



**EXHIBITOR**  
**PROSPECTUS**



**20**  
**24** CATTLE INDUSTRY  
CONVENTION  
& NCBA TRADE SHOW  
JANUARY 31 - FEBRUARY 2  
ORLANDO • FLORIDA



# #CATTLECON24

MEET THE MOST INFLUENTIAL LEADERS AND INNOVATORS  
IN THE BEEF CATTLE INDUSTRY.

CattleCon24 provides an invaluable forum where cattlemen and women from across the country can gather to network, learn, share innovative ideas and set policy for the industry.

Position your company at the forefront of the beef industry! Take advantage of the opportunity to showcase your solutions and services to more than 8,000 influential cattlemen and women.

## WHO SHOULD EXHIBIT?

The NCBA Trade Show attracts over 350 companies providing all types of products, services and the latest in technology to the cattle industry. Some of the products and services displayed at the NCBA Trade Show include:

- Animal Health Products
- Animal Identification
- Associations/Organizations/Government
- Breeders/Ranches/Feedlots/Marketers
- Computer/Software Packages
- Consulting Services
- Equipment/Trailers/Watering
- Feed/Feed Additives & Accessories
- Fencing Equipment & Accessories
- Hay Equipment & Accessories
- Herd Management/Chutes/Scales
- Information/Education
- Publications/Media/Broadcast Media
- Retail/Art/Furniture/Accessories
- Seed Products/Weed/Pest Control/Herbicide
- Structures/Buildings
- Veterinary/Breeding
- Genetics/DNA
- Processor/Packer

For a complete list of current exhibitors visit [convention.ncba.org](http://convention.ncba.org).

## WHY EXHIBIT?

- It's the leading, most prestigious trade show in the cattle industry!
- Provide solutions to and develop long-term mutually beneficial relationships with cattle producers.
- Establish hundreds of highly qualified sales leads in just 2.5 days!
- Increase your brand awareness and public awareness. Attendees are actively seeking new products that will improve efficiencies and solve problems.
- Put your product or service in front of the cattle industry's most influential leaders and decision makers to maximize your marketing dollars and ROI.
- Analyze the competition.
- Sharpen your knowledge of the industry

**YOUR CUSTOMERS WILL BE HERE. MAKE SURE YOU ARE TOO!**

# MARK YOUR CALENDAR!

## NCBA TRADE SHOW DATES & LOCATION

NCBA Trade Show • January 31- February 2, 2023  
Orange County Convention Center South Concourse  
9899 International Drive,  
Orlando, FL 32819

## SHOW HOURS

**Wednesday, January 31**  
4:30pm – 8:30pm – Welcome Reception

**Thursday, February 1**  
9:00am – 6:00pm

**Friday, February 2**  
9:00am – 4:00pm

## MOVE-IN

**Sunday, January 28**  
8:00am – 2:00pm – Oversized Equipment/Trailers ONLY

**Monday, January 29**  
12:00pm – 8:00pm – General Exhibitors (including  
squeeze chutes)

**Tuesday, January 30**  
8:00am – 7:00pm – General Exhibitors

**Wednesday, January 31**  
8:00am – 1:00pm – Last Minute Move-in

## MOVE-OUT

**Friday, February 2**  
4:00pm – 10:00pm

**Saturday, February 3**  
8:00am – 12:00pm

## PAYMENT DEADLINES

Full booth rental amount is due August 1, 2023.

Booth space reservations and contracts will be accepted after the August 1 deadline; however, a full payment must accompany the space contract.

