



**CATTLE 20**  
**CON 25**  
**SAN ANTONIO**

**FEB 4-6 | HENRY B. GONZALEZ CONVENTION CENTER**

**SPONSORSHIP**  
*Opportunities*



**72% OF ATTENDEES ARE LIKELY TO PURCHASE FROM COMPANIES THAT SUPPORT NCBA**

## WHY SPONSOR?

- ▶ Create a unique and immersive experience for convention attendees that allows you to showcase your brand.
- ▶ Connect with the decision-makers of beef industry operations and maximize your brand's impact.
- ▶ Collaborate with the NCBA and customize your sponsorship experience to meet your brand's goals.



## SPONSORSHIP LEVELS

# EXPAND YOUR BRAND & MAXIMIZE YOUR IMPACT BY BECOMING A SPONSOR TODAY!

CattleCon2025 offers a variety of sponsorship opportunities to meet every budget. Aligning a sponsorship with your brand increases awareness of your business. CattleCon2025 sponsorships can be customized to not only meet your marketing goals, but give your company additional exposure to over 8,000 Cattle Producers.

### PRIME

**\$50,000 AND OVER**

- Company logo included on all CattleCon marketing materials:
  - Onsite signage
  - Thank You to Our Sponsors page of the Beef Resource Guide
  - CattleCon Sponsor webpage with Hyperlink
- 30-second Video (no audio) on video wall
- Logo inclusion on Thank You to Our Sponsors video wall
- 30-second commercial on Headquarters Hotel guest room channels
- Logo inclusion on pre-show Thank You to Our Sponsors slide for all General Sessions

### CHOICE

**\$25,000 AND OVER**

- Company logo included on all CattleCon marketing materials:
  - Onsite signage
  - Thank You to Our Sponsors page of the Beef Resource Guide
  - CattleCon Sponsor webpage
- Company Booth Call Out on video wall
- Logo inclusion on Thank You to Our Sponsors video wall
- Logo inclusion on pre-show Thank You to Our Sponsors slide for all General Sessions

### SELECT

**\$10,000 AND OVER**

- Company logo included on all CattleCon marketing materials:
  - Onsite signage
  - Thank You to Our Sponsors page of the Beef Resource Guide
  - CattleCon Sponsor webpage
- Logo inclusion on Thank You to Our Sponsors video wall

## BASE SPONSORSHIP PACKAGE

- Companies committing to sponsorships of \$5,000 or more will have their name included in all marketing materials surrounding convention that include:
  - Onsite signage
  - Thank You to Our Sponsors page of the Beef Resource Guide
  - CattleCon Sponsor webpage



For more information about NCBA sponsorship opportunities, please contact the Corporate Relations team at 303-694-0305 or email [CorporateRelations@beef.org](mailto:CorporateRelations@beef.org).



# ACTIVATION

These sponsorship opportunities allow you to **captivate the attendees' attention** at CattleCon. These unique opportunities allow you to **promote your brand** while engaging with CattleCon attendees.



	Booth Traffic Builder	Attendee Experience	PRE/POST Show Exposure	Attendee Engagement Opportunity	Increased Brand Awareness
BOOT SHINE STATION	☑	☑	☑	☑	
BRANDED LUGGAGE TAG STATION	☑			☑	
COMMITTEE REFRESHMENT BREAKS				☑	☑
MEETING PLACE		☑			☑
PENNY MACHINE		☑	☑		☑
TRADE SHOW FLOOR CAFÉ (S)	☑		☑	☑	☑
TRADE SHOW LOUNGE (S)	☑	☑	☑	☑	☑



## BOOT SHINE STATION

Provide a complimentary boot shine for attendees. Vouchers will be passed out at sponsor booth.



## Trade Show Lounges

Multiple lounges located right on the trade show floor. Each lounge will be themed to match the look and feel of Orlando, Florida and showcase your brand!



## TRADE SHOW CAFES

The hub where all attendees can kick back and enjoy lunch or a snack. There are multiple cafe opportunities located throughout the event space and Trade Show floor.





Advertising sponsorship opportunities allow you to connect with over **8000 CattleCon attendees**. Catch the attention of attendees by featuring your company in one of our **many advertising outlets** such as our Beef Resource Guide, Mobile App, Digital Signage, and many more!

