EXHIBITOR PROSPECTUS

LET'S GEAUX TO
NEW ORLEANS
CATTLE INDUSTRY CONVENTION
AND NCBA TRADE SHOW
JANUARY 30-FEBRUARY 1, 2019
To provide an opportunity for the beef industry & NCBA members to set policy, provide educational and informational sessions and host/attend the largest industry trade show.

The NCBA Trade Show is the leading, most prestigious show in the cattle industry. If you are in this business, then this is one show you can’t afford to miss!

Each year, over 7,000 cattlemen gather together for this important event. This annual event is the largest cattle industry event in the country, and this year’s convention and trade show offers more education, entertainment and excitement than ever.

**PURPOSE OF THE CATTLE INDUSTRY CONVENTION AND NCBA TRADE SHOW**

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**WHO SHOULD EXHIBIT?**

The NCBA trade show attracts over 300 companies providing all types of products and services and the latest in technology to the cattle industry. Some of the products and services displayed at the NCBA Trade Show include:

- Animal Health Products
- Animal Identification
- Associations/Organizations/Government
- Breeders/Ranches/Feedlots/Marketers
- Computer/Software Packages
- Consulting Services
- Equipment/Trailers/Watering
- Feed/Feed Additives & Accessories
- Fencing Equipment & Accessories
- Hay Equipment & Accessories
- Herd Management/Chutes/Scales
- Information/Education
- Publications/Media/Broadcast Media
- Retail/Art/Furniture/Accessories
- Seed Products/Weed/Pest Control/Herbicide
- Structures/Buildings
- Veterinary/Breeding
- Genetics/DNA
- Processor/Packer

For a complete list of current exhibitors visit NCBA.org.

**MARK YOUR CALENDAR**

**NCBA TRADE SHOW DATES & LOCATION:**

January 30 - February 1, 2019
New Orleans Ernest N. Morial Convention Center
New Orleans, Louisiana

**SHOW HOURS:**

WEDNESDAY, JANUARY 30
4:00pm - 8:00pm Welcome Reception

THURSDAY, JANUARY 31
9:00am - 6:00pm Show Open
FRIDAY, FEBRUARY 1
9:00am - 5:00pm Show Open

**MOVE-IN:**

SUNDAY, JANUARY 27
1:00pm - 5:00pm Oversized Equipment/Trailers ONLY
MONDAY, JANUARY 28
8:00am - 12:00pm Oversized Equipment/Trailers ONLY
1:00pm - 7:00pm General Exhibitor Move-in (including squeeze chutes)
TUESDAY, JANUARY 29
8:00am - 7:00pm General Exhibitor Move-in
WEDNESDAY, JANUARY 30
8:00am - 2:00pm Last Minute Move-in

**MOVE-OUT:**

FRIDAY, FEBRUARY 1 5:00pm - 10:00pm
SATURDAY, FEBRUARY 2 8:00am - 12:00pm
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EXHIBITOR INFORMATION

YOUR BOOTH SPACE INCLUDES:

+ Four Complimentary Registrations per 10’ X 10’ booth
+ Access to food and networking events in the exhibit hall
+ Access to the General Sessions & CattleFax Outlook Session
+ Online Directory listing, including a company description
+ Exclusive exhibitor benefit to rent Pre or Post-Convention Attendee Mailing List (upon acceptance of terms of agreement). Including phone, fax and email (unless opted out)
+ Exposure on Convention Mobile App featuring floor plan and exhibitor directory
+ Exclusive access to Exhibitor Lounge, with refreshments each day
+ Exclusive exhibitor benefit to be a Convention Sponsor
+ Draped 8’ back and 3’ side walls (in-line booths only)
+ 7” X 44” sign identifying your company’s name and booth number
+ Professional floor management and daily security in exhibit hall
+ Online Exhibitor Services Manual
+ Free company listing in the onsite Exhibitor Locator kiosks
+ Free company listing with company logo in the printed Beef Resource Guide distributed onsite
+ Invitation to the Exhibitor Summit, the Official Site Inspection Tour
+ Access to meeting room rentals in the host hotels
+ Access to our Exhibitor Marketing Toolkit including promotional text, logos, banners ads and more
+ Access to our online Exhibitor ROI & Success Center

CONSTRUCTION
Exhibit booths are constructed of pipe and drape and are not equipped with tables or chairs. Hard wall exhibit booths and furnishings can be rented at your expense from the official service contractor. Booth carpet is NOT included in your rental fee. Floor covering in your booth space is required. Carpeting can be ordered from Freeman Decorating.

