



IDAHO CATTLE
ASSOCIATION

ANNUAL CONVENTION & Trade Show

NOVEMBER 15-17, 2021

The Idaho Cattle Association's Annual Convention will showcase a trade show, educational seminars on topics related to our industry, and the traditional President's Banquet. The trade show will open at 10:00 am Monday, giving vendors extra time to mingle with attendees. Monday's dinner will allow participants the opportunity to stroll through the booths and learn more about your products and services. It is our goal to give you ample opportunities to market and network with producers during convention.

The meetings hosted by the Idaho Cattle Association have continued to grow and each year we report record-setting attendance. We anticipate breaking the record again this year with an excess of 600 attendees over the three-day conference. As in the past, the Idaho Cattle Association Annual Convention and Trade Show is a worthwhile opportunity to bring Idaho's cattle industry together for information, education, marketing, and networking. This year will continue that tradition.

Please plan now to attend, and return your support form to the ICA office by October 29 to guarantee the lowest prices, best placement of your trade show booth and maximum exposure to your event support. As you know, there are many different expenses to consider when coordinating an event such as this. All supporters will be recognized in the convention program, by on-site signage, and in the Line Rider magazine.



ANNUAL CONVENTION & Trade Show

NOVEMBER 15-17, 2021 SUN VALLEY, IDAHO

Company: _____

Attendee: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

TRADE SHOW OPPORTUNITY

Yes! I am an ICA member and want to reserve _____ booth(s) for \$500 each

Booths for exhibitors who are **NOT** ICA members or booths reserved after **Oct. 29**, will be an additional \$150 each. Exhibitors receive 1 Monday dinner ticket and 1 Tuesday breakfast ticket with each booth reservation. Booth space includes one 6 foot table, table cloth, skirt, and two chairs. If you have special requirements please note those below.

COMMENTS: _____

Do you need Electricity? (Electrical services are an additional \$45) YES or NO

Payment is required at the time of booth reservation. Spots fill fast.

PLEASE RETURN THIS FORM TO: PO BOX 15397, BOISE, ID 83715 OR MICHELLE@IDAHOCATTLE.ORG

SPONSORSHIP OPPORTUNITY

The listed options are first come first serve. We will contact you if your selection is already taken. There are 3 council sessions, 7 education sessions, and 4 refreshment breaks. General donations will be applied to areas that did not get sponsored, unless otherwise specified.

- | | |
|---------------------|---------|
| ■ OPENING SESSION | \$1,500 |
| ■ STROLLING SUPPER | \$1,200 |
| ■ TUESDAY BREAKFAST | \$1,000 |
| ■ REFRESHMENT BREAK | \$500 |
| ■ COUNCIL SESSION | \$400 |
| ■ EDUCATION SESSION | \$400 |

PAYMENT INFORMATION

Credit Card Number: _____

CVV: _____ Exp. Date: _____

Name on Card: _____

City: _____ State: _____

Zip: _____ Email: _____

Phone: _____ Total Amount: _____

I would like to donate a live or silent auction item:

■ I WILL BRING THE ITEM

■ I WILL MAIL THE ITEM

Need to review your Allied Industry Membership or want to rejoin? Renew/join for \$225 _____



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Support Opportunities

TRADE SHOW BOOTHS

Trade show booths are sold at \$500 per booth for ICA members, \$650 for non-ICA members. Each booth reservation includes one Monday dinner ticket and one Tuesday breakfast ticket. Additional meal tickets can be purchased at a later date. Booth space includes one 6-foot table with tablecloth and skirt, and two chairs. Electricity is available at each booth for an additional \$45. Booth spaces are limited, and are reserved on a first-come, first-served basis. Once we receive your registration form we will email you the trade show set up map and have you pick the location of your space. Trade show set-up begins Sunday, November 15, at 3:00 pm and must be in place and ready for the trade show to open at 10:00 am Monday morning.

KEYNOTE SESSION

Convention will begin with this session Monday, November 15. This session features Shawn Williams, Pearl Snap Fever, self-appointed cowboy poet and fashion reporter who puts his spin on old school cowboy skills and staying stylish in the process.

TRADE SHOW RECEPTION & STROLLING DINNER

Continuing our tradition, Monday evening's Trade Show Reception & Strolling Dinner will provide additional face time between exhibitors and attendees, bringing your products and/or services to the attention of participants.

BREAKFAST

Tuesday morning will begin with a buffet breakfast. Attendees will enjoy a delicious meal while they catch up on industry updates from NCBA staff and other guest speakers.

COUNCIL SESSIONS

There are three council sessions targeted at specific issues facing different sectors of the industry. These sessions include feeders, cow-calf/purebred and CattleWomen.

EDUCATION SESSIONS

There will be seven education sessions this year. Please call the office at 208-343-1615 to find out which session topic best fits your needs.

REFRESHMENT BREAKS

Four refreshment breaks are available.

AUCTION & RAFFLE ITEMS

We will hold a live and silent auction to raise funds for the Idaho Cattle Association's Political Action Committee (PAC) to support political candidates who promote and protect our industry. The PAC runs on donations and on the funds raised from our annual PAC auction. We ask that you consider donating an item to be sold at the auction this year. These items will allow the PAC to continue to support the election of capable lawmakers and public officials who will act as public servants to Idaho and to the Idaho cattle industry. If you have something you would like to donate, please contact the office at (208) 343-1615 or email Michelle at michelle@idahocattle.org. In addition, we are asking every exhibitor to bring one item to be given away as a door prize during the convention. These items can be hats, mugs, t-shirts, or products. All convention attendees who pre-register will be entered into the raffle for these door prizes.



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What you will receive for your sponsorship

STROLLING SUPPER

The sponsor of this session will receive a banner with your company logo present during the supper, your logo listed in the onsite program which will also be shared via facebook, printed publications and the ICA website. This event will host approximately 500 convention attendees, providing a large audience for the event sponsor.

TUESDAY BREAKFAST

The sponsor of this session will receive a banner with your company logo present during the breakfast, your logo listed in the onsite program which will also be shared via facebook, printed publications and the ICA website. This event generally hosts 250 convention attendees, providing a large audience for the event sponsor.

KEYNOTE SESSION

The sponsor of this session will receive a banner with your company logo present during the session, your logo listed in the onsite program which will also be shared via facebook, printed publications and the ICA website. This session features Shawn Williams. This session is always well attended and memorable.

REFRESHMENT BREAK

4 AVAILABLE

The sponsor of this break will receive poster style signage with your company logo present at the refreshment station, your logo listed in the onsite program which will also be shared via facebook, printed publications and the ICA website.

COUNCIL SESSION

3 AVAILABLE

The sponsor of this session will receive poster style signage with your company logo present during the session, your logo listed in the onsite program which will also be shared via facebook, printed publications and the ICA website.

GENERAL DONATION

General donations will be applied to areas that did not get sponsored, unless otherwise specified. We will provide poster styled signage with your company logo present during the necessary event, your logo listed in the onsite program which will also be shared via facebook, printed publications and the ICA website.

DON'T FORGET! Call the Sun Valley Resort at 1-800-786-8259 to make room reservations. Be sure to mention the Idaho Cattle Association block of rooms. Please return your support and booth reservation form to the Idaho Cattle Association office by October 29. Forms can be emailed to michelle@idahocattle.org or mailed to P.O. Box 15397, Boise, Idaho 83715. Prices increase after the **Oct. 29 deadline. Questions? Call 208-343-1615**