

June 12, 2017

To whom it may concern:

The Nevada Cattlemen's Association, Nevada Land Action Association, Nevada CattleWomen's Association and Nevada Wool Grower's Association would like to invite your business to participate in the 2017 Annual Joint Convention. This year, our Annual Convention and Trade Show will be held on December 4-6, at the Elko Convention Center in Elko, NV.

Each year the success of our convention is owed entirely to the generosity of our sponsors and enthusiasm of trade show exhibitors. Through your generous support we are able to increase attendance by minimizing cost. The convention will consist of several functions and business meetings. Opportunities to sponsor such functions are available and we encourage you to support these great events. This year's convention will include drawings for door prizes at the various meal functions. Recognition of the donors will be announced as the prizes are given out, or at the beginning of each individual meeting.

This year's sponsorship and advertising details as well as the exhibitor/sponsor agreements are outlined in the enclosed forms. Sponsors and exhibitors will be listed in the program and on the webpage as well as in various advertisements before and after Convention. All sponsors and exhibitors will be listed in the *SAGE SIGNALS* starting with the month they commit to the Trade Show or sponsorship and will continue to be listed through the December 2017 issue.

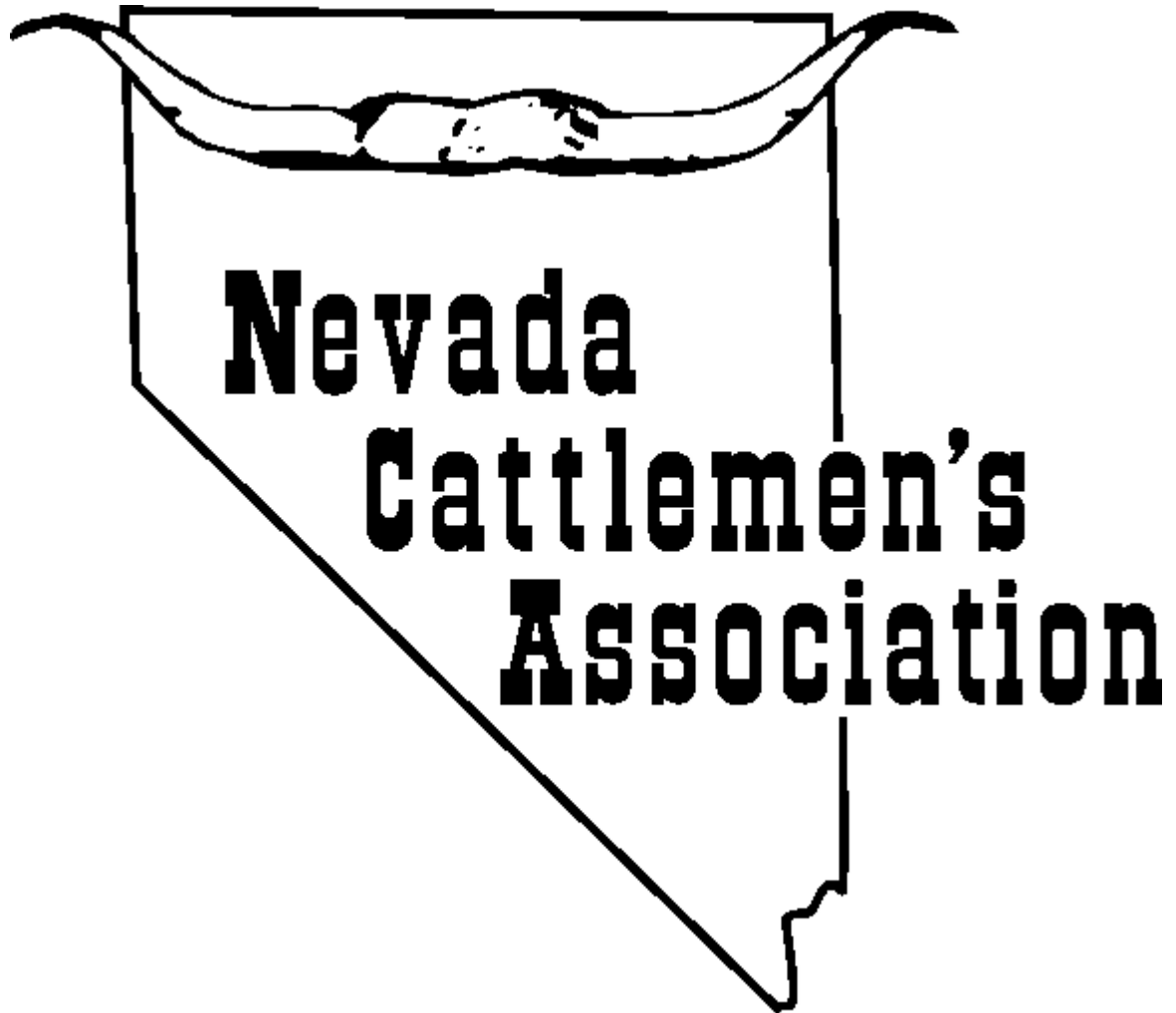
The convention is a great opportunity to show your support of cattlemen, cattlemen and sheep producers throughout the state. The Nevada Cattlemen's Association has appreciated your support in the past and we look forward to seeing you at Convention. If you have any questions or feedback regarding these tradeshow or sponsorship opportunities, please don't hesitate to call the NCA office at 775-738-9214.