# ADVERTISING



	Booth Traffic Builder	Attendee Experience	Pre/Post Show Exposure	Attendee Engagement Opportunity	Increased Brand Awareness
BEEF RESOURCE GUIDE ADVERTISEMENT	👇		👇		👇
COUNTDOWN TO THE SHOW E-NEWSLETTER	👇		👇		👇
MOBILE APP/CHAT BOT	👇		👇		👇
PRE-SHOW MARKETING PACKAGE	👇		👇		👇
STEAKHOUSE MAP			👇		👇

## BEEF RESOURCE GUIDE ADVERTISEMENT OPPORTUNITIES

The official convention program, distributed at registration and some convention hotels. Full Page Ad, Half Page Ad, 2 Page Spread, Back Cover, Inside of Front or Back Cover, Belly Band, Insert/Tear Out Card



## MOBILE APP SPONSORSHIP

The mobile app is utilized by attendees to navigate CattleCon. The mobile app sponsorship will help you showcase your brand to CattleCon attendees.



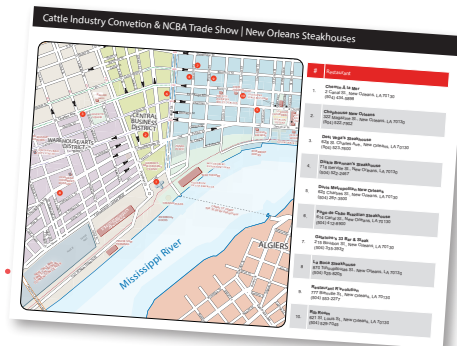
## ASK ANTONIO CHAT BOT

Become the sponsor of Ask Antonio Chatbot! The CattleCon Chatbot has the answers to all your convention questions. As the sponsor of Antonio you make the first impression on CattleCon attendees and help them prepare for a successful show.



## STEAKHOUSE MAP

Help attendees navigate to the best steakhouses in Orlando. Maps will be distributed at CattleCon, as well as on website and all print material prior to convention.



Want more information on additional sponsorship opportunities? Visit [envision.freeman.com/show/ncba-2024/](https://envision.freeman.com/show/ncba-2024/) home to see a full list of opportunities as well as a map of the convention center.



# BOLD BRANDING

Bold branding sponsorship opportunities allow your brand to make a large impact through sponsorship opportunities that put your brand on display in a big way. These sponsorships are one-of-a-kind and help captivate the attendee's attention to make a large impact.



	Booth Traffic Builder	Attendee Experience	PRE/POST SHOW Exposure	Attendee Engagement Opportunity	Increased Brand Awareness
BATHROOM BRANDING		⬆			⬆
BEST OF BEEF DISPLAY					⬆
COMMEMORATIVE PRINT	⬆	⬆	⬆	⬆	⬆
CONVENTION SCHOLARSHIP PROGRAM			⬆	⬆	
HEALTHY HERD PROGRAM			⬆		⬆
LANYARDS					⬆
LOBBY AND/OR OUTDOOR DISPLAY SPACE	⬆				⬆
MAP PACKAGE		⬆	⬆		⬆
WASTE RECEPTACLES AND RECYCLING BINS					⬆
WATER BOTTLE/FILLING STATIONS	⬆		⬆		⬆
WIFI IN CONVENTION CENTER					⬆



## TRADE SHOW MAP PACKAGE

This map package will help attendees navigate CattleCon. This map package includes the Tell Us Where You're From Map, the map insert in the onsite program, the oversized map floor cling located in the exhibit hall, and the online Trade Show map.



## WASTE RECEPTACLES AND RECYCLING BINS

Located throughout the convention center these waste receptacles and recycling bins will get your brand seen throughout the event space.



## COMMEMORATIVE PRINT

This keepsake is a custom piece of art that includes the sponsor logo in the border and is complimentary for all attendees..

To receive more information on these sponsorship opportunities and more, please contact the corporate relations team at [CorporateRelations@beef.org](mailto:CorporateRelations@beef.org).



CattleCon offers a variety of educational opportunities for attendees of all ages. These sponsorships allow you to place your brand in areas that help educate attendees on the happenings in the cattle and beef industries.

