

# EVENTS



	TOTAL AMOUNT	Base Package	Digital Marketing	Enhanced Onsite Branding	Education or Speaking Opportunities
Masters of Beef Advocacy Reception	\$5,000	■	■	■	■
B2B Happy Hour <b>SOLD</b>	\$5,000	■		■	■
Chutes & Scales Showdown	\$2,500 - \$8,000	■	■	■	■
NCBA Board of Directors Meeting (Annual Convention and Summer Business Meeting) <b>SOLD</b>	\$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 <b>SOLD</b>	\$35,000	■	■	■	■
Opening General Session (Annual Convention and Summer Business Meeting)	\$50,000	■	■	■	■
Thursday Sign Event <b>SOLD</b>	\$80,000	■	■	■	■
Friday Night Event <b>SOLD</b>	\$100,000	■	■	■	■

**MASTERS OF BEEF ADVOCACY RECEPTION**

This reception is a chance for Masters of Beef Advocacy graduates to get together and network.  
Date: Wednesday, August 11  
Investment: \$5,000

**B2B HAPPY HOUR**

A happy hour for all exhibitors to network before attendees arrive.  
Date: Monday, August 9  
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: Thursday, August 12  
Investment: \$10,000

**BEEFIT 5K**

The BEEFit 5K is a private event for registered convention attendees who pay to participate.  
Date: Thursday, August 12  
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: Thursday, August 12  
Investment: \$20,000

**WEDNESDAY TRADE SHOW RECEPTION**

This reception features a wine sample with complimentary food. Attendees will get a voucher for wine tasting in sponsor booth.  
Date: Wednesday, August 11  
Investment: \$20,000

**TRADE SHOW WELCOME RECEPTION**

This reception kicks-off the NCBA Trade Show with food and drinks available for all attendees.  
Date: Tuesday, August 10  
Investment: \$25,000

**CLOSING GENERAL SESSION**

The Closing General Session wraps up a full week of meetings and events and prepares attendees for the Thursday Night Event.  
Date: Thursday, August 12  
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: Thursday, August 12  
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: Tuesday, August 10  
Investment: \$50,000