

EVENTS



	TOTAL AMOUNT	Base Package	Digital Marketing	Enhanced Onsite Branding	Education or Speaking Opportunities
Masters of Beef Advocacy Reception	\$5,000	■	■	■	■
B2B Happy Hour	\$5,000	■		■	■
Cattlemen's Learning Center	\$7,500	■		■	■
Board of Directors Meeting (Annual Convention and Summer Business Meeting)	\$10,000	■		■	■
BEEFit 5K	\$10,000	■	■	■	■
Closing Trade Show Reception	\$20,000	■		■	
Thursday Trade Show Reception	\$20,000	■		■	
Trade Show Welcome Reception	\$25,000	■		■	
Closing General Session	\$35,000	■	■	■	■
Opening General Session (Annual Convention and Summer Business Meeting)	\$50,000	■	■	■	■

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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

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B2B HAPPY HOUR

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

Date: Tuesday, February 4th

Investment: \$5,000

SOLD

CATTLEMEN'S LEARNING CENTER

Located in the Chuckwagon Cafe, 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

SOLD

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

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