LET'S GEAUX TO
NEW ORLEANS
CATTLE INDUSTRY CONVENTION
NCBA TRADE SHOW
JANUARY 30-FEBRUARY 1, 2019
POST SHOW REPORT
ATTENDANCE HISTORY

2016 SAN DIEGO
Total: 6,665

2018 PHOENIX
Total: 7,578

2015 SAN ANTONIO
Total: 8,246

2017 NASHVILLE
Total: 9,335

2019 NEW ORLEANS
Total: 8,913

FAST FACTS

8913 ATTENDEES
74 SPONSORS
372 EXHIBITORS

48 STATES

13 COUNTRIES:
AUSTRALIA
BRAZIL
CANADA
CHILE
CHINA
COLOMBIA
FRANCE
ISRAEL
JAPAN
MEXICO
NEW ZEALAND
PHILIPPINES
UNITED KINGDOM

15 HOTELS
12,500+ TOTAL SLEEPING ROOMS

1020 GALLONS OF COFFEE SERVED = 20,400 CUPS

$70,000 IN CASH BAR SALES

10,000 LBS OF DONATED BEEF
2019 Convention Sponsors
EVENTS

OPENING GENERAL SESSION
TERRY BRADSHAW

SPONSORED BY
Boehringer Ingelheim
Cattle First.

GENERAL SESSION II
CattleFax
OUTLOOK SEMINAR

SPONSORED BY
FEED GREATNESS®
zoetis.

CLOSING GENERAL SESSION
JOHN ONDRASIK

SPONSORED BY
AMERICAN NATIONAL

1,576
2019 CATTLEMEN’S COLLEGE ATTENDEES
LIVE-CATTLE HANDLING SESSIONS
33 BREAKOUT SESSIONS
3 GENERAL SESSIONS
“GOOD. CLEAN. FUN. The NCBA Convention and Trade show provides an excellent learning and networking opportunity for producers all over the United States. It is so empowering to be amongst 10,000 other individuals that share the same passion and vision to keep moving forward in the cattle industry, and to keep it in line for future generations.”
- 2019 Attendee
ATTENDEES

ATTENDEES BY STATE

AGE OF ATTENDEES

GENDER

60% Male
40% Female

87% of attendees think the CIC is the leading event in the industry.
TRADE SHOW

WEDNESDAY
4,695 ATTENDEES

THURSDAY
5,156 ATTENDEES

FRIDAY
4,269 ATTENDEES

372 EXHIBITING COMPANIES

7.4 ACRES OF EXHIBIT SPACE
NCBA TRADE SHOW EXHIBITS INCLUDE:

- Animal Health Products
- Animal Identification
- Breeders
- Buildings
- Chutes
- Consulting Services
- Equipment
- Feed Additives & Accessories
- Feedlots
- Finance & Insurance
- Furniture
- Government Agencies
- Hay Equipment & Accessories
- Herd Management
- Industry Associations
- Irrigation
- Marketers
- Publications
- Ranches
- Real Estate
- Scales
- Seed Products
- Software
- Trailers
- Weed/Pest Control
- Western Apparel & Footwear
- Western Art

"THE NCBA CONVENTION IS A “DON’T MISS EVENT” EACH YEAR. IT OFFERS AN UNMATCHED OPPORTUNITY TO LEARN AND NETWORK WITH OTHER BEEF PRODUCERS/EXHIBITORS."
-2019 EXHIBITOR

67% of attendees rated the overall value of attendance as excellent or very good

7 OUT OF TEN attendees are likely to purchase from companies that exhibited in the NCBA trade show.

ATTENDEES PLAN TO PURCHASE THE FOLLOWING IN THE NEXT 24 MONTHS

- AI Equipment ....................... 29%
- Animal Health Products .... 95%
- ATV/utility vehicle .............. 30%
- Bagged/Bulk feed ................ 81%
- Chutes ................................. 18%
- Electronic ID tags ............... 245
- Farm Tires ............................ 81%
- Feed Supplements/Trace Minerals ........................................... 92%
- Fencing Supplies .................. 86%
- Fly Control ......................... 80%
- Genetic Testing/...
- Tracking Tools ..................... 25%
- Grass Seed ......................... 62%
- Hay Marking Equipment... 29%
- Livestock Handling
- Equipment .......................... 45%
- Livestock Insurance .......... 31%
- Livestock Trailer ................. 31%
- Livestock Watering Tanks/... 89%
- Systems .............................. 46%
- Pickup Truck ...................... 44%
- Scales ................................ 17%
- Skid Steer ............................ 17%
- Skid Steer Attachments ....... 27%
- Steel Farm Building ........... 14%
- Tractor ................................. 29%
- UTV/Side-by-Side ............... 27%
Social Media

#CATTLECON19

6,400 Mentions
50,900 Engagement

879,210 Total Impressions

282,900 Total Impressions
MOBILE APP

3,757 DOWNLOADS
160,369 IMPRESSIONS
1,864 SPONSOR CLICKS

292,704 ACTIONS TAKEN
6,491 EXHIBITOR VIEWS

WEBSITE

339,973 PAGE VIEWS
121,878 SESSIONS
62,940 USERS
23% RETURNING VISITOR, 76.7% NEW VISITOR

01:52 AVERAGE TIME ON PAGE

GENDER OF USERS

49.6% FEMALE
50.4% MALE

AGE OF USERS
CATTLE INDUSTRY CONVENTION & NCBA TRADE SHOW
FEBRUARY 5 – 7, 2020
Henry B. González Convention Center
San Antonio, Texas

#CATTLECON20
CONVENTION.NCBA.ORG