## HOW TO RESERVE

- Booth contract is online at [convention.ncba.org](http://convention.ncba.org)
- Email the completed contract to: [showmgmt@ncbatradeshow.org](mailto:showmgmt@ncbatradeshow.org)

## YOUR BOOTH SPACE INCLUDES

- Three complimentary registrations per 10' X 10' space
- Access to food and networking events in the Exhibit Hall
- Access to all General Sessions & CattleFax Outlook Session
- Online Directory listing, including company name and booth number. Option to upgrade listing
- Exclusive exhibitor benefit to rent pre and post-convention attendee mailing lists (upon acceptance of terms of agreement). Phone, fax, and email excluded.
- Exposure on Convention Mobile App featuring floor plan and exhibitor directory
- Exclusive access to Exhibitor Lounge with refreshments each day
- Exhibitor benefit to be a convention sponsor
- Draped 8' back and 3' side walls (in-line booths only)
- 7" X 44" sign identifying your company's name and booth number (in-line booths only)
- Professional floor management and daily security in Exhibit Hall
- Online Exhibitor Services Kit
- Invitation to the complimentary Exhibitor Summit & Sponsorship Showcase, the Official Site Inspection Tour
- Access to meeting room rentals in the host hotels and convention center
- Access to our Exhibitor Marketing Toolkit including promotional text, logos, banner ads and more
- Access to our online Exhibitor ROI & Success Center

*\*Exhibit booths are constructed of pipe and drape and are not equipped with tables or chairs. Hard wall exhibit booths and furnishings can be rented at your expense from the official service contractor. Booth carpet is NOT included in your rental fee. Floor covering in your booth space is required. Carpeting can be ordered from Freeman.*

## EXHIBIT SPACE RATES

- One booth (10x10)
- \$26 per square foot or \$2,600 per 10x10 space
- Corner booth locations are an additional \$250/corner (corner fees are added after discounts have been applied)

## ISLAND SPACE

Island exhibit space locations will pay an island premium fee in addition to the booth space price.

Island Exhibit Space (includes corner and island fees):

20x20 - \$11,600	20x50 - \$27,500	40x40 - \$43,400
20x30 - \$16,900	30x40 - \$32,800	40x50 - \$54,000
20x40 - \$22,200	30x50 - \$40,750	50x50 - \$67,250

