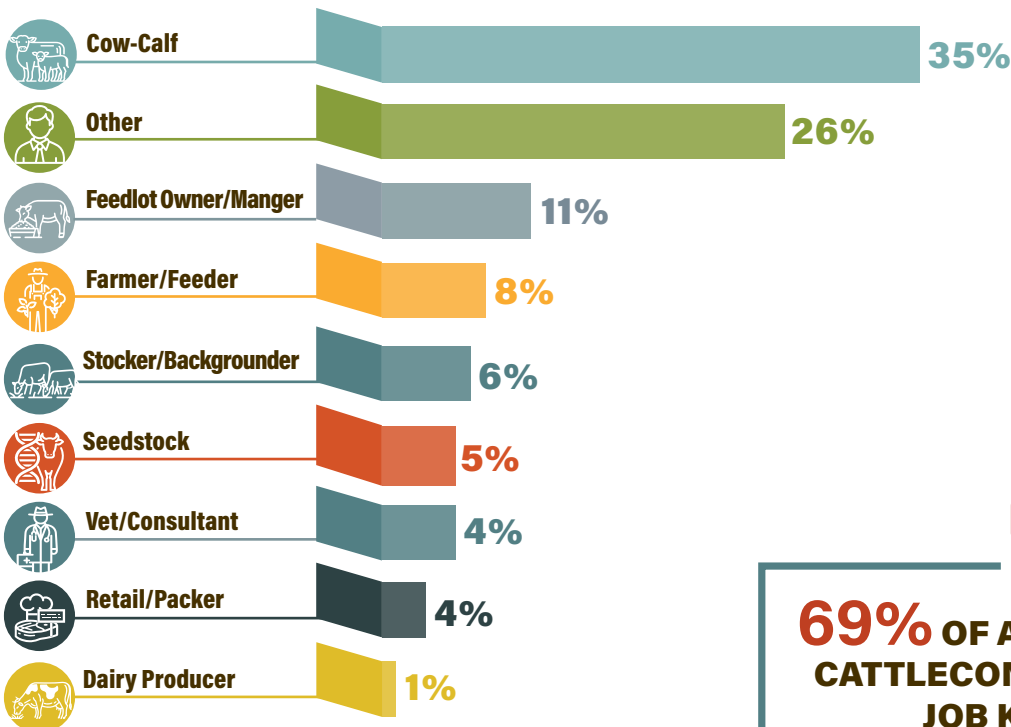
ATTENDEES PURCHASING POWER:



65%

**OF ATTENDEES ARE LIKELY
TO PURCHASE FROM
PARTICIPATING COMPANIES.**

ATTENDEES BY SEGMENT:



**69% OF ATTENDEES BELIEVE
CATTLECON ENHANCES THEIR
JOB KNOWLEDGE.**

ACTIVATIONS

These sponsorship opportunities give you the power to stand out and capture attention at CattleCon. Each option offers a unique platform to showcase your brand, spark engagement, and create memorable interactions with CattleCon attendees.

	Booth Driver	Attendee Experience	PRE/Post Exposure	Attendee Engagement
Boot Shine Station		X	X	X
Mosaic Wall		X	X	X
Outdoor Display Space		X		
Rest & Recharge Lounge		X	X	
Snack Shack SOLD	X	X	X	
Trade Show Lounges	X	X	X	X

OUTDOOR DISPLAY SPACE

Showcase your brand in an energizing open-air environment that naturally draws attention, sparks curiosity, and creates a lasting impression on attendees.

TRADE SHOW LOUNGES

Multiple lounges located on the trade show floor, each designed with a unique theme that reflects the look and feel of CattleCon27. Every lounge provides a standout opportunity for you to integrate and showcase your brand!



To receive more information on these sponsorship opportunities and additional sponsorship opportunities, please contact the corporate relations team at CorporateRelations@beef.org.

ADVERTISING

Advertising sponsorships give you the power to connect with CattleCon attendees. Capture their attention by showcasing your company across our premium advertising platforms – including the Beef Resource Guide, mobile app, and several additional high-visibility channels.

	Booth Driver	Attendee Experience	PRE/Post Exposure	Attendee Engagement
Ask Antonio Chat Bot	X	X	X	X
Beef Resource Guide Advertisements	X		X	
Countdown to the Show	X		X	
Mobile App	X	X	X	
New Product Spotlight	X		X	X
Pre Show Marketing Package			X	
Social Media Package	X		X	
Steakhouse Map		X	X	X
WiFi Sponsorship	X	X	X	

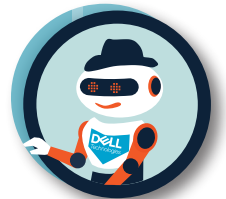
BEEF RESOURCE GUIDE ADVERTISEMENTS

The official convention program distributed at registration and select convention hotels. Advertising options include: Full-Page Ad, Half-Page Ad, Two-Page Spread, Back Cover, Inside Front Cover, Inside Back Cover, and Insert/Tear-Out Card.



