

# STAFF PICKS



	TOTAL AMOUNT	Base Package	Digital Marketing	Enhanced Onsite Branding	Education or Speaking Opportunities
Booth Driver	\$500		■	■	
Pre-Show Marketing Package	\$995		■		
<i>Beef Resource Guide</i> Advertisements	\$1,000 - \$4,000	■		■	
Countdown to the Show	\$1,000 - \$1,750		■		
Mobile App Sub-Page Banner	\$1,250		■		
Aisle Sign	\$2,000	■		■	
Mobile App Home Page Banner	\$2,000	■	■		
Spotlight Package	\$2,000	■		■	
Rotating Advertising Kiosk	\$3,000	■		■	
Learning Lounge	\$3,000	■		■	■
Social Media Package	\$4,000	■	■		
Mobile App Splash Screen	\$5,000	■	■		

## 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

*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!

**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**

This package includes a quarter-page ad in the January *National Cattlemen* convention insert and one Tweet the week of January 18 – 24, 2021.

Investment: \$995

**BEEF RESOURCE GUIDE ADVERTISEMENTS**

The official convention program, distributed at registration and some convention hotels.

Investment: \$1,000 – \$4,000

**MOBILE APP SUB-PAGE BANNER**

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

Investment: \$1,250 each

**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

**MOBILE APP HOME PAGE BANNER**

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

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 Spotlight Package logo and listing in the *National Cattlemen* convention insert.

Investment: \$2,000

**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 4th and Friday, February 5th

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

**MOBILE APP SPLASH SCREEN**

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

Investment: \$5,000