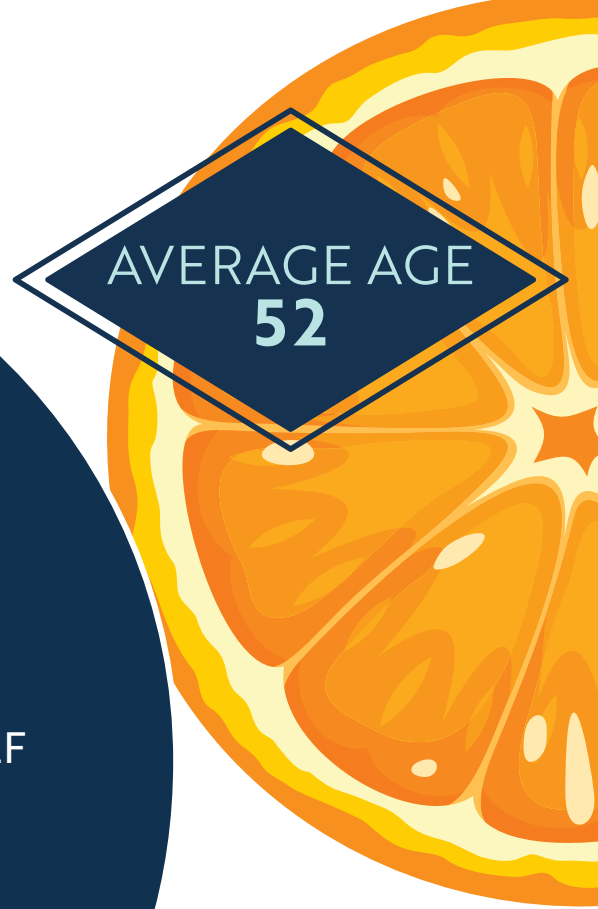
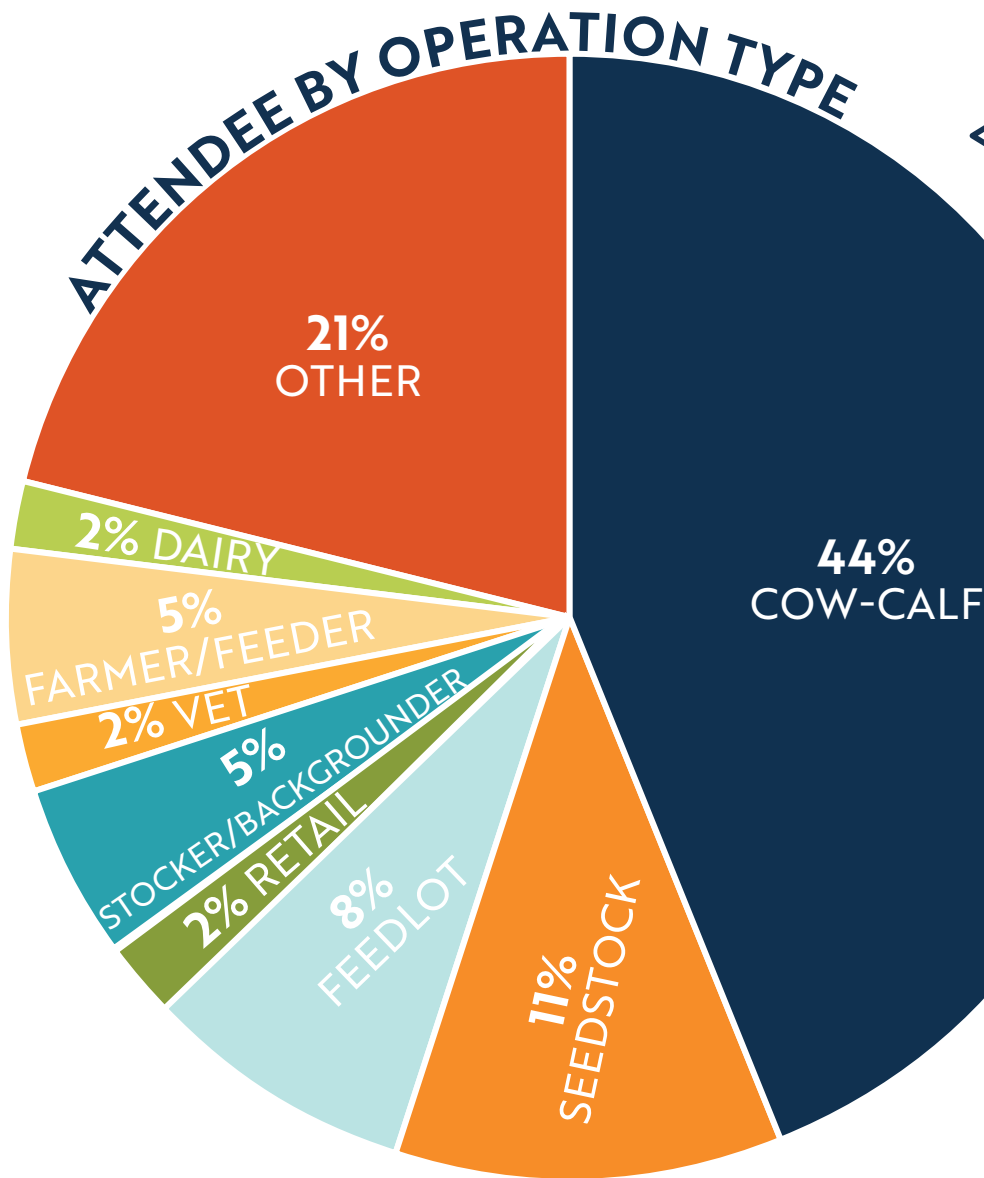
## CANCELLATION & REFUND POLICY

### Payment Due Dates

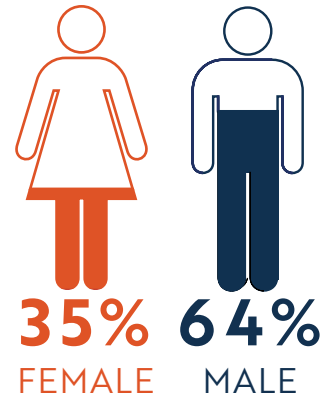
Payment must be received by August 1, 2023 or the booth may be released at NCBA's discretion. Full payment must accompany applications made after August 1, 2023.

