

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	■		■	■
Chutes & Scales Showdown	\$2,500 - \$8,000	■	■	■	■
NCBA 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	■	■	■	■
General Session III	\$35,000	■	■	■	■
Opening General Session (Annual Convention and Summer Business Meeting)	\$50,000	■	■	■	■
Thursday Sign Event SOLD	\$80,000	■	■	■	■
Friday Sign Event SOLD	\$100,000	■	■	■	■

MASTERS OF BEEF ADVOCACY RECEPTION

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

Date: Thursday, February 4th

Investment: \$5,000

B2B HAPPY HOUR

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

Date: Tuesday, February 2nd

Investment: \$5,000

CHUTES & SCALES SHOWDOWN

Following its very popular debut in 2020, the Chutes & Scales Showdown returns for more exciting interactive action. Each daily session features a company presentation and hands on education segments for convention attendees.

Investment: \$5,000 for a manual or hydraulic chute | \$8,000 for a manual and hydraulic chute from the same company | \$2,500 for a weighing system

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.

Date: Friday, February 5th & Late Summer 2021

Investment: \$10,000

BEEFIT 5K

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

Date: Friday, February 5th

Investment: \$10,000

CLOSING TRADE SHOW RECEPTION

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

Date: Friday, February 5th

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 4th

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 3rd

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 5th

Investment: \$35,000

GENERAL SESSION III

Get the latest updates on industry efforts, environmental markets and impacts on the landscape sustainability during this session.

Date: Friday, February 5th

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 professional speaker.

Date: Wednesday, February 3rd & Late Summer 2021

Investment: \$50,000