PARTNERSHIP OPPORTUNITIES

CATTLE INDUSTRY CONVENTION & NCBA TRADE SHOW
FEBRUARY 5 - 7, 2020
Henry B. González Convention Center
San Antonio, Texas
FACTS & FIGURES

*Source 2019 Attendee Survey

ATTENDEE BY JOB TITLE/FUNCTION

- Ranch Owner/Manager: 60%
- Feedlot Owner/Manager: 12%
- Spouse/Family Member: 6%
- Ranch/Feedlot Employee: 4%
- Dairy/Veal Owner/Employee: 1%
- Other: 17%

ATTENDEE BY BUSINESS

- Commercial Cow/Calf: 49%
- Feedlot: 13%
- Seedstock/Purebred: 9%
- Farmer/Feeder: 6%
- Stocker/Backgrounder: 6%
- Retail/Packer: 2%
- Vet/Consultant: 2%
- Dairy Operator: 2%
- Other: 11%

ATTENDEE BY SEGMENT

- COW CALF
  - 1-49 head: 15%
  - 50-99 head: 9%
  - 100-499 head: 41%
  - 500-999 head: 16%
  - 1,000-4,999 head: 14%
  - 5,000 + head: 5%

- STOCKER/BACKGROUNDER
  - < 1,000 head: 35%
  - 1,000-3,999 head: 27%
  - 4,000-14,999 head: 16%
  - 15,000-31,999 head: 10%
  - 32,000 + head: 12%

- FARMER/FEEDER/FEEDLOT
  - < 1,000 head: 25%
  - 1,000-3,999 head: 15%
  - 4,000-14,999 head: 17%
  - 15,000-31,999 head: 15%
  - 32,000 + head: 28%

ATTENDEE BY BUSINESS

- Commercial Cow/Calf: 49%
- Feedlot: 13%
- Seedstock/Purebred: 9%
- Farmer/Feeder: 6%
- Stocker/Backgrounder: 6%
- Retail/Packer: 2%
- Vet/Consultant: 2%
- Dairy Operator: 2%
- Other: 11%

72% of attendees are more likely to purchase from exhibiting companies.
ATTENDANCE HISTORY

89% of all attendees have net buying influences

82% of attendees play a role in their company’s purchasing decisions

71% of exhibitors rate the quality of attendees as excellent

91% of exhibitors rate the NCBA Trade Show as the leading show in the industry

PLANNED MEMBER PURCHASES IN THE NEXT TWO YEARS

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal Health Products</td>
<td>95%</td>
</tr>
<tr>
<td>Bagged or Bulk Feed</td>
<td>86%</td>
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<tr>
<td>Feed Supplements/Trace Minerals</td>
<td>97%</td>
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<tr>
<td>Fencing Supplies</td>
<td>89%</td>
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<tr>
<td>Fly Control</td>
<td>83%</td>
</tr>
<tr>
<td>Genetic Testing/Tracking Tools</td>
<td>23%</td>
</tr>
<tr>
<td>Grass Seed</td>
<td>62%</td>
</tr>
<tr>
<td>Hay-Making Equipment</td>
<td>36%</td>
</tr>
<tr>
<td>Livestock Handling Equipment</td>
<td>45%</td>
</tr>
<tr>
<td>Livestock Insurance</td>
<td>31%</td>
</tr>
<tr>
<td>Livestock Trailer</td>
<td>29%</td>
</tr>
<tr>
<td>Livestock Watering Tanks/Systems</td>
<td>50%</td>
</tr>
<tr>
<td>Pickup Truck</td>
<td>48%</td>
</tr>
<tr>
<td>Skid Steer</td>
<td>19%</td>
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<tr>
<td>Skid Steer Attachments</td>
<td>34%</td>
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<tr>
<td>Steel Farm Building</td>
<td>17%</td>
</tr>
<tr>
<td>Tires for Farm Equipment</td>
<td>77%</td>
</tr>
<tr>
<td>Tires for Pick-up</td>
<td>85%</td>
</tr>
<tr>
<td>UTV or Side-by-Side</td>
<td>38%</td>
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</tbody>
</table>

*Source 2019 Luce Readership Survey

CANCELLATIONS
Confirmed sponsorships (via email or signed agreement) cannot be changed or transferred. Cancellations initiated by the sponsor will remain an obligation of the sponsor at 100% of the agreed upon sponsorship fee and any associated fulfillment fees.

