2014 Virginia Cattle Industry Convention

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

Sponsor & Trade Show Exhibitor Guide
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.

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.

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 27th 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
  - Political Update – Dr. Bob Holsworth
  - Handling Profitability – Dr. David Kohl
  - BREAK & Visit Trade Show
  - 2014 Industry Outlook – Dr. Darrel Peel
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  Cattlewomen’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
9:00 AM  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
Industria 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

Additional Pricing

Additional Exhibit Space - $100/space
Breed Association/Non-profit Booth Cost - $150 (Indoor space only)
Private Treaty Cattle - $150/pen
Virginia Cattle Industry Convention
Exhibitor and Sponsor Agreement Form

Please return to the Virginia Cattlemen’s Office by March 1st, 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)
□ Animal Health & Pharmaceuticals
□ Genetics/ Breeding
□ Vaccines
□ Animal Nutrition/ Feed Products
□ Pasture, Forage, Grasses/Herbicides
□ Mineral Supplements
□ Livestock Handling Equipment
□ Fencing Needs/ Services
□ Other: ____________________________

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

$_________________
We will invoice you the above amount

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: _______
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 ______

Exhibit Hall

Rockingham Co. Fairgrounds Exhibit Hall

Educational Program & Meal Area

Parking Area

Barns & Show Rings

FFA Tractor Driving

Main Entry

Educational Program Area

Cooking Demo Area

Hospitality Area