### Exhibit Cancellation

Written notification of cancellation must be received by NCBA prior to August 1, 2023. Payment will be refunded 50% of booth rental fees. No refunds to any exhibitors canceling after August 1, 2023.



AVERAGE AGE  
**52**



- 90%** OF ATTENDEES BELIEVE CATTLECON IS THE LEADING EVENT IN THE INDUSTRY
- 88%** OF ATTENDEES ATTEND TO KEEP UP TO DATE ON THE LATEST TRENDS IN THE INDUSTRY
- 84%** OF ATTENDEES HAVE PURCHASING POWER
- 79%** OF ATTENDEES TRAVEL OVER 400 MILES TO ATTEND
- 72%** OF ATTENDEES SAID THEY PROBABLY OR DEFINITELY WILL ATTEND NEXT YEAR
- 67%** OF ATTENDEES ARE EXTREMELY/VERY LIKELY TO PURCHASE FROM EXHIBITING COMPANIES
- 60%** OF ATTENDEES ATTEND THE TRADE SHOW EVERY DAY OF THE EVENT



**7.1  
HOURS**  
AVERAGE  
TIME  
SPENT  
IN THE  
TRADE  
SHOW

ON AVERAGE, ATTENDEES PLAN TO SPEND \$315K IN THE NEXT YEAR ON THE TYPES OF PRODUCTS EXHIBITED AT CATTLECON

FROM THE  
**EXHIBITORS**

**80%** OF EXHIBITORS BELIEVE CATTLECON OFFERS VALUABLE NETWORKING OPPORTUNITIES

**78%** OF EXHIBITORS BELIEVE CATTLECON OFFERS QUALITY EDUCATION

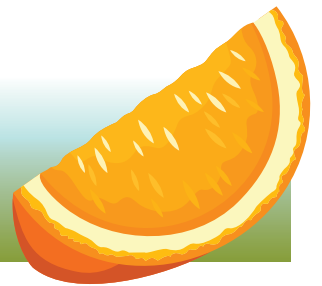
**67%** OF EXHIBITORS CONSIDER CATTLECON THE MUST EXHIBIT EVENT



# EXPAND YOUR BRAND & MAXIMIZE YOUR IMPACT BY BECOMING A SPONSOR TODAY!

**CATTLECON24 OFFERS A VARIETY OF SPONSORSHIP OPPORTUNITIES PROVIDING A LEVEL TO MEET EVERY BUDGET. ALIGNING A SPONSORSHIP WITH YOUR BRAND INCREASES AWARENESS OF YOUR BUSINESS. CATTLECON24 SPONSORSHIPS CAN BE CUSTOMIZED TO NOT ONLY MEET YOUR MARKETING GOALS, BUT GIVE YOUR COMPANY ADDITIONAL EXPOSURE TO OVER 8,000 CATTLE PRODUCERS.**

For more information about NCBA sponsorship opportunities, please contact the Corporate Relations team at 303-694-0305 or email [CorporateRelations@beef.org](mailto:CorporateRelations@beef.org).



## BRAND AWARENESS

### REGISTRATION

Help all attendees get registered for convention and be their first stop when they hit the ground in Orlando.

### LOBBY DISPLAY AREA

Extend your brand outside the trade show floor with a premium display in the main lobby of the convention center. Limited spaces available.

### EXHIBITOR LOUNGE

Throughout the duration of the trade show, the exhibitor lounge provides refreshments exclusively for exhibitors.

### LEARNING LOUNGE

A 35-minute educational session on a topic of the sponsor's choosing. The Learning Lounge is located on the NCBA Trade Show floor.