Sincerely,



Kaley Sproul
Executive Director
Nevada Cattlemen's Association

TRADE SHOW & SPONSORSHIP PACKET



Annual Convention & Trade Show
December 4-6, 2017 Elko, Nevada



Nevada Cattlemen's Association Annual Convention and Trade Show Elko, NV December 4-6, 2017

Sponsorship Form

As a sponsor, you'll enjoy recognition in all convention promotional materials, at the beginning of each sponsored event and onsite program signage. Sponsors and exhibitors will be listed in the convention program and on the NCA webpage as well as in various advertisements before and after Convention. This includes being listed in the SAGE SIGNALS starting with the month they commit to the Trade Show or sponsorship and will continue to be listed through the December 2017 issue.

Meal Opportunities:

Sponsorship for one of our meals at the 2017 Convention includes the opportunity to place a piece of literature or promotional item at each seat.

- Nevada CattleWomen's Breakfast (\$500)
- Nevada Wool Grower's Breakfast (\$500)
- NCA President's Reception (\$250)
- NCA Cocktail Hour *Tuesday* (\$500)
- NCA Awards Banquet Bar (\$500)
- NCA Awards Banquet Band (\$1200)
- NCA Awards Banquet *Tuesday* (\$1000 – with opportunity to speak for 10 minutes at the start of the meal)

Full Sponsorship Opportunities:

- Trade Show Hospitality Refreshments (\$500)
- Registration Envelope (\$200 – feature your company logo on the envelope that holds convention badges and passes)
- Branded Badge Holder (\$500 – make an impression on each attendee by featuring your company logo on each name badge at Annual Convention)
- Registration (\$500 – Get in front of every attendee while they check in with your company logo displayed at the registration desk and featured on all convention event tickets)
- Custom Sign Sponsorship (\$50 – bring your custom sign to display at convention in a prominent location for everyone to see)
- Custom Bloody Mary Bar Investment: (\$300 – Trade show attendees on Tuesday morning can enjoy a Bloody Mary Bar as they start their day. Sponsor recognition includes custom napkins and 30 drink tickets to distribute to your key customers)

Committee Meeting Sponsor: \$200

You can choose to sponsor one of NCA's committee meetings at the convention.

- Nevada Land Action Association Meeting
- Central Grazing Committee Meeting
- Animal Health & Livestock Issues Committee Meeting
- Research and Education Committee Meeting
- Legislative Affairs Committee Meeting
- Public Lands Committee Meeting
- Nevada CattleWomen's Board of Directors Meeting
- Private Lands, Wildlife & Environmental Management Committee Meeting
- NCA General Membership Meeting
- NCA Board of Directors Meeting (\$300)

Convention Speakers:

- Inspirational Breakfast (\$1,000)
- Session (\$1,000)

General Sponsorship Opportunity:

Door Prizes are always welcomed

Please send completed sponsorship forms to:

Nevada Cattlemen's Association
PO Box 310
Elko, NV 89803

Make checks payable to Nevada Cattlemen's Association

Contact Information:

Company Name _____
 Contact Person _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Email _____

Payment Information:

Visa MasterCard American Express Check
 Credit Card# _____
 Expiration Date ____/____ Total amount to be charged _____
 Name on Card _____
 Cardholder Signature _____

OFFICE USE ONLY

Check # _____
 Amount _____
 Cr Card _____
 Date paid _____

NEVADA CATTLEMEN'S ASSOCIATION CONVENTION AND TRADE SHOW-ELKO, NV

December 4-6, 2017

Trade Show Exhibit Space Rules & Regulations

ELIGIBILITY

Any firm/company that markets products for or provides services to the beef cattle industry is eligible to exhibit. Nevada Cattlemen's Association reserves the right to make final determination on Trade Show Exhibit participation.

BOOTH RATES

| | |
|-------------|----------|
| NCA members | \$425.00 |
| Non-members | \$525.00 |

(includes a one-year membership).