EXHIBIT SPACE RATES
One booth (10’x10’)
$22 per square foot or $2,200 per 10x10 space.

Corner booth locations are an additional $250 (corner fees added after discounts have been applied.)

PREMIUM SPACE
Exhibitors creating premier exhibit space (island) locations will pay a premium percentage in addition to the booth space investment fee incurred.

Premier Exhibit Space Investment:

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>20x20</td>
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</tr>
<tr>
<td>20x30</td>
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<td>$46,000</td>
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<tr>
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<td>$57,250</td>
</tr>
</tbody>
</table>

DISCOUNTS

+ Multiple Booth Discounts - Four or more 10x10 in-line booths save $100 per booth
+ Retail Area – 50% discount
+ Affiliate, Universities, Non-Profit & Government Agencies –50% discount
+ No discounts on Island (Premium) Space

PAYMENT DEADLINES:
Full booth rental amount is due September 1, 2018. Booth space reservations and contracts will be accepted after the September 1 deadline; however, a full payment must accompany the space contract.

HOW TO RESERVE YOUR SPACE

- Booth Contract is online at www.ncba.org
- Email the completed contract to: showmgmt@ncbatradeshow.org

CANCELLATION & REFUND POLICY
Notice of cancellation must be given to NCBA in writing. Cancellation by an exhibitor of any portion of exhibit space reserved results in the following:

Prior to October 1, 2018 exhibitors will receive a 50% refund. Cancel on October 1 or after, all money paid will be forfeited. No refunds will be made after this date.
**Facts and Figures**

Based on the 2017 convention survey results. Provided by Exhibit Surveys.

**Who Attends**

- 46% Cow-Calf/Seedstock
- 22% Other
- 15% Feedlot/Farmer/Feeder
- 7% Stocker/Backgrounder
- 5% Vet/Consultant
- 1% Retail/Packer
- 1% Dairy

- 1% Dairy/Veal Owner/Employee
- 1% Ranch/Feedlot Employee
- 11% Spouse/Family Member
- 12% Feedlot Owner/Manager
- 26% Other
- 49% Ranch Owner/Manager

**Average Age:** 46

**Age Under 40:** 31%

- **Gender**
  - 72% Male
  - 28% Female

**Did You Know?**

70% of attendees say they are likely to purchase & support from sponsoring and exhibiting companies.
Attendees plan to purchase the following in the next 12 months:

- AI Equipment ........................................ 6%
- ATV/Utility vehicle .................................. 17%
- Chutes/Scales ........................................... 17%
- Computer .................................................. 6%
- Computer software/Technology ..................... 15%
- Dewormer ................................................ 17%
- Electronic ID tags ....................................... 13%
- Feed or forage .......................................... 16%
- Feed supplements/additives .......................... 24%
- Fencing supplies ......................................... 21%
- Financial/consulting services ....................... 4%
- Genetics, tracking tools ................................ 10%
- Hay baling equipment .................................. 6%
- Health insurance ......................................... 2%
- Life insurance ............................................ 2%
- Livestock handling equipment ....................... 16%
- Livestock insurance ..................................... 3%
- Livestock trailer .......................................... 5%
- Livestock watering tanks/system .................... 13%
- Mixers/Feeders .......................................... 6%
- Pest control .............................................. 10%
- Pickup truck .............................................. 10%
- Property insurance ...................................... 3%
- Satellite Dish ............................................ 1%
- Seed .......................................................... 7%
- Steel farm building ..................................... 5%
- Swather/Mowing equipment .......................... 2%
- Tractor ...................................................... 5%
- Vaccines ................................................... 35%
- Western Apparel ......................................... 18%
- Wheel loader/Payloader ................................ 2%

**DID YOU KNOW?**

- 61% of attendees plan to buy products or services exhibited at the show within the next 12 months.
- 82% of attendees play a role in their company’s purchasing decisions.
- 57% of attendees come to evaluate and compare products for future purchase.
- 81% of attendees come to see new products.