### WASTE RECEPTACLES

Located throughout the convention center these waste receptacles will get your brand seen throughout the convention center.

### PENNY MACHINE

A souvenir penny machine will be in your booth, pennies will be branded with your logo.

### CHARGING STATIONS

Located throughout the convention center these built in charging stations allow for branding outside the show floor.

### INFORMATION KIOSK

The Information Kiosk is available for attendees to ask questions about NCBA membership and convention events.

### BEEF'S GOT TALENT AREA

Help bring some of the industries undiscovered talent to the convention with the Beef's Got Talent program. This fun, unique sponsorship gets your company name in front of the beef cattle industry in the months before the convention as well as onsite.

### CHUCKWAGON CAFES

The hub where all attendees can kick back and enjoy lunch!

### CATTLE CHATS

Cattle Chats will feature 15-20 minute "Ted Talk" style sessions focused on the ag and beef industry. The unique opportunity will allow you to chat with convention attendees about your company.

### ASK ANTONIO CHAT BOT

Have a convention-related question? With Ask Antonio the official Chat Bot of Convention, help is just a text or instant message away.

### **SCOOTAROUND SCOOTER RENTALS**

Not all attendees want to count their steps. Scooter rentals help attendees spend more time on the show floor and help expand your brand as they cruise the convention center.

### **SUSTAINABILITY SPOTLIGHT**

Two 15-20 minute sessions. Includes floor sticker at booth space, call out in the BRG, and press release. If you have a topic regarding sustainability this is the place to be.

### **TRADE SHOW LOUNGES**

Three different lounges located right on the show floor.

### **SELFIE STATIONS**

Selfie Stations are placed throughout the convention center and hotel, and are photo-ops for attendees.

### **NATIONAL ANTHEM CONTEST**

The National Anthem Contest is a popular social media contest, and the winner performs at several convention events.

### **BEER STOP**

Attendees will stop in for a cold one and to rest their feet in this unique lounge setting.

### **R&R LOUNGE**

Rest and recharge lounges located on the trade show floor allow attendees to take a break and charge up.

### **BEST OF BEEF DISPLAY**

Celebrating the best of the beef industry. This display is in recognition of industry award winners.

### **RIDE AND DRIVE**

Let attendees get behind with wheel! Attendees will have an opportunity to test drive your equipment/vehicle. Includes an outdoor display location.

### **CONVENTION SCHOLARSHIP PROGRAM**

Sponsorship provides eleven attendee scholarships in various categories, each valued at \$1,025.

### **GOLF CARTS**

A supplement to the convention shuttle, these branded golf carts will help attendees quickly move between the convention center and hotels.

### **EVENT INFLUENCER PROGRAM**

Event influencers are selected through an application process to promote the convention and trade show, along with your company, through various digital properties, before, after and during the show.

### **CONVENTION INTERNS**

These are prestigious internships for college students looking to network and meet industry leaders, while assisting with all aspects of convention.

### **BOOT SHINE STATION**

Provide a complimentary boot shine for attendees. Vouchers will be passed out at sponsor booth.

### **LANYARDS**

Branded lanyards will hold attendee ID badges.

### **WIFI IN CONVENTION CENTER**

Help attendees stay connected and check on the operation back home with the WiFi sponsorship.

### **COMMEMORATIVE PRINT**

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

### **SNACK SHACK**

Located in the main lobby the snack shack will provide attendees a pick me up with some tasty treats and a place to rest their feet.

### **SAND SCULPTURE**

Back by popular demand! A sandcastle will be located on the show floor and will feature a fun unique design as well as the sponsor logo.

### **HEALTHY HERD PROGRAM**

This is vital to attendees. Branding throughout the center, trade show and meeting space. May include hand sanitizer, masks, washing stations etc.

### **BRANDED LUGGAGE TAG STATION**

This unique sponsorship will be the talk of the convention. Sponsorship includes custom branded luggage tags along with a unique insert to the onsite program used to drive traffic to your booth. Luggage tags are branded to order onsite.

