



ANNUAL CONVENTION & Trade Show

NOVEMBER 14-16, 2022

We are excited to announce that The Idaho Cattle Association's Annual Convention will continue a longstanding tradition of trade show, educational seminars, and social events in 2022! Our Allied Industries trade show will open first to students from 9:30-10:30am, with the full attendance welcome to join in at 10:30am for the full trade show experience. Monday night's Strolling Supper event will continue to give exposure to these vendors and increase face time for marketing and relationship growth.

Meetings hosted by the Idaho Cattle Association have continued to grow in the wake of America's pandemic and we expect attendance to top 500 over the three-day conference. This event promises to be a worthwhile opportunity for bringing Idaho's cattle industry partners and supporters together for networking, dedication and important industry updates.

Be sure to make your plans now to attend - the vendor booths and sponsorships will fill quickly. We ask that commitments are received by October 31st to guarantee early registration pricing, best placement of your booth & maximum exposure for your sponsor support. We are proud to continue to offer sponsors recognition in the convention marketing, via signage and event program, as well as in Line Rider magazine and on ICA social media.



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Company: _____

Attendee: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

TRADE SHOW OPPORTUNITY

Yes! I am a current ICA Member and want to reserve _____ booth(s) for \$550 each

Booths for exhibitors who are NOT ICA members or for booths reserved after October 31st, will be an additional \$150 each. Exhibitors receive 1 Monday dinner ticket and 1 Tuesday breakfast ticket with each booth reservation. Booth space includes (1) 6 foot table, table cloth, skirt, and (2) chairs. If you have special requirements, please note those below.

COMMENTS: _____

Do you need electricy? (Electrical service 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

Listed options are 1st come, 1st serve. We will contact you if your selection is already taken. Additionally, there are 3 council sessions, 7 education sessions & 4 refreshment breaks.

- OPENING SESSION** **\$1,500**
- 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: _____

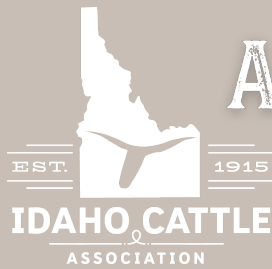
Phone: _____ **Total Amount:** _____

SILENT AUCTION ITEM DONATION

I WILL BRING AN ITEM

I WILL MAIL AN ITEM

RENEW OR ADD ALLIED INDUSTRIES MEMBERSHIP FOR \$225 _____



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SUPPORT OPPORTUNITIES

TRADE SHOW BOOTHS

Trade show booths are available to members for \$550 and non-members for \$700. Each booth reservation includes one Monday dinner ticket and one Tuesday breakfast ticket. Additional meal tickets can be purchased with registration. Booth space includes (1) 6 foot table with linen and 2 chairs. Electricity is available for an additional \$45 fee. Booth spaces are limited and reserved on a first come, first served basis. Once your registration form is received, ICA will contact you with the trade show map. Trade show set up begins Sunday, November 14th at 3:00pm and all vendors must be in place for the trade show opening at 9:30am Monday morning, with tear down at 4:00pm Tuesday. All trade show exhibitors are expected to bring a raffle item for door prizes during the event.

***NEW IN 2022: Trade show will be open to students only 9:30-10:30am the first day to encourage networking and job promotion within the industry!**

KEYNOTE SESSION

Convention will kick off with this session on Monday, November 14th. This session features Hugh Aljoe of the Noble Research Institute, where he will be talking about cattle & the climate.

Sponsor receives a banner presentation with company logo during session, logo representation in onsite program, and ICA social media + print recognition. Expected event attendance of 500+ in 2022.

BREAKFAST

Tuesday morning opens with a breakfast buffet and attendees partake in an enjoyable culinary experience while being presented industry updates from NCBA staff and additional guest speakers.

Sponsor receives a banner presentation with company logo during breakfast, logo representation in onsite program, and ICA social media + print recognition. Historically this event hosts approximately 250 attendees.

COUNCIL SESSIONS

Three council sessions will be held, each specifically targeting timely, relevant, and pertinent issues facing the different sectors of the industry. Sessions include Feeders, Cow-Calf/Purebred and CattleWomen segments.

3 AVAILABLE: Sponsor receives poster signage with company logo during selected session, logo representation in onsite program, and ICA social media + print recognition.



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EDUCATION SESSIONS

Seven educational opportunities will be made available to attendees of the 2022 convention. Please call the office at (208) 343-1615 to learn more about session topics and determine which will best fit your needs.

7 AVAILABLE: Sponsor receives poster signage with company logo during selected session, logo representation in onsite program, and ICA social media + print recognition.

REFRESHMENT BREAKS

Four refreshment breaks will be hosted in the trade show area, at various time slots during the event.

4 AVAILABLE: Sponsor receives poster signage with company logo during selected break, logo representation in onsite program, and ICA social media + print recognition.

GENERAL DONATIONS

General donations will be applied to any remaining unsponsored opportunities, unless otherwise specified.

Donations in the amount of \$150 or greater receives poster signage with company logo during selected event, logo representation in onsite program, and ICA social media + print recognition.

AUCTION & RAFFLE ITEMS

A live and silent auction is held during the Trade Show Reception & Strolling Supper event to raise funds for the Idaho Cattle Association's Political Action Committee (PAC), which supports political candidates who promote and protect our industry. If you have something you would like to donate, advance notice is greatly appreciated - you can contact our office at (208) 343-1615 or email michelle@idahocattle.org. Additionally, raffle opportunities will be held throughout the convention and we ask that all exhibitors bring a minimum of one item to be raffled as a door prize. Historically items have ranged from travel cups, hats, tools or animal health products to a variety of specialty items! Raffle tickets will be distributed to attendees of a session upon entry.