Your space reservation must be accompanied by full payment. **Space is reserved when payment in full and signed contract are received – NO EXCEPTIONS.**

BOOTH CHOICES

Please list four choices from the trade show map on the Application/Contract. If we are unable to accommodate one of your choices, the trade show coordinator will contact you to discuss available options.

SHOW HOURS

Monday, December 4, 2017

6:00 am–10:00 am Exhibitor Move-In

10:00 am – 9:00 pm Trade Show Open to All

4:00 pm Welcome/Trade Show Reception

Tuesday, December 5, 2017

7:00 am–6:00 pm Trade Show Open to All

6:00 p.m. Trade Show Dismantle and Move-Out

Early set-up is available in the afternoon on Sunday, December 3rd if arranged prior. Please plan to bring your own carts and dollies for set up and break-down. Exhibits **must** remain intact until the show closes on Tuesday, December 5th at 6:00 pm. All items remaining after will be discarded.

WHAT'S INCLUDED

Booth spaces are 8'x 10' and include pipe and drapes, name badges for up to four exhibitors, one 6' skirted table and two chairs.

There is an option available for an outside exhibit space. For more information please call the NCA office.

The trade show Coordinator will be available at all times to update exhibitors on any changes, answer any questions, and hear any suggestions from exhibitors.

ELECTRICITY

Please indicate on the Exhibit Space Contract in the proper place if you need electricity. There will be a \$25.00 charge for electricity.

TRADE SHOW RECEPTION

A portion of the Exhibitor Fee goes toward sponsoring the Trade Show Reception on Monday afternoon.

MEAL FUNCTIONS

Exhibit fee includes the Trade Show Reception. All other meal function tickets are sold separately and must be purchased in advance of the event. No meal tickets will be sold on site. Meal function information and prices will be mailed at a later date to all exhibitors listed on contract.

DRAWINGS

Exhibitors are encouraged to conduct individual drawings at their display. A microphone will be available to announce winners. Entrants for Trade Show exhibitor drawings are restricted to only convention attendees. At registration, attendees will be given a Trade Show slip listing all exhibitors with a signature space. To qualify for the Grand Prize Drawing, slips will require a signature from every exhibitor. The Grand Prize, sponsored in part by exhibitors' fees, will be awarded during the last Trade Show break. Entrants must be at least 18 years old to enter.

SECURITY

Please safeguard your merchandise as you see fit in your absence as no official security has been contracted. Neither the Nevada Cattlemen's Association nor the Elko Convention Center will be responsible for lost or stolen items. Please bring a covering for your merchandise in the evening.

RESTRICTIONS

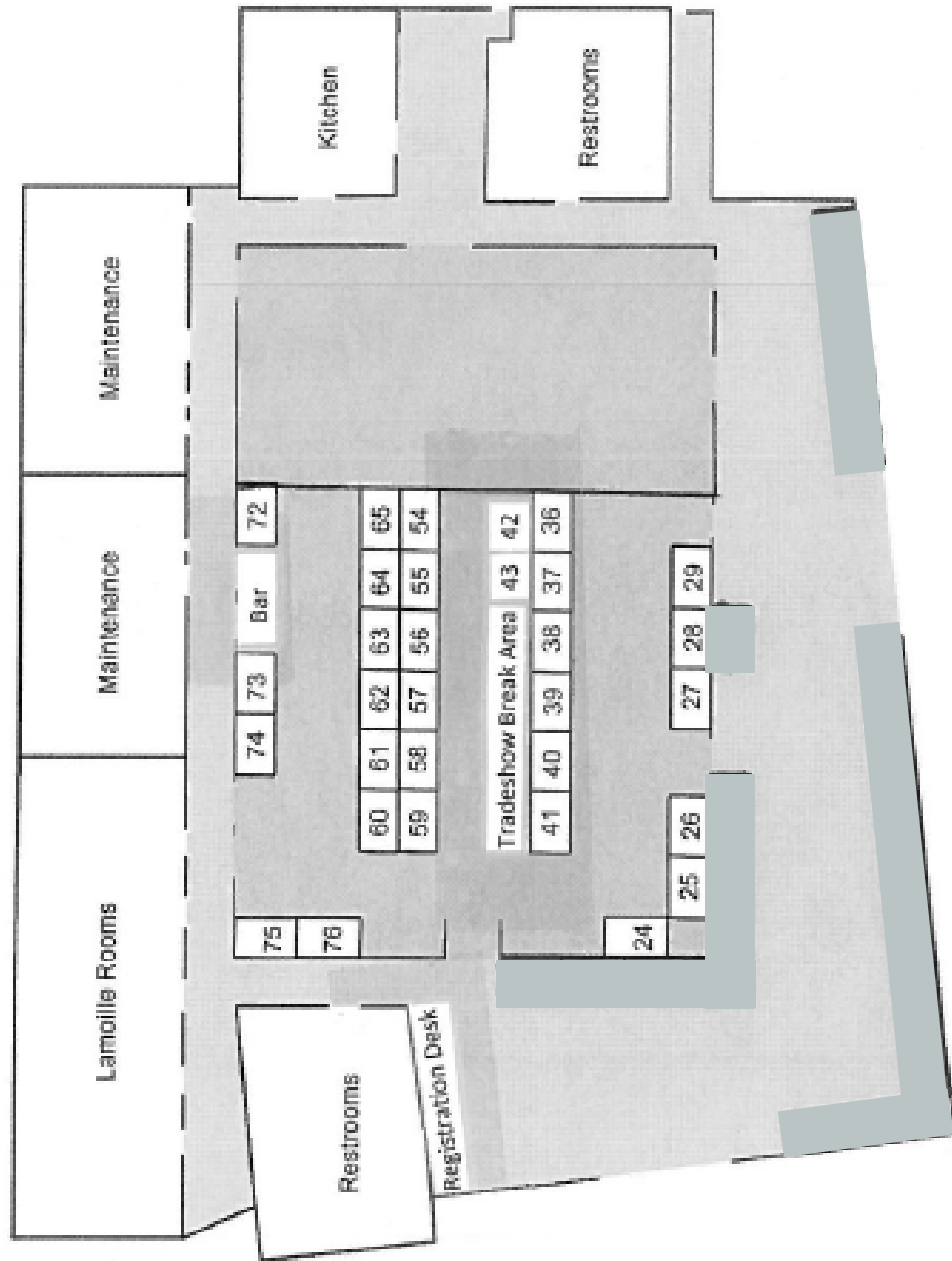
Sharing of display space is NOT permitted. Smoking is NOT permitted in booth spaces or trade show area. Materials used to decorate your display space must be fireproof. No fireworks, open flames, or flammable liquids are allowed. Sound movies, videos or other sound based displays are permitted if volume is kept at a conversational level.