ASK ANTONIO CHAT BOT

Become the sponsor of Ask Antonio Chat Bot! The CattleCon Chat Bot has the answers to all convention questions. As the sponsor, you make the first impression on attendees and help them prepare for a successful show.



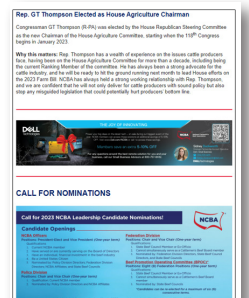
MOBILE APP SPONSORSHIP

The mobile app is an essential tool attendees use to navigate CattleCon. This sponsorship puts your brand front and center throughout their event experience, giving you continuous visibility and engagement with attendees.




PRE-SHOW MARKETING PACKAGE

This opportunity offers an effective way to connect with our members across multiple channels leading up to CattleCon.



Want more information on additional sponsorship opportunities?
 Visit [envision at *envision.freeman.com/show/2027-cattlecon-nca/home*](http://envision.freeman.com/show/2027-cattlecon-nca/home) to see a full list of opportunities as well as a map of the convention center.



HEADQUARTERS HOTEL

The headquarters hotel acts as the hub for event attendees after a long day of FUN at CattleCon. Brand the bar, keycards, or provide a unique room drop for CattleCon attendees.

	Booth Driver	Attendee Experience	PRE/Post Exposure	Attendee Engagement
Room Drop \$2,000 + \$12/drop	X	X		X
Custom Key Cards & Pocket Agendas \$26,000	X	X		

ROOM DROP

This exclusive opportunity allows you to place your promotional materials directly in the hands of your target audience, right in the comfort of their hotel rooms.

CUSTOM KEY CARDS & POCKET AGENDAS

Branded key cards and pocket agendas are given to all attendees as they check into their hotel.



SIGNAGE

CattleCon offers a variety of signage opportunities that allow you to get your brand in front of attendees. These offerings deliver exceptional brand exposure in both digital and print formats.

*Call for Pricing	Booth Driver	Increased Brand Awareness
Aisle Signs		X
Column Wraps	X	X
Digital Signage	X	X
Directional Signage Package	X	X
Door/Window Clings	X	X
Escalator Runner and Clings	X	X
Hanging Banners	X	X



EDUCATION

CattleCon offers a wide range of educational experiences for attendees of all ages. These sponsorship opportunities position your brand in key learning areas, reinforcing your commitment to supporting and informing cattle producers.

	Booth Driver	Attendee Experience	Pre/Post Show Exposure	Attendee Engagement
Cattle Chats	X	X	X	X
D.C. Issues Update	X	X	X	X
Learning Lounge	X	X	X	X
Sustainability Forum	X	X	X	X
Grazing Management Workshop		X	X	X
NCBA Post-Convention Agricultural Tour		X	X	X
Marquee Stage	X	X	X	X
Demonstration Arena SOLD	X	X	X	X

CATTLE CHATS

Cattle Chats will feature a dynamic 30-minute TED-style session focused on the U.S. cattle and beef industry – offering a unique platform to share insights about your company, key trends, and timely industry issues.

D.C. ISSUES UPDATE

Showcase your brand as NCBA's D.C. team provides the most accurate information on NCBA's policy efforts in the Nation's Capital.

LEARNING LOUNGE

A 45-minute educational session on a topic of the sponsor's choosing. This space will offer busy attendees valuable educational insights right from the Trade Show floor.



EVENT

CattleCon features a variety of high energy events packed with FUN and EXCITEMENT. Sponsoring one of these premier experiences gives your brand the chance to connect directly with attendees, elevate your brand awareness, and help deliver an unforgettable event they'll be talking about long after the show.

	Booth Driver	Attendee Experience	Pre/Post Show Exposure	Attendee Engagement
B2B Happy Hour	X			X
BEEFit Fun Run		X	X	
General Sessions	X	X	X	X
First Timer MEAT-Up	X	X	X	X
Thursday Night Event	X	X	X	X
Region Meetings	X	X	X	X
Executive Committee Meetings	X			
Wednesday Night Event	X	X	X	X
Trade Show Receptions	X	X	X	X

FIRST TIMER MEAT-UP RECEPTION

Welcome and host the 2027 First-Timers as they begin their CattleCon journey.



THURSDAY NIGHT EVENT

Position your brand at one of the convention's most high-profile events and align it with the event attendees remember most.

TRADE SHOW RECEPTIONS

Each afternoon, the Trade Show Receptions bring cattlemen and women together for connection and FUN - offering a prime moment to showcase your brand during a fan-favorite convention tradition.

BOLD BRANDING

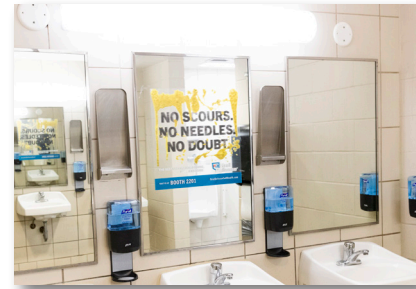
Bold branding sponsorships allow your brand to make a large impact with minimal execution. These sponsorship opportunities are one-of-a-kind and help captivate the attendee's attention in a big way.