SPONSOR RECOGNITION
Companies committing to sponsorships of $2,000 or more will be recognized with our base package which includes marketing materials, onsite sponsor wall, the Beef Resource Guide, and will receive sponsor ribbons onsite.

CO-SPONSORSHIPS
No sponsor shall assign or share any portion of a sponsorship with another company without the explicit permission and approval of NCBA. No other person, firm, organization or company can display or demonstrate products or services or distribute advertising materials in your sponsored area unless approved by NCBA.
NCBA Trade Show exhibitors asked for sponsorships that are visible and at a great price. We heard you! These “Staff Picks” are our favorite options, at your favorite pricing!

<table>
<thead>
<tr>
<th></th>
<th>TOTAL AMOUNT</th>
<th>Base Package</th>
<th>Digital Marketing</th>
<th>Enhanced Onsite Branding</th>
<th>Education or Speaking Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth Driver</td>
<td>$500</td>
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<tr>
<td>Pre-Show Marketing Package</td>
<td>$995</td>
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<tr>
<td>Beef Resource Guide advertisements</td>
<td>$1,000 - $4,000</td>
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<tr>
<td>Countdown to the Show</td>
<td>$1,000 - $1,750</td>
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<tr>
<td>Aisle Sign</td>
<td>$2,000</td>
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<td></td>
</tr>
<tr>
<td>Spotlight Package</td>
<td>$2,000</td>
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<tr>
<td>Park Bench Pod</td>
<td>$2,500</td>
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</tr>
<tr>
<td>Rotating Advertising Kiosk</td>
<td>$3,000</td>
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<tr>
<td>Learning Lounge</td>
<td>$3,000</td>
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<tr>
<td>Social Media Package</td>
<td>$4,000</td>
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</tbody>
</table>

**BASE PACKAGE INCLUDES:**
- Logo on convention website
- Logo on onsite sponsor thank you banner
- Logo in *Beef Resource Guide*
- Sponsor ribbons
- First right of refusal
*included with all sponsorships of $2,000 or more*
**BOOTH DRIVER**
Company name, booth number and photo of giveaway item to be in slide show at Opening General Session and Cattlefax Outlook; also included in one printed marketing piece.
Investment: $500

**PRE-SHOW MARKETING PACKAGE**
Make sure attendees know your name before they arrive! This package includes a quarter-page ad in the January National Cattlemen convention insert and one Tweet the week of January 19 – 25, 2020.
Investment: $995

**BEEF RESOURCE GUIDE ADVERTISEMENTS**
The official convention program, distributed at registration and all convention hotels.
Investment: $1,000 – $4,000

**Countdown to the Show**
Banner ad inside the weekly email to registered attendees, beginning in December.
Investment: $1,000 – $1,750

**AISLE SIGN**
Your company logo will be displayed from the hanging directional sign in the trade show.
Investment: $2,000

**SPOTLIGHT PACKAGE**
The Spotlight Package includes a product listing in the mobile app, mentions in the Beef Resource Guide, a floor sticker with the Product Spotlight logo and listing in the National Cattlemen convention insert.
Investment: $2,000

**PARK BENCH POD**
The Park Bench Pod is a conversation area on the trade show floor.
Investment: $2,500

**ROTATING ADVERTISING KIOSK**
Rotating Kiosks are placed in high traffic areas around the convention center.
Investment: $3,000 per panel, or $10,000 per kiosk (four panels)

**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. Limited availability.
**Dates:** Thursday, February 6th and Friday, February 7th
Investment: $3,000 per session

**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.
Investment: $4,000
### NATIONAL CATTLEMEN - FEBRUARY
The February edition will also be available onsite, enhancing the visibility of your advertisement.
Investment: $1,750 - $5,250

### NATIONAL CATTLEMEN DIRECTIONS
Keep your brand in front of your customers by placing an ad in our semi-annual magazine.
Investment: $2,250 - $9,000

### CATTLEMEN TO CATTLEMEN PRODUCT FEATURE
The Product Feature is a 2-4 minute segment filmed onsite with television host Kevin Oschner.
Investment: $2,500 - $3,500

### COUNTDOWN TO THE SHOW E-NEWSLETTER
NCBA’s electronic newsletter is sent to registered convention attendees weekly from December to February.
Investment: $5,000

### NATIONAL CATTLEMEN CONVENTION INSERT
The National Cattlemen October, November, December, January and February inserts consist of convention information along with exclusive advertising opportunities.
Investment: $15,000

