



## 2022 CONVENTION

January 13 - 14, 2022  
Central Bank 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 3, 2021 to the KCA Office.

**Investment + Lanyards:** \$2,000

### 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 3, 2021 to the KCA Office.

**Investment + Bags:** \$1,500

### FOOD STATIONS

Increase attendee traffic to your booth on Thursday or Friday by providing something from the catering menu. Orders must be made by December 17, 2021. Call the KCA office for pricing.

### SIGNAGE/BRANDING OPTIONS

Increase your companies presence throughout the convention and trade show spaces by calling us to discuss a customized branding and signage package to fit your budget!

## PLATINUM SPONSORSHIP

**\$3,000**

- Banner Ad on the home page of the Kentucky Cattlemen’s website (Jan. - March 2022)
- Company logo\* linked on Kentucky Cattlemen’s website through January 2023
- Company logo listed in January & February 2022 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 2023
- Company logo listed in January & February 2022 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 2023
- Company name listed in January & February 2022 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 2023
- Company name listed in January & February 2022 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 2022 Kentucky Cattlemen’s Convention you will greatly increase your brand exposure, connect with potential customers, influential leaders, and community organizers. The 2022 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 3, 2021

\*\*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

**CONTRACTS DUE: DECEMBER 3, 2021**

| SPONSORSHIP OPPORTUNITIES                          |                               |                         |    |
|--|-------------------------------|-------------------------|----|
| QTY  | 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   | \$60/ea                 | \$ |
|  | Premium Evening Banquet Table | \$600/ea                | \$ |
| <i>Banquet tables will seat eight guests.</i>      |                               |                         |    |
| BRANDING OPPORTUNITIES                             |                               |                         |    |
|  | Pre-Registration Lanyards     | \$2,000                 | \$ |
|  | Pre-Registration Bags         | \$1,500                 | \$ |
| EXHIBIT SPACE                                      |                               |                         |    |
|  | Non-Profit 8 x 10             | \$500                   | \$ |
|  | Corporate 8 x 10              | \$600                   | \$ |
|  | Corporate 8 x 20              | \$800                   | \$ |
|  | Bulk 20 x 40                  | \$1,300                 | \$ |
|  | Bulk 30 x 50                  | \$1,500                 | \$ |
|  | Custom Size                   | <i>Call for pricing</i> | \$ |
| ADDITIONAL NAMETAGS                                |                               |                         |    |
|  | Nametag                       | \$25/ea                 | \$ |
| <b>TOTAL PAYMENT</b>                               |                               | \$                      |    |

**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

**\$25 EACH ADDITIONAL**

**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

## PAYMENT INFORMATION

|   |       |                 |               |
|---|-------|-----------------|---------------|
| COMPANY NAME  |       | CONTACT         |               |
| ADDRESS   |       | EMAIL           |               |
| CITY  | STATE | ZIP             | PHONE         |
| CREDIT CARD TYPE<br><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           |               |

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

## 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 2022 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 27, 2021, 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 27, 2021.

**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 2021 SPONSORS!

BioZyme, INC

Beefmaster Breeders United

CHR Hansen

Norbrook, INC

Westway Feed Products

NEAT Distributing

Tarter Farm & Ranch

Roto-Mix, LLC

Central Kentucky Ag Credit

Y-Tex Corporation

United Producers, Inc

The Hartford Livestock

Rip's Farm Center, Inc

Zoetis

Red Hill Farms

Bush Hog

Burkman Nutrition

Blue Grass Marketing Group

Artex/Red Barn Associates

My Team Cattle & Crop Insurance

Alltech

Farm Credit Mid-America

Datamars Livestock

H&R Agri-Power