## **EVENTS**

### **PAC RECEPTION & LIVE AUCTION**

The NCBA PAC helps to support producer driven policies in Washington D.C. This reception and live auction is a fundraiser for NCBA's Political Action Committee.

### **MASTERS OF BEEF ADVOCACY RECEPTION**

This reception is a chance for Masters of Beef Advocacy graduates to get together and network.

### **B2B HAPPY HOUR**

A happy hour for all exhibitors to network before attendees arrive.

### **CHUTES & SCALES SHOWDOWN**

Each daily session features a company presentation and hands-on education segments for convention attendees. Opportunities to sponsor manual chutes, hydraulic chutes, and scales.

### **REGIONAL MEETINGS**

These sessions help attendees stay up-to-date on what's happening in the industry and connect with others in their region. Sponsor includes branding in all seven region meetings.

### **SUSTAINABILITY FORUM**

This session focuses on one of the top priorities for NCBA, sustainability.



## **NCBA BOARD OF DIRECTORS MEETING**

(Annual Convention and Summer Business Meeting)  
Meeting for NCBA's leadership which includes representatives from all segments of the beef industry.

## **BEEFIT 5K**

The BEEFit 5K is a private event for registered convention attendees who pay to participate.

## **CONVENTION FIRST TIMER PROGRAM AND RECEPTION**

20% of convention attendees are attending for the first time. Serve as a host of the 2024 first timers.

## **PUPS & SUDS TRADE SHOW RECEPTION**

This reception features a beer sample with complimentary food. Attendees will receive a voucher for beer tasting in sponsor booth or beer garden.

## **TRADE SHOW RECEPTION #2**

This reception features a wine sample with complimentary food. Attendees will get a voucher for wine tasting in sponsor booth or tasting station.

## **D.C. ISSUES UPDATE**

The most accurate information on NCBA's policy efforts in D.C.

## **TRADE SHOW WELCOME RECEPTION**

This reception kicks-off the NCBA Trade Show with food and drinks available for all attendees.

## **GENERAL SESSION III**

Get the latest updates on industry efforts, environmental issues and markets during this session.

## **CLOSING GENERAL SESSION**

The Closing General Session wraps up a full week of meetings and events and prepares attendees for the Cowboy Concert Series.

## **OPENING GENERAL SESSION**

(Annual Convention and Summer Business Meeting)  
The Opening General Session is the official start to the convention featuring a professional speaker.

## **THURSDAY NIGHT EVENT**

Get ready to party at the Thursday night event. All convention attendees and exhibitors are invited.

## **FRIDAY NIGHT EVENT**

This co-sponsorship is one of the highest profile events of the convention. Close out the convention with a rockin concert featuring top country music artist.

## **CATTLEMEN'S COLLEGE**

Cattlemen's college has been featuring world class education in conjunction with the Cattle Industry Convention for 30 years!

## **HEADQUARTER HOTEL**

### **ESCALATOR CLINGS**

Available in Lobby and meeting space.

### **FLOOR CLINGS**

Escalator banks, base of escalators.

### **ELEVATOR CLINGS**

Brand the main guest room elevators in the lobby of the headquarters hotel.

### **HEADQUARTER BAR PACKAGE**

The headquarters hotel-branding to include on the bar entrance and bar napkins.

### **KEY CARDS AND POCKET AGENDA**

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

### **ROOM DROPS &/OR DOOR HANGERS**

Place a door hanger or a promotional item in specific attendee's hotel rooms. Sponsor to provide branded item.

### **NEW PRODUCT SHOWCASE**

Launching a new product in 2024? With over 150 trade media and 8,000 attendees CattleCon is the place to start your launch.

## **MEDIA**

### **"THE POINT" DIGITAL SIGNAGE**

Pedestrian level advertising that allows exhibitors to engage and interact with sponsor content.

### **BEEF RESOURCE GUIDE ADVERTISEMENTS**

The official convention program, distributed at registration and some convention hotels. Advertisement options include: inside front cover, inside back cover, back cover, 2-page spread, full page ad, half page ad, belly band, and insert/tear out card.