CANCELLATION

If written notice is received prior to October 1, 2017, 50% of the monies received will be refunded. No refunds will be issued after this date.

ELKO CONVENTION & VISITORS AUTHORITY CONFERENCE CENTER

Floor Plan





Nevada Cattlemen's Association Annual Convention and Trade Show

Elko, NV December 4-6, 2017

Member Booth Rental \$425.00 \$ _____
Include my membership \$ _____
 (Local-\$100.00, Regional-\$125.00,
 State-\$500.00)
Non-Member Booth Rental \$525.00 \$ _____
 (Includes 1 yr. Local Associate Membership)
Booth Electricity \$25.00 \$ _____
Total Enclosed \$ _____

COMPLETE, SIGN, AND MAIL/FAX TO:
Nevada Cattlemen's Association
PO Box 310 Elko, NV 89803
Phone: 775-738-9214 Fax: 775-738-5208

- ┌ Your payment, plus any additional fees, MUST accompany this application.
- ┌ You may fax this form if paying by credit card: (775-738-5208)
- ┌ Contract must be signed at bottom.

I am paying by: **Check** _____ (Make Payable to: Nevada Cattlemen's Association)
Credit Card: _____ **VISA** _____ **MC** _____ **AM EXP** _____
Card# _____ **Exp. Date** _____ **Total Amount \$** _____
Print name as it appears on card _____
Cardholder Signature _____

Company Name: _____
 Primary Contact: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____

Booth Choices: Please refer to the enclosed map and indicate below your first, second, third, and fourth booth choices. Locations on map are approximate, and may be subject to change.

1st Choice # _____ 2nd Choice # _____ 3rd Choice # _____ 4th Choice _____

Electricity Needed at Booth: ___ YES ___ NO (Please Note: There is an additional charge of \$25.00, Please include the additional charge of \$25.00 to total enclosed above.)

Registration: Registration is Included in booth fee for four exhibitors. Tickets for meal functions must be purchased separately in advance. Information and pricing for purchasing meal function tickets will be mailed at a later date. Exhibitors will be provided name badges for security purposes. Please print below the first and last name and address of each person who will be assisting with set up, tear down, and working the booth.

| | | | |
|----------|----------|----------|----------|
| 1. _____ | 2. _____ | 3. _____ | 4. _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

Acceptance of the application by NCA constitutes a contract. As the exhibitor, I agree to hold Nevada Cattlemen's Association and Elko Convention Center harmless of, from, and against all claims, actions, damages, loss, cost, liabilities, expenses and judgements recovered from or asserted against the Nevada Cattlemen's Association or Elko Convention Center on account of injury or damage to person or property. Furthermore, I have read and agree to the rules and regulations governing this event. (Please refer to rules and regulations included.)

Signed _____ **Date** _____