# EDUCATION



	Speaking Opportunity	Attendee Experience	PRE/POST SHOW Exposure	Attendee Engagement Opportunity	Increased Brand Awareness
CATTLE CHATS	👤	👤	👤	👤	👤
CATTLEMEN'S COLLEGE	👤		👤	👤	👤
CHUTES & SCALES SHOWDOWN	👤	👤	👤		👤
D.C. ISSUES UPDATE	👤		👤		
LEARNING LOUNGE	👤	👤	👤	👤	👤
SUSTAINABILITY FORUM	👤		👤		
SUSTAINABILITY SPOTLIGHT	👤	👤	👤	👤	



### SUSTAINABILITY FORUM

Showcase your brand while discussing one of the top priorities for NCBA, sustainability.

### CATTLE CHATS

Cattle Chats will feature 15-20 minute "Ted Talk" style sessions focused on the ag and beef industry. This unique opportunity will allow you to chat with convention attendees about your company.



### D.C. ISSUES UPDATE

Showcase your brand as NCBA's D.C. team provides the most accurate information on NCBA's policy efforts in D.C.

### LEARNING LOUNGE

A 45-minute educational session on a topic of the sponsor's choosing. This area will offer busy attendees valuable educational tips right from the Trade Show floor.



### CHUTES & SCALES SHOWDOWN

Each daily session features a company presentation and hands-on education segments for convention attendees. Opportunities to sponsor manual chutes, hydraulic chutes, and scales.

# ENGAGEMENT

Engagement sponsorship opportunities encourage connections and conversations between event attendees. These sponsorships allow you to create interactive opportunities for attendees.



	Booth Traffic Builder	Attendee Experience	PRE/POST SHOW Exposure	Attendee Engagement Opportunity	Increased Brand Awareness
ART WALL		☑		☑	☑
CATTLE INDUSTRY NEWS CENTER AND RECEPTION - ANNUAL (MEDIA ROOM)			☑		☑
CONVENTION INTERNS			☑		☑
CATTLECON INFLUENCER PROGRAM			☑		☑
HEADSHOT LOUNGE	☑		☑	☑	☑
NATIONAL ANTHEM CONTEST			☑		☑
RIDE AND DRIVE		☑	☑	☑	☑
SELFIE STATIONS		☑	☑	☑	☑
BEEF'S GOT TALENT CONTEST		☑	☑		☑



## ART WALL

Custom art to be completed by attendees, will include sponsor branding.

## BEEF'S GOT TALENT CONTEST

Help bring some of the industries undiscovered talent to the convention with the Beef's Got Talent program. This fun, unique sponsorship gets your company name in front of the beef cattle industry in the months before the convention as well as on-site.



## SELFIE STATIONS

Selfie Stations are placed throughout the convention center and hotel, and are photo-ops for attendees.



## RIDE AND DRIVE











































Let attendees get behind the wheel! Attendees will have an opportunity to test drive your equipment/vehicle. Includes an outdoor display location.





CattleCon has several events that are **full of FUN**. Sponsoring one of these **high-level opportunities** allows you to **mingle with convention attendees** and gain **brand exposure** as well as providing them with an **event to remember**.

# EVENT

	 Speaking Opportunity	 Attendee Experience	 PRE/POST SHOW Exposure	 Attendee Engagement Opportunity	 Increased Brand Awareness
BEEFIT 5K					
GENERAL SESSION(S)					
FIRST TIMER MEAT-UP RECEPTION					
FRIDAY NIGHT EVENT(S)					
MASTERS OF BEEF ADVOCACY RECEPTION					
NCBA BOARD OF DIRECTORS MEETING					
NCBA EXECUTIVE COMMITTEE MEETING					
PAC RECEPTION & LIVE AUCTION					
REGIONAL MEETINGS					
REGISTRATION					
THURSDAY NIGHT EVENT					
TRADE SHOW RECEPTIONS (3)					



### FIRST TIMER MEAT-UP RECEPTION

20% of convention attendees are attending for the first time. Serve as a host of the 2025 first timers.



### MASTERS OF BEEF ADVOCACY RECEPTION

This reception is a chance for Masters of Beef Advocacy graduates to get together and network.



### PAC RECEPTION & LIVE AUCTION

The NCBA PAC helps to support producer driven policies in Washington D.C. This reception and live auction is a fundraiser for NCBA's Political Action Committee.



### FRIDAY NIGHT EVENT

This sponsorship is one of the highest profile events of the convention. Close out the convention with a rockin concert or comedy event.



### TRADE SHOW RECEPTIONS (3)

Each afternoon in the Trade Show receptions are held to bring cattlemen and women together to make connections, discuss business, and have fun. This is the perfect opportunity to get your brand in front of convention attendees.

