



2019 CONVENTION

January 17 - 18, 2019
Owensboro Convention Center



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

AG INDUSTRY TRADE SHOW

DID YOU KNOW?

- The Kentucky Cattlemen's Association has more than 10,000 members
- Kentucky is home to more than 38,000 beef cattle farmers
- Of Kentucky's 25.4 million acres, 55% is farmland, accounting for 14 million acres
- Kentucky is the largest beef cattle producing state east of the Mississippi River
- Kentucky ranks 8th in the nation in beef cattle inventory
- The beef cattle industry in Kentucky is one of the state's largest industries

LANYARDS (PRE-REGISTRATION)

Brand the pre-registration lanyards with your company name or logo. Attendees are required to have nametags to attend any convention event. Company is responsible for providing artwork by December 7, 2018 to the KCA Office.

Investment + Lanyards: \$1,800

BAGS (PRE-REGISTRATION)

Brand the pre-registration bags convention attendees carry with your company's name and logo. Company is responsible for providing artwork by December 7, 2018 to the KCA Office.

Investment + Bags: \$1,000

FOOD STATIONS

Increase attendee traffic on Saturday by hosting a cookie, popcorn, or pretzel station in your trade show booth. *Additional servings can be purchased upon request until December 28, 2018.

Cookies

Investment: \$500
Thursday or Friday • 200 Servings

Popcorn

Investment: \$500
Thursday or Friday • 200 Servings

Pretzels

Investment: \$500
Thursday or Friday • 100 Servings

PLATINUM SPONSORSHIP

\$3,000

- Banner Ad on the home page of the Kentucky Cattlemen's website (Jan. - March 2019)
- Company logo* linked on Kentucky Cattlemen's website through January 2020
- Company logo listed in January & February 2019 issues of Cow Country News.
- Company logo on display: Trade Show Entrance, Opening Session, KCA Banquet
- Certificate of appreciation presented at KCA Banquet
- Commercial (max 90 sec) displayed in Opening KCA Banquet *
- Place promotional material or takeaway gift in pre-registration packets.*
- Full page, color ad in convention program*
- Company profile in Convention program*
- Two tickets to KCA Banquet.
- Logo will be displayed on wall during KCA Banquet
- 8x20 booth in Trade Show
- All name tags are complimentary

GOLD SPONSORSHIP

\$2,000

- Company logo* linked on Kentucky Cattlemen's website through January 2020
- Company logo listed in January & February 2019 issues of Cow Country News
- Company logo on display: Trade Show Entrance, Opening Session, KCA Banquet
- Recognition from the podium at KCA Banquet
- 1/2 page, color ad in convention program *
- Company name listed as a sponsor in convention program
- 8x10 booth in Trade Show
- Four complimentary convention nametags

SILVER SPONSORSHIP

\$1,500

- Company name listed on the Kentucky Cattlemen's Association website through January 2020
- Company name listed in January & February 2019 issues of Cow Country News
- Company name on display: Trade Show Entrance, Opening Session, KCA Banquet
- Recognition from the podium at KCA Evening Banquet
- 1/4 page, color ad in convention program*
- Company name listed as a sponsor in convention program
- 8x10 booth in Trade Show
- Four complimentary convention nametags

BRONZE SPONSORSHIP

\$1,000

- Company name listed on the Kentucky Cattlemen's Association website through January 2020.
- Company name listed in January & February 2019 issues of Cow Country News.
- Company name on display: Trade Show Entrance, Opening Session, KCA Banquet
- Recognition from the podium at KCA Evening Banquet
- 1/8 page, color ad in convention program*
- Company name listed as a sponsor in convention program
- 8x10 booth in Trade Show
- Four complimentary convention nametags

The Kentucky Cattlemen's Convention is the largest annual gathering of Kentucky cattle producers in the commonwealth. As a sponsor of the 2019 Kentucky Cattlemen's Convention you will greatly increase your brand exposure, connect with potential customers, influential leaders, and community organizers. The 2019 convention sponsorship program has been designed to provide you with exclusivity, visibility, and access to the audience you want to reach. We have exposure opportunities for every budget. Sponsorships are on first-come-first-served basis and are limited. Reserve your sponsorship today.

* Company is responsible for providing item by December 7, 2018

**Convention sponsors will be given priority booth placement. Booths will then be placed in the order in which contracts were received.

KCA AG INDUSTRY TRADE SHOW EXHIBITOR & SPONSORSHIP FORM

QTY	SPONSORSHIP OPPORTUNITIES		
	Platinum Sponsorship	\$3,000	\$
	Gold Sponsorship	\$2,000	\$
	Silver Sponsorship	\$1,500	\$
	Bronze Sponsorship	\$1,000	\$
<i>All sponsorships include a trade show booth</i>			
MEAL TICKETS			
	Friday Evening Banquet Seat	\$50/ea	\$
	Premium Evening Banquet Table	\$600/ea	\$
<i>Banquet tables will seat ten guests.</i>			
BRANDING OPPORTUNITIES			
	Pre-Registration Lanyards	\$1,800	\$
	Pre-Registration Bags	\$1,000	\$
	Cookies	\$500/day	\$
	Popcorn Station	\$500/day	\$
	Pretzels	\$500/day	\$
EXHIBIT SPACE			
	Non-Profit 8 x 10	\$400	\$
	Corporate 8 x 10	\$500	\$
	Corporate 8 x 20	\$700	\$
	Bulk 20 x 40	\$1,200	\$
	Bulk 30 x 50	\$1,400	\$
	Custom Size	<i>Call for pricing</i>	\$
ADDITIONAL NAMETAGS			
	Nametag	\$10/ea	\$
ALLIED INDUSTRY MEMBERSHIP			
	Annual Dues	\$50/year	\$
TOTAL PAYMENT			\$