### **COUNTDOWN TO THE SHOW**

Banner ad inside the weekly email to registered attendees, beginning in December.

### **MOBILE APP SUB-PAGE BANNER**

A banner ad in the interior pages of the mobile app. Limit of three.

### **NATIONAL CATTLEMEN - FEBRUARY**

The February edition will also be available onsite, enhancing the visibility of your advertisement.

### **MOBILE APP HOME PAGE BANNER**

A banner ad on the home page of the Cattle Industry Convention app.

## **NATIONAL CATTLEMEN DIRECTIONS**

Keep your brand in front of your customers by placing an ad in the semi-annual magazine.

## **SOCIAL MEDIA PACKAGE**

Package includes: four Facebook posts, four Tweets, and one, 2-minute Facebook Live interview from the show floor. Posts will be scheduled as follows: 2 pre-convention, 1 during convention and 1 after convention.

## **CATTLEMEN TO CATTLEMEN PRODUCT FEATURE**

The Product Feature is a 2-4 minute segment filmed onsite with a *Cattlemen to Cattlemen* reporter.

## **MOBILE APP SPLASH SCREEN**

A full-size ad opening splash screen on the convention mobile app.

## **COUNTDOWN TO THE SHOW E-NEWSLETTER**

NCBA's electronic newsletter is sent to registered convention attendees weekly from December to February.

## **NATIONAL CATTLEMEN CONVENTION INSERT**

The *National Cattlemen* October, November, December, January inserts consist of convention information along with exclusive advertising opportunities.

# SIGNAGE

## **AIISLE SIGN**

Your company logo will be displayed from the hanging directional sign in the trade show.

## **FOLIAGE SIGNS**

These fun garden signs will get your logos in front of attendees in and around the convention center.

## **ROTATING ADVERTISING KIOSK**

Rotating kiosks are placed in high traffic areas around the convention center.

## **DIRECTIONAL SIGNAGE PACKAGE**

Directional signs, with your logo, will be placed throughout the convention center to help attendees navigate their way to meetings/events.

## **HANGING BANNERS**

Get your company name and logo off the show floor. Banner sponsorships are located throughout the convention center.

## **WELCOME PACKAGE**

Sponsor included in welcome banner and garden signs.

## **DIGITAL SIGNAGE PACKAGE**

Digital signage located in and around the convention center.

# UNIQUE

## **TRADE SHOW FLOOR MAP**

Help attendees navigate the convention center with this unique sponsorship. This includes the map insert in the onsite program as well as an oversize map floor cling located in the exhibit hall.

## **STEAKHOUSE MAP**

Help attendees navigate to the best steakhouses in Orlando. Maps will be distributed at convention as well as all print material prior to convention.

## **DOOR CLINGS**

Brand the windows surrounding the main doors to the convention center.

## **ESCALATOR RUNNER**

Brand the escalator runners at the convention center, which are located in the main thoroughfares.

## **SKYBRIDGE ADVERTISING**

Get your brand in front of convention attendees as they make their way from the headquarters hotel to the convention center each day.

## **OUTDOOR DISPLAY SPACE**

There is ample space outside of the convention center that is available for equipment displays. Weight limits will apply.

## **ART WALL**

Custom art to be completed by attendees, will include sponsor branding.

## **WATER BOTTLE/FILING STATIONS**

Keep attendees hydrated while highlighting your brand. Stations located throughout the convention center in the restrooms and lobbies.

## **HOTEL SHUTTLE**

Shuttles will be transporting attendees, upwards of 3,000 people, from several hotels to the Convention Center.

## **MEETING PLACE**

Located in the heart of the convention center this area will be a hub of activity. It will provide a perfect "meat" up location for attendees looking to have a quick meeting during the convention.

## **MEETING ROOM**

A private meeting room located in the convention center perfect for private client meetings.



# 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.



## CONTACT

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