

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 July *National Cattlemen* convention insert and one Tweet the week of August 2-7, 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 June.

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: Wednesday, August 11 and Thursday, August 12

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

