

# 2014 Virginia Cattle Industry Convention

Rockingham County Fair Grounds - Harrisonburg, Virginia  
March 27 - March 30, 2014

## Sponsor & Trade Show Exhibitor Guide

**VIRGINIA**  
**CATTELEMENS**  
*association*







## What is the Virginia Cattlemen's Association?

The Virginia Cattlemen's Association (VCA) was organized in 1944 and chartered in 1953 to promote the profit potential of Virginia's cattle industry. It promotes effective marketing from the farm to the consumer and to present cattlemen's views to the legislature on the state and local levels.

In addition to marketing, VCA works for Virginia's cattlemen in many areas, including: media relations, producer information, sponsoring educational seminars for cattlemen, administrative support for Virginia's Beef Checkoff Program, and coordination of activities with cattle related organizations in Virginia.

## Impact of the Virginia Cattle Industry

The beef industry is a major part of Virginia's agricultural production. Cattle and calves are the second largest commodity in Virginia, behind the broiler industry. According to the National Agricultural Statistics Service, the beef sector grossed over \$430 million in cash receipts during 2012.

## Benefits of Exhibiting at the 2014 Virginia Cattle Industry Convention

The Cattle Industry Convention is the largest annual gathering of Virginia Cattlemen's Association. Being an exhibitor and sponsoring events is the best way to directly advertise your product and services to the 8000+ cattlemen and women in our membership.



Virginia Cattle Industry Supporters,

The Virginia Cattlemen's Association, Virginia Beef Industry Council, Virginia Beef Expo and Virginia Cooperative Extension are pleased to work together in 2014 to offer the industry the Virginia Cattle Industry Convention March 27 – 30, 2014 at the Rockingham Fairgrounds near Harrisonburg, VA. There will certainly be something for everyone as we plan to offer an informative educational program, complimentary awards supper, breeding cattle sales and the Commonwealth Classic... Virginia's largest youth beef cattle show.

The primary goal of this event will most certainly be to offer information and resources for cattle producers of all scope and interests. A key feature and part of that effort will be working with you to assemble an outstanding trade show for exhibitors such as you to showcase your products and services. Our trade show will include two week days that hopefully will be advantageous for you having access to financing for potential clients. Our trade show will kick off March 27<sup>th</sup> in the morning and we ask that all exhibitors plan to remain through 6 PM Friday and all exhibitors have the option to stay through the weekend as well.

Please take a look at this packet and the options we offer as well as feel free to contact the Cattlemen's office at 540-992-1009 with any questions. We appreciate your support of the cattle business and look forward to working with you at this gathering of cattle producers from throughout the region.

Sincerely,

Jason H Carter  
Executive Secretary  
Virginia Cattlemen's Association

## 2014 Virginia Cattle Industry Convention - Schedule of Events

### Thursday, March 27

9 AM – Noon	VA Beef Industry Council Board Meeting	Expo Hall
10:00 AM	Trade Show Opens	Fairgrounds
Noon	Board Lunch Meetings	Pavilion
1:00 PM	Educational Program	Expo Hall
	<ul style="list-style-type: none"><li>• Political Update – Dr. Bob Holsworth</li><li>• Handling Profitability – Dr. David Kohl</li><li>• BREAK &amp; Visit Trade Show</li><li>• 2014 Industry Outlook – Dr. Darrel Peel</li></ul>	
4:15 PM	VCA Membership Meeting	Expo Hall
5:30 PM	Visit Trade Show	Fairgrounds
6:30 PM	Beer & BBQ Supper	Expo Hall
7:00 PM	Industry Awards & Recognition	Expo Hall

### Friday, March 28

9:00 AM	Trade Show Opens	Fairgrounds
10:00 AM	Youth Livestock Quality Training	Expo Hall
10:00 AM	Cattlemen's Workshop	Expo Hall
11:00 AM	VA Beef Ambassador Contest	Farm Museum
11:00 AM	Lunch	Pavilion
12:45 PM	Youth Chute Side Training	New Barn
2:00 PM	Youth Livestock Quality Training Exam	Expo Hall
2:00 PM	Youth Cattle Working Contest	New Barn
3:00 PM	VA Premium Assured Bred Heifer Sale	Sale Ring
4:00 PM	VA Angus Association Gift Sale	Sale Ring
6:00 PM	Move in Youth Cattle	Show Barns
7:00 – 8:00 PM	Youth Cattle Weigh-In/Check-In	