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<table>
<thead>
<tr>
<th>Service</th>
<th>TOTAL AMOUNT</th>
<th>Base Package</th>
<th>Digital Marketing</th>
<th>Enhanced Onsite Branding</th>
<th>Education or Speaking Opportunities</th>
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<tbody>
<tr>
<td>National Cattlemen - February</td>
<td>$1,750 - $5,250</td>
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<tr>
<td>National Cattlemen Directions</td>
<td>$2,250 - $9,000</td>
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<tr>
<td>Cattlemen to Cattlemen</td>
<td>$2,500 - $3,500</td>
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<tr>
<td>Product Feature</td>
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<tr>
<td>Countdown to the Show E-Newsletter</td>
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<tr>
<td>National Cattlemen Convention Insert</td>
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## SIGNAGE

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<tr>
<th></th>
<th>TOTAL AMOUNT</th>
<th>Base Package</th>
<th>Digital Marketing</th>
<th>Enhanced Onsite Branding</th>
<th>Education or Speaking Opportunities</th>
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</thead>
<tbody>
<tr>
<td>Glass Clings</td>
<td>Starting at $1,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Column Wraps</td>
<td>Starting at $3,000</td>
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<tr>
<td>Floor Stickers</td>
<td>$5,000</td>
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<tr>
<td>Directional Signage Package</td>
<td>$7,500</td>
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<tr>
<td>Meeting Room Digital Signage</td>
<td>$8,500</td>
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<tr>
<td>Trade Show Wayfinder and Floor Map Sticker</td>
<td>$10,000</td>
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<tr>
<td>Escalator Clings</td>
<td>$15,000</td>
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</tbody>
</table>

### GLASS CLINGS
Opportunities for glass clings are available throughout the convention center.
Investment: Starting at $1,000

### COLUMN WRAPS
Convention center columns, in high traffic areas, can be wrapped with your company message/brand.
Investment: Starting at $3,000

### FLOOR STICKERS
These stickers are customized with your message and placed throughout the convention center.
Investment: $5,000

### DIRECTIONAL SIGNAGE PACKAGE
Directional signs, with your logo, will be placed throughout the convention center to help attendees navigate their way to meetings/events.
Investment: $7,500

### MEETING ROOM DIGITAL SIGNAGE
50 monitors in the convention center meeting space can be branded with a static image.
Investment: $8,500

### TRADE SHOW WAYFINDER STATIONS AND FLOOR MAP STICKER
Trade show directional signage, with your logo, will be located at main trade show entrances.
Investment: $10,000

### ESCALATOR CLINGS
Brand escalators at the convention center, which are located in the main lobby and in the trade show.
Investment: $15,000/escalator set
## EVENTS

<table>
<thead>
<tr>
<th>Event Description</th>
<th>TOTAL AMOUNT</th>
<th>Base Package</th>
<th>Digital Marketing</th>
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<th>Education or Speaking Opportunities</th>
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</thead>
<tbody>
<tr>
<td>Masters of Beef Advocacy Reception</td>
<td>$5,000</td>
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<tr>
<td>B2B Happy Hour</td>
<td>$5,000</td>
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<tr>
<td>Cattlemen’s Learning Center</td>
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<tr>
<td>Board of Directors Meeting</td>
<td>$10,000</td>
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<tr>
<td>(Annual Convention and Summer Business Meeting)</td>
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<tr>
<td>BEEFit 5K</td>
<td>$10,000</td>
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<tr>
<td>Closing Trade Show Reception</td>
<td>$20,000</td>
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<tr>
<td>Thursday Trade Show Reception</td>
<td>$20,000</td>
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<tr>
<td>Trade Show Welcome Reception</td>
<td>$25,000</td>
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<tr>
<td>Closing General Session</td>
<td>$35,000</td>
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<td></td>
</tr>
<tr>
<td>Opening General Session</td>
<td>$50,000</td>
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</tbody>
</table>
MASTERS OF BEEF ADVOCACY RECEPTION
This reception is a chance for all Masters of Beef Advocacy graduates to get together and network.
**Date:** Thursday, February 6th
**Investment:** $5,000

B2B HAPPY HOUR
A happy hour for all exhibitors to network before attendees arrive.
**Date:** Tuesday, February 4th
**Investment:** $5,000

CATTLEMEN’S LEARNING CENTER
Located in the Chuckwagon Café, a series of round-table discussions led by industry experts and/or sponsors. Four sessions total.
**Investment:** $7,500 for one session or $15,000 for three