For a full list of available sponsorships visit [convention.ncba.org](http://convention.ncba.org).



# HEADQUARTERS HOTEL

The Hilton Orlando is the headquarter hotel for CattleCon2025. The headquarters hotel acts as the hub for event attendees after a long day of fun at CattleCon. Brand the bar, keycards, or provide a unique room drop for CattleCon attendees.



	Booth Traffic Builder	Attendee Experience	Pre/Post Show Exposure	Attendee Engagement Opportunity	Increased Brand Awareness
DOOR HANGERS- OUTSIDE ROOM				⬆️	⬆️
HEADQUARTER BAR PACKAGE		⬆️	⬆️	⬆️	⬆️
KEY CARDS AND POCKET AGENDA	⬆️				⬆️
ROOM DROPS- INSIDE ROOM	⬆️	⬆️			⬆️

## HEADQUARTERS BAR PACKAGE

The headquarters hotel-branding to include on the bar entrance and signage throughout the bar.



## KEY CARDS AND POCKET AGENDA

Branded key cards and pocket agendas are given to all attendees as they check into their hotel.

CattleCon24 offers a variety of signage sponsorship opportunities that allow you to get your brand in front of CattleCon attendees. These sponsorship opportunities provide a high level of brand exposure and there are opportunities available in both digital and print formats.



	Booth Traffic Builder	Increased Brand Awareness
AISLE SIGNS		⬆️
COLUMN WRAPS	⬆️	⬆️
DIRECTIONAL SIGNAGE PACKAGE	⬆️	⬆️
DOOR/WINDOW CLINGS	⬆️	⬆️
ESCALATOR RUNNER	⬆️	⬆️
FOLIAGE SIGNS	⬆️	⬆️
HANGING BANNERS	⬆️	⬆️
MEETING ROOM DIGITAL SIGNAGE	⬆️	⬆️



# BECOME AN EXHIBITOR

## MEET THE MOST INFLUENTIAL LEADERS AND INNOVATORS IN THE BEEF CATTLE INDUSTRY.

CattleCon24 provides an invaluable forum where cattlemen and women from across the country can gather to network, learn, share innovative ideas and set policy for the industry.

Position your company at the forefront of the beef industry! Take advantage of the opportunity to showcase your solutions and services to more than 8,000 influential cattlemen and women.

## WHY EXHIBIT?

- ✓ It's the leading, most prestigious Trade Show in the cattle industry!
- ✓ Provide solutions to and develop long-term mutually beneficial relationships with cattle producers.
- ✓ Establish hundreds of highly qualified sales leads in just 2.5 days!
- ✓ Increase your brand awareness and public awareness. Attendees are actively seeking new products that will improve efficiencies and solve problems.
- ✓ Put your product or service in front of the cattle industry's most influential leaders and decision makers to maximize your marketing dollars and ROI.
- ✓ Analyze the competition.
- ✓ Sharpen your knowledge of the industry



**YOUR CUSTOMERS WILL BE HERE. MAKE SURE YOU ARE TOO!**

# CATTLE 20 CON 25 SAN ANTONIO

FEB 4-6 | HENRY B. GONZALEZ CONVENTION CENTER

## WHO SHOULD EXHIBIT?

CattleCon's NCBA Trade Show attracts over 350 companies providing all types of products, services and the latest in technology to the cattle industry. Some of the products and services displayed at the NCBA Trade Show include:

- Animal Health Products
- Animal Identification
- Associations/Organizations/Government
- Breeders/Ranches/Feedlots/Marketers
- Computer/Software Packages
- Consulting Services
- Equipment/Trailers/Watering
- Feed/Feed Additives & Accessories
- Fencing Equipment & Accessories
- Hay Equipment & Accessories
- Herd Management/Chutes/Scales
- Information/Education
- Publications/Media/Broadcast Media
- Retail/Art/Furniture/Accessories
- Seed Products/Weed/Pest Control/Herbicide
- Structures/Buildings
- Veterinary/Breeding
- Genetics/DNA
- Processor/Packer

For a complete list of current exhibitors visit [convention.ncba.org](http://convention.ncba.org).

# ACCOLADES

The NCBA Trade Show has been recognized by the Trade Show industry for the fastest growing show in Net Square Feet of Exhibit Space, Number of Exhibiting Companies and Total Attendance.

Trade Show Executive's  
**FASTEST 50**  
AWARDS & SUMMIT



**CATTLE 20**  
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## CONTACT

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