### Saturday, March 29

7:00 AM – 10 AM	Youth Cattle Arrival	Show Barns
9:00 AM	Trade Show Opens	Fairgrounds
9:00 AM	Youth Fitting Contest	TBD
	Youth Sales Contest	TBD
2:30 PM	Youth Beef Showmanship	Both Show Rings
4:30 PM	Youth Hereford Show	Ring B
4:30 PM	Youth Shorthorn Show	Ring A
5:30 PM	Youth Simmental Show	Ring B
5:30 PM	Youth Red Angus Show	Ring A
6:30 PM	Youth All Other Breeds Show	Ring B
6:30 PM	Youth Braunvieh Show	Ring A
6:00 PM	VBIC Meal/Cornhole Tournament	Show Rings

### Sunday, March 30

8:30 AM	Youth Commercial Heifer Show	Ring B
9:00 AM	Youth Steer Show	Ring A
10:00 AM	Youth Angus Show	Ring B

# Virginia Cattle Industry Convention Sponsorship Opportunities



## Industry Supporter Package - \$400

*Includes booth space (indoor or outdoor) & business name listed in convention program.*

**Note:**

Indoor Space (Expo hall & Barn Area) - 10' X 10'

Outdoor Space - 20' X 30'

## Producer Development Sponsor Package - \$1000

*Includes booth space (indoor or outdoor) & business name listed in convention program.*

Sponsorship money is used for an educational program of the sponsor's choice:

- Thursday's Industry Development Program Events
- Youth Meat Animal Quality Assurance Training
- Cattlewomen's Workshop

*Additional package benefits include the opportunity to introduce speakers and sponsorship announcements at each sponsored session.*

## Commonwealth Classic Sponsor Package - \$1000

*Includes booth space (indoor or outdoor) & business name listed in convention program.*

Sponsorship money is used for youth beef cattle shows held during convention, as well as the VBIC Meal and Corn Hole Tournament Saturday night.

*Additional package benefits include having your business logo on youth exhibitor numbers, and acknowledgement during shows and VBIC event.*

## Special Event Sponsorship Opportunities

Beer & BBQ and Awards Meal - \$750

*Includes booth space, commercial during the supper program and presentation of an award along with name in program*

Youth Cattle Working Contest - \$750

*Includes booth space, recognition during the contest along with name in program*

Angus and Bred Heifer Sales - \$500

*Includes company logo/banner displayed in the sale ring area during the cattle sales and logo on bidder cards*

Youth Fitting Contest - \$250

*Includes business name and logo on banner*

Youth Sales Contest - \$250

*Includes opportunity to judge contest, award sponsor and name in program*

Parking - \$250

*Includes business name and logo listed on traffic signs*



# Virginia Cattle Industry Convention Exhibitor and Sponsor Agreement Form

Please return to the Virginia Cattlemen's Office by March 1<sup>st</sup>, 2014  
P.O. Box 9 - Daleville, VA - 24083 Phone: 540-992-1009

## Exhibitor/Sponsor Information

\_\_\_\_\_  
Company or Organization

\_\_\_\_\_  
Representative/Contact Person

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

**Additional Attendees:**

\_\_\_\_\_  
Name City/State

\_\_\_\_\_  
Name City/State

**Type of product/service you will exhibit:**

(Check all that apply)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Animal Health & Pharmaceuticals | <input type="checkbox"/> Genetics/Breeding                   | <input type="checkbox"/> Vaccines            |
| <input type="checkbox"/> Animal Nutrition/Feed Products  | <input type="checkbox"/> Pasture, Forage, Grasses/Herbicides | <input type="checkbox"/> Mineral Supplements |
| <input type="checkbox"/> Livestock Handling Equipment    | <input type="checkbox"/> Fencing Needs/Services              | <input type="checkbox"/> Large Equipment     |
- Other: \_\_\_\_\_

## Package Selection

*Please check the package you wish to sponsor and refer to the back of this form for a list of exhibit locations to choose from.*

**1: Industry Supporter Package - \$400**

Are you a Non-Profit or Breed Association?  
(For a discounted rate of \$150, indoor only)

**Yes or No**

**2: Producer Development Package - \$1000**

Educational Programs

*Please rank your top 3 preferences*

- \_\_\_\_ Industry Development Program Events  
\_\_\_\_ Youth Meat Animal Quality Assurance Training  
\_\_\_\_ Cattlewomen's Workshop