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.
**Date:** Saturday, February 8th & Thursday, July 30th
**Investment:** $10,000

BEEFIT 5K
The BEEFit 5K is a private event for registered convention attendees who pay to participate.
**Date:** Friday, February 7th
**Investment:** $10,000

CLOSING TRADE SHOW RECEPTION
This reception features a beer sample with complimentary food. Attendees will get a voucher for beer tasting in sponsor booth.
**Date:** Friday, February 7th
**Investment:** $20,000

THURSDAY TRADE SHOW RECEPTION
This reception features a wine sample with complimentary food. Attendees will get a voucher for wine tasting in sponsor booth.
**Date:** Thursday, February 6th
**Investment:** $20,000

TRADE SHOW WELCOME RECEPTION
This reception kicks-off the NCBA Trade Show with food and drinks available for all attendees.
**Date:** Wednesday, February 5th
**Investment:** $25,000

CLOSING GENERAL SESSION
The Closing General Session wraps up a full week of meetings and events and prepares attendees for the Friday Night Event.
**Date:** Friday, February 7th
**Investment:** $35,000

OPENING GENERAL SESSION (Annual Convention and Summer Business Meeting)
The Opening General Session is the official start to the convention featuring a well-known speaker.
**Date:** Wednesday, February 5th & Tuesday, July 28th
**Investment:** $50,000
## Unique to San Antonio

<table>
<thead>
<tr>
<th>Item</th>
<th>Total Amount</th>
<th>Base Package</th>
<th>Digital Marketing</th>
<th>Enhanced Onsite Branding</th>
<th>Education or Speaking Opportunities</th>
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</thead>
<tbody>
<tr>
<td>Lobby Door Clings</td>
<td>Starting at $2,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Charging Stations</td>
<td>$4,500</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Conversation Pods</td>
<td>Starting at $5,000</td>
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<td></td>
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<tr>
<td>Hand Sanitizer Stations</td>
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<tr>
<td>Waste Receptacles</td>
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<tr>
<td>Main Aisle Beer Bar</td>
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<tr>
<td>Stair Clings</td>
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<tr>
<td>Sweet Shack</td>
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<tr>
<td>Coffee Carts</td>
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<td>Market Sponsorship Sold</td>
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<tr>
<td>Outdoor Display Space</td>
<td>Call for Pricing</td>
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<tr>
<td>Bench Clings</td>
<td>Call for Pricing</td>
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</tbody>
</table>
LOBBY DOOR CLINGS
Select doors in the main lobby will remain closed throughout the week and can be branded with your company logo or message.
Investment: Starting at $2,000

PHONE CHARGING STATIONS
Phone charging stations throughout the convention center can be wrapped with sponsor branding.
Investment: $4,500

CONVERSATION PODS
A conversation pod provides a comfortable area for attendees to meet and do business in meeting corridors and trade show floor.
Investment: Starting at $5,000

HAND SANITIZER STATIONS
At the top and bottom of each escalator in the San Antonio Convention Center there is a hand sanitizer station that can be branded with sponsor graphics.
Investment: $5,000

WASTE RECEPTACLES
Waste receptacles are located throughout the convention center and can be branded with sponsor graphics.
Investment: $6,000

MAIN AISLE BEER BAR
This bar will serve Texas craft beer and provide a place for attendees to take a break in the trade show.
Investment: $10,000

STAIR CLINGS
Brand the front of each stair in the main lobby with your message.
Investment: $10,000

SWEET SHACK
The Sweet Shack is located on the main aisle of the trade show and will provide frozen yogurt, sweet treats and a seating area.
Investment: $10,000

COFFEE CARTS
Mobile coffee carts can be branded with your logo and messaging and will be placed on the trade show floor.
Investment: $15,000

MARKET SPONSORSHIP
The Market is located across from registration and can be exclusively branded. Refreshments for purchase will be available during convention hours.
Investment: $30,000

OUTDOOR DISPLAY SPACE
The San Antonio Convention Center has a plaza outside the main trade show doors that is perfect for a static equipment display. Weight limits will apply.
Investment: Call for pricing

