



Tentative Agenda

TUESDAY, SEPTEMBER 6

2:00 pm	Educational Session: How SMALL Exhibitors Can WIN BIG at CattleCon
	<ul style="list-style-type: none"> • Build a booth
4:00 pm	Exhibitor Welcome Reception
	<ul style="list-style-type: none"> • Exhibitor Advisory Board Introduction
5:00 pm	Load Bus to Swamp Tour
6:00 pm – 7:00 pm	Lafitte Swamp Tour
7:15 pm – 9:30 pm	Dinner & Live Music at Bayou Barn

WEDNESDAY, SEPTEMBER 7

7:15 am	Meet in Hilton lobby to walk to Convention Center
7:30 am – 8:00 am	Breakfast
8:00 am – 10:00 am	Meeting Session
	<ul style="list-style-type: none"> • Welcome/Introductions • Convention Overview with NCBA Staff • Review of 2022 Show – Post Show Report • Recap Video • Attendee Demographics • State of the Industry • Exhibitor Marketing • Sponsorships • Exhibitor Registration/Housing/ICW's
10:15 am – 11:30 am	Educational Session: How to Improve Exhibiting Productivity & ROI by Applying the <i>Exhibit Marketing Process</i>[™]
11:30 am – 1:00 pm	Lunch & “Speed Dating” with Suppliers
1:00 pm – 3:00 pm	Convention Center Tour
3:30 pm – 6:30 pm	Off-site Bites & Sites (Venues & Tasting Tour)
6:30 pm – 9:00 pm	Creole Queen Riverboat / Mardi Gras World / Vue Orleans

THURSDAY, SEPTEMBER 8

8:30 am – 9:00 am	Breakfast
9:00 am – 10:00 am	Educational Session: Inside the Mind of the CattleCon Producer-Panel Discussion with Producers: <i>How Cattle Producers Use Trade Shows to Build Relationships and Influence Buying Decisions</i>
10:00 am – 10:15 am	Closing Comments
10:15 am – 11:30 am	Tour of hotels – on request
	<ul style="list-style-type: none"> • Sleeping Rooms • Suites • Meeting Rooms