**3: Commonwealth Classic Package - \$1000**

Youth Livestock Shows

*Please rank your top 3 preferences*

- |                  |                        |
|------------------|------------------------|
| ____ Showmanship | ____ All Other Breeds  |
| ____ Simmental   | ____ Braunvieh         |
| ____ Shorthorn   | ____ Hereford          |
| ____ Red Angus   | ____ Steer             |
| ____ Angus       | ____ Commercial Heifer |

*Includes recognition at VBIC Meal & Corn Hole event*

**4: Special Event Opportunities**

*Options that include booth space*

- Beer & BBQ/Awards Meal - \$750  
 Youth Cattle Working Contest - \$750

*Options that do not include booth space*

- Angus and Bred Heifer Sales - \$500  
 Youth Sales Contest - \$250  
 Youth Fitting Contest - \$250  
 Parking - \$250

- Participating in Private Treaty Sale (\$150/pen)  
Number of Pens: \_\_\_\_\_

**Total Amount Owed for Sponsoring the 2014  
Virginia Cattle Industry Convention:**

\$ \_\_\_\_\_

**We will invoice you the above amount**



## Exhibit Space Selection

Please indicate space location and number

Indoor Space

(Exhibit Hall & Barn) - 10' X 10'

First Choice \_\_\_\_\_

Second Choice \_\_\_\_\_

Third Choice \_\_\_\_\_

Outdoor Space - 20' X 30'

First Choice \_\_\_\_\_

Second Choice \_\_\_\_\_

Third Choice \_\_\_\_\_

Additional Space Requested  
(\$100/Space)

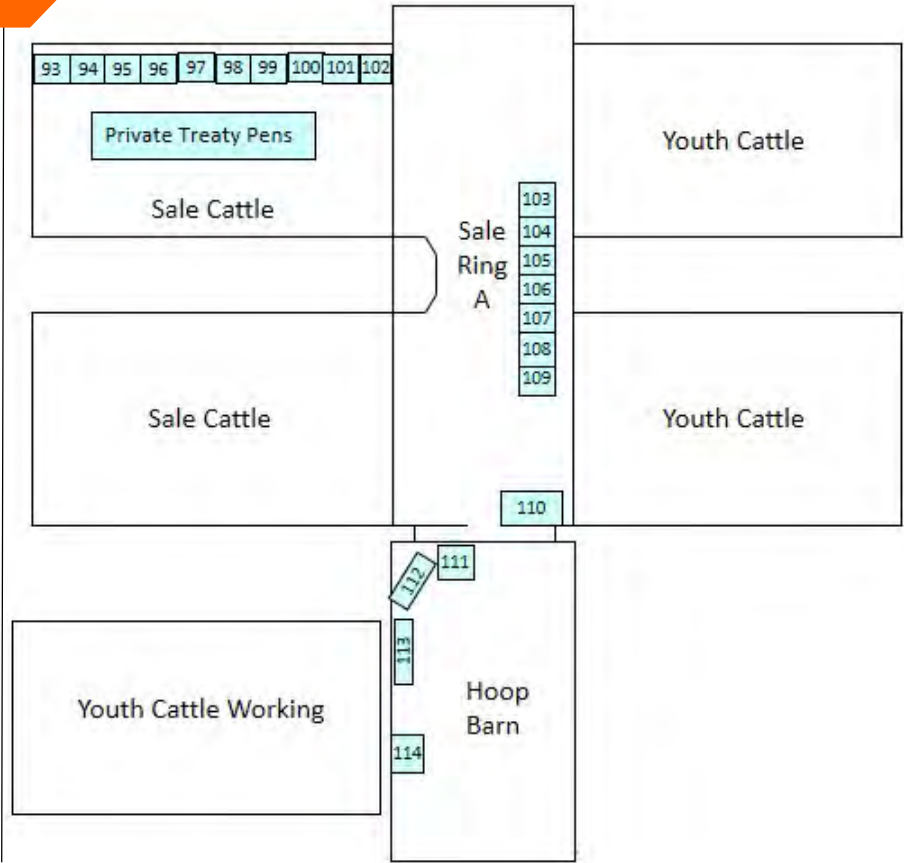
Number of Additional Spaces: \_\_\_\_\_

First Choice \_\_\_\_\_

Second Choice \_\_\_\_\_

Third Choice \_\_\_\_\_

## Barn Exhibit Locations



## Outside Exhibit Area



## Rockingham Co. Fairgrounds Exhibit Hall

### Educational Program & Meal Area