BENCH CLINGS
Convention center benches are located in high traffic areas and can be branded with your company logo or message.
Investment: Call for pricing
<table>
<thead>
<tr>
<th>BRAND &amp; PRODUCT AWARENESS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL AMOUNT</strong></td>
</tr>
<tr>
<td>---------------------</td>
</tr>
<tr>
<td>Exhibitor Lounge</td>
</tr>
<tr>
<td>Penny Machine</td>
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<tr>
<td>Information Kiosk</td>
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<tr>
<td>Tell Us Where You’re From Map</td>
</tr>
<tr>
<td>Photo Booth</td>
</tr>
<tr>
<td>Selfie Station</td>
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<tr>
<td>National Anthem Contest</td>
</tr>
<tr>
<td>Trade Show Lounge</td>
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<tr>
<td>Networking Hubs</td>
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<tr>
<td>Convention Scholarship Program</td>
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<td>Marketing Ambassador Program</td>
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<tr>
<td>Convention Interns</td>
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<td>Boot Shine Station</td>
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<tr>
<td>Key Cards and Pocket Agenda</td>
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<td>Chuckwagon Cafe</td>
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<tr>
<td>Lanyards</td>
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<tr>
<td>Commemorative Print</td>
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<tr>
<td>Unique Transportation</td>
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<tr>
<td>Tradeshow Art</td>
</tr>
<tr>
<td>Room Drops &amp; Door Hangers</td>
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</tbody>
</table>
EXHIBITOR LOUNGE
Throughout the duration of the trade show, the exhibitor lounge provides refreshments for exhibitors.
Investment: $3,000

PENNY MACHINE
A souvenir penny machine will be in your booth, pennies will be branded with your logo.
Investment: $3,500

INFORMATION KIOSK
The Information Kiosk is available for attendees to ask questions about NCBA membership and convention events.
Investment: $7,500

TELL US WHERE YOU’RE FROM MAP
An interactive map in the registration area, where attendees can place a pin to denote their hometown.
Investment: $7,500

PHOTO BOOTH
The photo booth is a “walk-in” booth suitable for group pictures.
Investment: $7,500

SELFIE STATION
Selfie Stations are placed throughout the convention center and are photo-ops for attendees.
Investment: $10,000

NATIONAL ANTHEM CONTEST
The National Anthem Contest is a popular social media contest, and the winner performs at several convention events.
Investment: $10,000

TRADE SHOW LOUNGE
Trade show lounges are placed directly on the show floor, and provide a seating area, a bar and entertainment for attendees.
Investment: $10,000/lounge

NETWORKING HUBS
These hubs are areas at the convention center for attendees to have meetings and to network and recharge.
Investment: $10,000

CONVENTION SCHOLARSHIP PROGRAM
Sponsorship provides eleven attendee scholarships in various categories, each valued at $1,025.
Investment: $12,500

MARKETING AMBASSADOR PROGRAM
Marketing Ambassadors are selected through an application process to promote the convention and trade show through various digital properties, before, after and during the show.
Investment: $15,000
CONVENTION INTERNS
These are prestigious internships for college students looking to network and meet industry leaders, while assisting with all aspects of convention.
Investment: $15,000

BOOT SHINE STATION
Provide a complimentary boot shine for attendees. Vouchers will be passed out at sponsor booth.
Investment: $15,000

KEY CARDS AND POCKET AGENDA
Branded key cards and pocket agendas are given to all attendees as they check into their hotel.
Investment: $20,000

CHUCKWAGON CAFÉ
The Chuckwagon Café is the lunch area for all registered attendees and is located on the show floor.
Investment: $20,000

LANYARDS
Branded lanyards will hold attendee ID badges.
Investment: $20,000

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.
Investment: $25,000

UNIQUE TRANSPORTATION
Give attendees a fun and unique ride from their hotel to the convention center. Vehicles will vary but could include pedi-cabs, golf carts, etc.
Investment: Varies by selection

TRADE SHOW ART
A sandcastle or chalk art display will be located on the show floor and will feature the sponsor logo.
Investment: Call for pricing

ROOM DROPS &/OR DOOR HANGERS
Place a door hanger or a promotional item in specific attendee’s hotel rooms. Sponsor to provide branded item.
Investment: $4/room outside, $6/room inside
2019 CONVENTION SPONSORS

Need more details? Visit https://envision.freeman.com/show/2020-NCBA
PUT YOUR MARKETING TEAM TO WORK!
CONTACT US FOR A CUSTOMIZED SPONSORSHIP PACKAGE:
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Jill DeLucero - jdelucero@beef.org
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Future Meeting Dates

February 3-5, 2021
Nashville, Tennessee

January 26-28, 2022
San Diego, California

February 1-3, 2023
New Orleans, Louisiana