**Average number of hours spent at exhibits:** 9.5

**ATTENDANCE BY YEAR/CITY:**

- 2016: 6,665
- 2015: 6,388
- 2014: 7,966
- 2013: 6,141
- 2012: 7,947
- 2011: 8,400

- TAMPA
- SAN DIEGO
- SAN ANTONIO
- NASHVILLE

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**EXHIBITOR PROSPECTUS**

**Promote your Booth**

Want to feature or debut a product in New Orleans? The Spotlight Package is the perfect way to promote a new, rebranded or existing product. Sponsorship includes 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. You can even play a video highlighting your new product on the mobile app!

INVESTMENT: $2,000

AUDIENCE: 6,000+ CONVENTION PARTICIPANTS

**Pre and Post-Registration List**

Make a splash before or after convention with the purchase of a registration list. Highlight the new products or activities going on at your booth, or follow up with a thank you and reminder to look for your company or product(s) throughout the year.

INVESTMENT: $500 PER LIST

**Digital Enhancement Ribbon Packages**

**Benefits:**

- Logo & company description in the:
  - Exhibitor listing on convention mobile app
  - Trade Show floor plan on www.ncba.org
  - Locator kiosk onsite
- Countdown to the Show email listing
- Wallpaper listing and floor plan banner www.ncba.org
- “Pop to the Top” for exhibitor listing on mobile app
- Listed as a sponsor in all convention communications
- Your logo will be featured on sponsor wall onsite
- One Facebook and Twitter post to the NCBA media properties post show

**Blue Ribbon**

- $2,500
- x3

**Red Ribbon**

- $1,000
- x1

**White Ribbon**

- $400

**Product Spotlight Package**

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**Aisle Sign Sponsorship**

Drive traffic to your booth by sponsoring an aisle sign. Your company name and logo will hang from the directional aisle signs in the trade show. This is an excellent way to get your brand name high above the show floor and in front of the participants you want to see!

INVESTMENT: $2,000

AUDIENCE: 6,000+ CONVENTION PARTICIPANTS
MEMBERSHIP OPPORTUNITIES

**ALLIED INDUSTRY PARTNER MEMBER BENEFITS**

- Priority sign-up for prime location at NCBA’s annual trade show and discounted exhibit space (excluding island booth space)
- Access & assistance with key issues by leadership in D.C.
- Special listing in the Beef Resource Guide
- Listing in every issue of the National Cattlemen
- A complimentary link on NCBA.org, representing the entire beef industry
- Opportunity to utilize the Allied Industry logo
- Fifteen subscriptions to the National Cattlemen
- Special Convention & Summer Conference recognition

Partner annual investment $3,000

**SPONSORSHIP OPPORTUNITIES**

Make an impact on the 2019 Cattle Industry Convention & NCBA Trade Show attendees with your sponsorship. Your company can be one of the first to interact with future customers before, during and after the show!

By committing to one of our sponsorship opportunities today, you can join this group of exhibitors who have chosen to take their brand presence to the next level.

**THANK YOU TO OUR 2018 CONVENTION SPONSORS!**

We have multiple sponsorship packages to choose from for every price range — put your brand on a unique and unforgettable marketing component/event at the 2019 Cattle Industry Convention & NCBA Trade Show.

Contact us for a customized sponsorship package:
sponsorships@ncba.org
303.694.0305 • www.ncba.org
“I have been exhibiting at the NCBA convention for 11 years, as the lead for my program. It is by far the best trade show and convention that we have the privilege of participating in. The leadership and planning committees do an outstanding job!”

“As always I enjoy seeing friends from across the country every year, walking through this fabulous trade show.”

ACCOLADES
The NCBA Trade Show has been recognized by the Trade Show industry for the fastest growing show in Net Square Feet of Exhibit Space, Number of Exhibiting Companies and Total Attendance.