## Staff Picks

<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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<td>Aisle Sign</td>
<td>$2,000</td>
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<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>
<td>Rotating Advertising Kiosk</td>
<td>$3,000</td>
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<td>Learning Lounge</td>
<td>$3,000</td>
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<td>Social Media Package</td>
<td>$4,000</td>
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### 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

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**We heard you!**

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!
STAFF PICKS

**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

Need more details? Visit [https://envision.freeman.com/show/2020-NCBA](https://envision.freeman.com/show/2020-NCBA)