	Booth Driver	Attendee Experience	Increased Brand Awareness	Attendee Engagement
Badge Scanner & Post Event Survey	X	X	X	X
Bathroom Branding	X		X	
Best of Beef Display	X	X	X	X
Commemorative Print	X	X	X	X
Lanyards			X	
Map Package SOLD	X	X	X	
Watering Hole SOLD	X	X	X	



BEST OF BEEF DISPLAY

Showcase your brand alongside the pinnacle of the cattle industry by sponsoring the Best of Beef (B.O.B) at CattleCon. As the exclusive sponsor, your brand will be prominently featured throughout the display, aligning you with excellence and innovation in the cattle industry.



BATHROOM BRANDING

Everyone has to go... so why not promote your brand in a captive and high traffic area!



COMMEMORATIVE PRINT

This keepsake is a custom piece of art that includes the sponsor's logo in the border and is complimentary for all attendees.

CORPORATE PARTNERS

ALLIED INDUSTRY
MEMBER

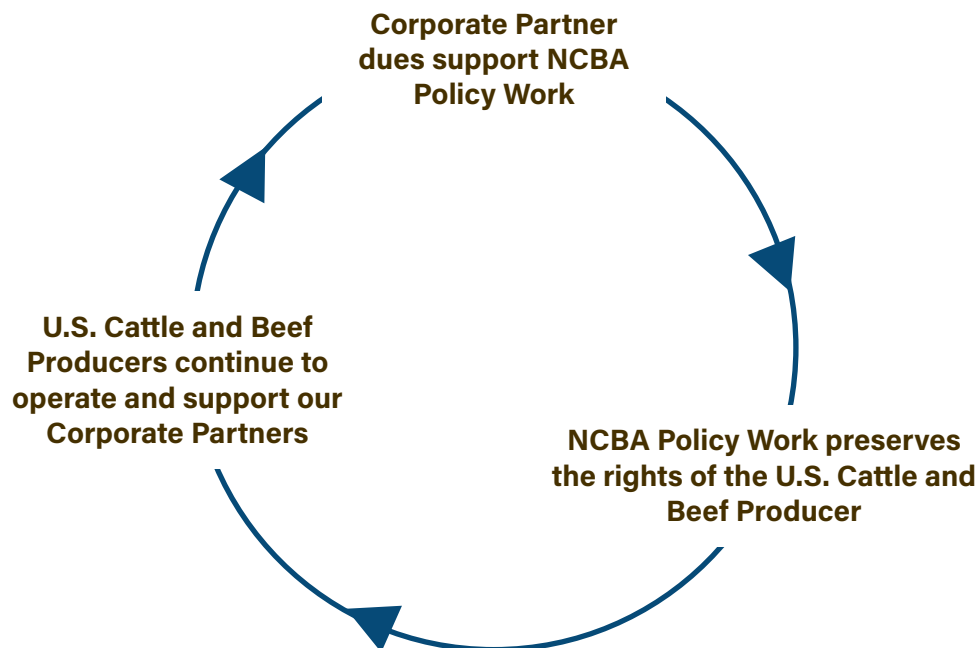


PRODUCT COUNCIL
MEMBER

The investment you provide with dues and sponsorships goes directly back to the grassroots producer in forms of education, leadership development and furthering our political efforts in Washington D.C.

CATTLECON BENEFITS OF BEING A CORPORATE PARTNER: (SOME BENEFITS CONTINGENT ON PARTNER LEVEL)

- ✓ Priority Booth Sign Up before all non-members
- ✓ Company listing in the CattleCon Beef Resource Guide program
- ✓ Corporate Partner Floor Sticker at your company's booth
- ✓ Early Hotel Reservations
- ✓ Invitation to the Exclusive Corporate Partner Beef Industry Forum event hosted at CattleCon
- ✓ Opportunity to serve as a Corporate Partner representative on NCBA's Policy Committees and Board of Directors
- ✓ Access to the pre-registration and final registration lists for the Annual Convention
- ✓ Five (5) comp. tickets to the Final Night Event at CattleCon



WE LOOK FORWARD TO CONNECTING! SCAN THE QR CODE TO SUBMIT AN INQUIRY.

Scan me!



CONTACT

NCBA
9110 E. Nichols Ave. Suite 300
Centennial, CO 80112
Phone: 303-850-3313
corporaterelations@beef.org

ACCOLADES

The NCBA Trade Show has been recognized by the Trade Show industry for the fastest growing show in Net Square Feet of Exhibit Space, Number of Exhibiting Companies and Total Attendance.



Save the Date:
**EXHIBITOR SUMMIT &
SPONSORSHIP SHOWCASE**
September 9-11, 2026
Music City Center | Nashville, TN



CATTLECON

20 FEB 2-4 | NASHVILLE MUSIC CITY CENTER 27