CONTRACTS DUE: DECEMBER 7, 2018	
FOUR COMPLIMENTARY	EXHIBITOR NAMETAG #1
	EXHIBITOR NAMETAG #2
	EXHIBITOR NAMETAG #3
	EXHIBITOR NAMETAG #4
	ADDITIONAL NAMETAG #5
	ADDITIONAL NAMETAG #6
	ADDITIONAL NAMETAG #7
	ADDITIONAL NAMETAG #8
\$10 EACH ADDITIONAL	

PAYMENT INFORMATION				
COMPANY NAME		CONTACT		
ADDRESS		EMAIL		
CITY	STATE	ZIP	PHONE	
CREDIT CARD TYPE <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover		NAME ON CARD		
CREDIT CARD NUMBER		EXPIRATION DATE	SECURITY CODE	
SIGNATURE	DATE	TITLE		

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Return form to:
 Kentucky Cattlemen's Association • Attn: Dan Miller • 176 Pasadena Drive • Lexington, Kentucky 40503
 (859) 278-0899 • dmiller@kycattle.org • Fax: (859) 260-2060

AG INDUSTRY TRADE SHOW EXHIBITOR AGREES TO THE FOLLOWING:

Contract Conditions: These exhibitor regulations shall apply to the sponsor identified on the Kentucky Cattlemen's Convention & Trade Show form, on the reverse side of these regulations, for the 2019 Kentucky Cattlemen's Association Convention & Trade Show which has been received by the Kentucky Cattlemen's Association.

Exhibition Space: Exhibition space will be assigned by the Kentucky Cattlemen's Association, convention sponsors will be given priority booth placement. Exhibitors will then be placed on a first-come, first serve basis to exhibitors who complete and return the trade show contract; however the Kentucky Cattlemen's Association reserves the right to re-assign exhibition booth space if necessary. The Kentucky Cattlemen's Association reserves the right to refuse exhibition space to any potential exhibitor.

Cancellation: The Kentucky Cattlemen's Association reserves the right to cancel the Kentucky Cattlemen's Association Convention & Trade Show if it is deemed necessary. In the event of any such cancellation, the Kentucky Cattlemen's Association will refund exhibitors' payments in full, and exhibitors shall waive any and all damages and claims for damages in connection with such cancellation.

Exhibitor Cancellation: Prior to December 26, 2018, exhibitors may withdraw from the Kentucky Cattlemen's Association Convention & Trade Show, and receive a full refund less a fifty dollar (\$50.00) administrative fee. The Kentucky Cattlemen's Association will not provide any refund if exhibitor withdraws after December 26, 2018.

Insurance: Exhibitors acknowledge that the Kentucky Cattlemen's Association and the Convention Center do not maintain insurance covering exhibitor's property. If exhibitor desires to insure its exhibit, materials, goods, and/or equipment against theft, damage by fire, accident or loss of any kind, it shall do at its own expense.

Liability: Exhibitors hereby agree to indemnify, defend and hold harmless the Kentucky Cattlemen's Association and the Convention Center, and each of their officers, directors, employees and agents from and against any actions, lawsuits, costs, damages, claims and expenses (including attorneys fees) arising from any damage to property or bodily injury to exhibitor, his agents, representatives, employees or any other persons by reason of the exhibitors occupancy or use of the exhibition facilities.

Amendments: The Kentucky Cattlemen's Association reserves the right to amend these regulations at anytime it deems necessary. The Kentucky Cattlemen's Association shall have the full power to interpret and enforce all of the regulations contained herein.

RULES AND REGULATIONS FROM CONVENTION CENTER:

- All spray painting and spray polishes/shines must be administered prior to entering the facility. Parties will be held responsible for any damages that occur to the facility from these products.
- All exit doors must be fully operable and unobstructed during all times of occupancy. Exit signs shall remain fully visible.
- Convention Center is a non-tobacco facility.
- Attachment of signs, display materials, decorations, etc. to wall surface or drapery is prohibited.
- Rigging of equipment and/or production equipment from ceilings must be approved and performed by Convention Center personnel.
- The use or distribution of inflatable's filled with lighter than air gas is prohibited. Example: Helium filled balloons
- Electrical devices must be installed, operated, and maintained in accordance with manufacturers intended use and applicable codes. In any case, electrical devices that create a hazard to life or property will not be permitted.
- All decorations and construction materials must be non-combustible or flame-proof.
- Internal combustion equipment and motor vehicles may be displayed under the following conditions:
 - Fuel supply limited to that necessary for installation and removal of equipment
 - Fuel tanks must have pressure released by removing fuel cap after vehicle has reached display position, then the fuel cap must be locked or sealed.
 - Electrical power must be disconnected
- The sale, service or distribution of food or beverage products is an activity that is restricted to those licensed by the Convention Center.
- Possession and consumption of alcoholic beverages is prohibited except by distribution through Convention Center or its designated caterer.

THANK YOU TO ALL OF OUR 2018 SPONSORS!

Bluegrass Stockyards

Central KY Ag Credit

Farm Credit Mid-America

Tarter Farm & Ranch : Neat Distributing

H&R Agri-Power

My Team Cattle & Crop Insurance

McBurney's Livestock Equipment

Dow AgroSciences

Kentucky Dept of Ag

CPC Commodities & Animal Health

Alltech

The Hartford Livestock

Branch View Angus

Where Food Comes From, Inc

ELANCO Animal Health

Bayer - Animal Health

Zoetis

CHR Hansen