Welcome to San Antonio!

We are glad you are here, and we are here to help!
The Show Management Office is in Hall D, booth #2801, near Freeman Exhibitor Services.
The following NCBA Staff will be in the exhibit hall to help:
Lorie Liddicoat – 303-513-2572
Tiana Schneider – 620-927-0688
Karissa Hasser - 530-520-6933
Kristin Torres – 720-838-4751
Cindy Fitzsimons – 970-520-3979
Stop by the trade show office or flag us down on the show floor.

Trade Show Hours
WEDNESDAY, FEBRUARY 5
4:30PM - 8:30PM
THURSDAY, FEBRUARY 6
9AM - 6PM
FRIDAY, FEBRUARY 7
9AM - 4PM

Booths Must remain intact until 4:00PM on Friday, February 7.
Exhibitors dismantling their booths before the close of the show are considered in violation of the NCBA Show rules and will forfeit the right to exhibit at future NCBA Shows.

2021 Nashville Booth Selection Appointments
Don’t miss your appointment to select your booth for the 2021 NCBA Trade Show in Nashville, TN! See the booth draw appointment schedule for your time on Thursday, February 6. Booth sales will be held in the Exhibitor Lounge located below escalators in Hall 4A.

Trade Show Receptions
NIOSA: A Night In Old San Antonio
WEDNESDAY, FEBRUARY 5
4:30PM - 8:30PM

More Wine
THURSDAY, FEBRUARY 6
4:00PM - 6:00PM

Pups & Suds: Yappy Hour
FRIDAY, FEBRUARY 7
2:30PM - 4:00PM
TRAD SHOW HIGHLIGHTS

NCBA TRADE SHOW LUNCH
Thursday & Friday - 11:00am - 2:00pm
Enjoy a hot lunch in the Chuckwagon Cafe! Included in your exhibitor registration.

EXHIBITOR LOUNGE
Come and take a break! The exhibitor lounge can be found below escalators in Hall 4A. The lounge will be open daily and is for exhibiting booth staff only. Computer & printer services available. Refreshments daily.

TRADE SHOW LOUNGES
- Hacienda Hangout Lounge - #1213
- Can-Tina - #1365
- Sweet Shack - #137
- Beer Stop - #2337

CONVENTION SOUVENIRS
Stop by and pick up your commemorative poster and meet the photographer, Emily McCartney! The poster makes a great keepsake and collectable from your time in San Antonio. Emily will be signing posters in the Corteva booth - #231, you don’t want to miss it!

INCLUDED IN YOUR EXHIBITOR REGISTRATION:
Access to business meetings, general sessions, lunch in the Trade Show Thursday and Friday, and the Thursday night event- Sunset Music Festival.

Tickets to the Friday Night Event, The PBR Invitational, can be purchased in registration. Bulk ticket discount available!

DAILY EDUCATION

LEARNING LOUNGE
The Learning Lounge is where attendees can stop in and enjoy informal, face-to-face talks and hands-on technology education in a small intimate theater-like setting right on the Trade Show floor.

STOCKMANSHIP & STEWARDSHIP DEMO ARENA
The Stockmanship and Stewardship demonstration arena offers unique educational experiences featuring low-stress cattle handling demonstrations, Beef Quality Assurance educational sessions, facility design sessions and industry updates you won’t find anywhere else. Learn from stockmanship experts Curt Pate, Dean Fish and Ron Gill!

CHUTES & SCALES SHOWDOWN
Are you in the market for a chute or scale? Here is your opportunity to get up close and personal with some of the top manufacturers in the industry. Get all your questions answered through this action-packed side-by-side comparison. Find the right piece of equipment to fit your ranch needs.

- See chutes/scales in action with live cattle
- Talk one-on-one with company reps immediately following demos
- Learn tips and tricks to using your equipment

TABLE TALKS
Interact with fellow producers and industry leaders in small and interactive roundtable discussions. Attendees will be encouraged to visit and participate in open discussions on a wide variety of topics.