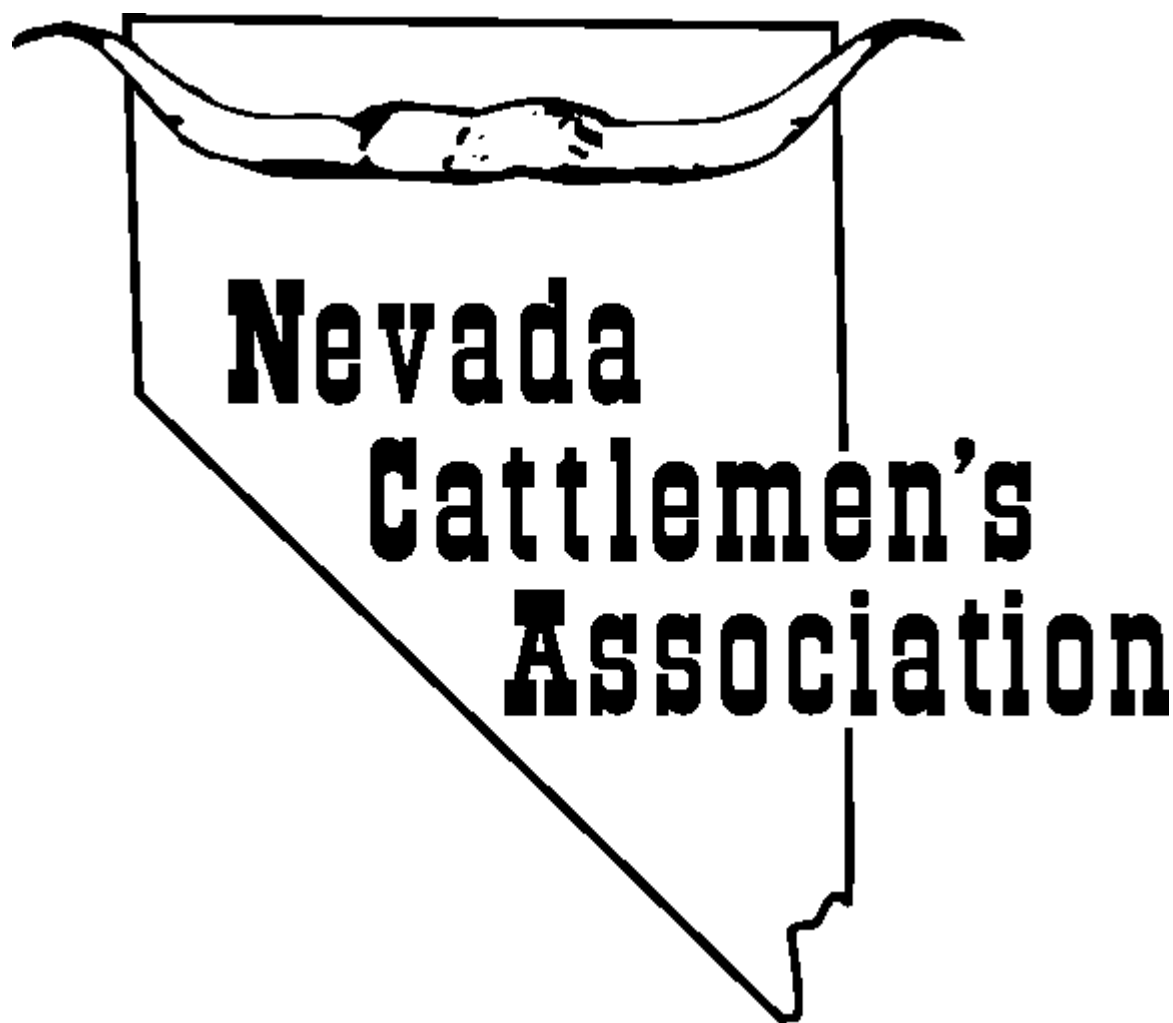


# TRADE SHOW & SPONSORSHIP PACKET

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**Annual Convention & Trade Show**  
**December 9-11, 2021 Elko, Nevada**



# Nevada Cattlemen's Association Annual Convention and Trade Show

## Elko, NV December 9-11, 2021

### 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 you commit to the Trade Show and/or sponsorship and will continue to be listed through the December 2021 issue.

#### Meal Opportunities:

Sponsorship for one of our meals at the 2021 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)
- ☐ National Finals Rodeo Watch Party *Friday* (\$1500)
- ☐ Tradeshow Last Call Reception *Saturday* (\$500)
- ☐ NCA Cocktail Hour *Saturday* (\$500)
- ☐ NCA Awards Banquet Bar (\$500)
- ☐ NCA Awards Banquet *Saturday* (\$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 Friday 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)

#### General Sponsorship Opportunity:

\_\_\_\_\_  
\_\_\_\_\_

#### 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

#### Convention Speakers:

- ☐ Inspirational Breakfast (\$3,000 – with opportunity to speak for 10 minutes at the start of the meal)
- ☐ CattleFax Session (\$2,500 – with opportunity to speak for 10 minutes at beginning of session)
- ☐ General Session (\$1,000 – with opportunity to speak for 10 minutes at beginning of session)

*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 9-11, 2021

## 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	\$450.00
Non-members	\$550.00

(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

**Thursday, December 9, 2021**

**1:00 pm – 6:00 pm** Exhibitor Move-in

**Friday, December 10, 2021**

**9:00 am – 7:00 pm** Trade Show Open to All

**Saturday, December 11, 2021**

**9:00 am-6:00 pm** Trade Show Open to All

**11:30 pm – 12:30 pm** Lunch in Tradeshow

**5:00 pm – 6:00 pm** Last Call Reception in Trade Show

**6:00 pm** Trade Show Dismantle and Move-Out

Please plan to bring your own carts and dollies for set up and break-down.

**Exhibits must remain intact until the show closes on Saturday, December 11th at 6:00 pm.**

### 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.

### MEAL FUNCTIONS

Exhibit fee includes the lunch in the tradeshow (Saturday). 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 donate items to be raffled off during the convention. There will be a table to display these donated items. Exhibitors are welcome 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.

### 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, 2021, 50% of the monies received will be refunded. No refunds will be issued after this date.



# Nevada Cattlemen's Association Annual Convention and Trade Show

## Elko, NV December 9-11, 2021

**Member Booth Rental \$450.00** \$ \_\_\_\_\_  
**Include my membership** \$ \_\_\_\_\_  
(Local-\$100.00, Regional-\$125.00,  
State-\$500.00)  
**Non-Member Booth Rental \$550.00** \$ \_\_\_\_\_  
(Includes 1 yr. Local Associate Membership)  
**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:** \_\_\_\_\_ **Non-Profit:** Yes ☐ No ☐  
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.

1<sup>st</sup> Choice # \_\_\_\_\_ 2<sup>nd</sup> Choice # \_\_\_\_\_ 3<sup>rd</sup> Choice # \_\_\_\_\_ 4<sup>th</sup> 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** \_\_\_\_\_

# ELKO CONVENTION & VISITORS AUTHORITY CONFERENCE CENTER

## Floor Plan

