

## **Exhibitor Invitation**

**TO:** Commercial Trade Show Exhibitors  
**FROM:** Jason Cleere, Associate Professor and Extension Beef Cattle Specialist  
**SUBJECT:** 2018 Texas A&M Beef Cattle Short Course

### **THE 64<sup>th</sup> ANNUAL TEXAS A&M BEEF CATTLE SHORT COURSE AND TRADE SHOW Rudder Complex - August 6-8, 2018**

The Texas A&M AgriLife Extension Beef Cattle Specialists and the TAMU Department of Animal Science invite you to participate in the 64th Texas A&M Beef Cattle Short Course and Trade Show in support of the beef industry.

Our beef cattle specialists, researchers, and teaching staff have worked closely with agriculture industry personnel to develop a program to fit today's producer needs. To make the program more meaningful, we are inviting you to again be a part of this year's program and help in its financial support for the attending producers. Year after year, participants rate the exhibitor trade show as one of the most beneficial parts of the course.

The Texas A&M Beef Cattle Short Course and Trade Show will be held at Texas A&M University in the Rudder Complex, August 6-8, 2018. There continues to be high visibility and participant contact time due to program format, breaks, program location, and exhibit area layout.

The Beef Cattle Short Course Cattleman's College is conducted on Monday, Tuesday, and Wednesday and is attended on average by over 1,600 producers each year. These are exciting training seminars, mini-symposiums, and workshops developed by the Texas A&M University System. The programs add traffic in the trade show area early on Monday morning, therefore, you should set up by Sunday, August 5<sup>th</sup>, at 5:00 p.m.; however, due to your travel schedule, you may set up early Monday morning as well (before 6:30 a.m.). **Set up time begins Sunday from 8:00 a.m. until 5:00 p.m. Booth locations are awarded on a first-come, first-served basis beginning Sunday at 8:00 a.m. Sponsors will be pre-assigned spaces.**

The exhibits will be located in the Rudder Theatre Complex Exhibit Hall. Due to anticipated shortage of space (140 booths), exhibitors will be confirmed based upon numerical receipt of requests and paid fees, with last year's exhibitors receiving first priority. **All booths must be removed from the Exhibit Hall by 5:00 p.m. Tuesday afternoon. All outside exhibitors must have equipment moved off of the grounds by 7:00 p.m. Tuesday evening.**

Please fill out the enclosed contract or you may also download your exhibitor contract at [www.beefcattleshortcourse.com](http://www.beefcattleshortcourse.com). In addition, we would appreciate you advertising this program to your clients and encouraging their attendance. **Please register early to ensure your participation.** After July 16th, spaces will be assigned from the waiting list.

## IMPORTANT INFORMATION

- **Booth Sizes & Specifications:** The Rudder Theatre Complex Exhibit Hall allows for 140 booth spaces, 6 feet deep by 8 feet wide. **This is smaller than many of you are used to.** One table, two chairs and electricity will be furnished. This space will allow for standing room area only for visiting guests. **Internet line requests must be received by July 16, 2018.**
  - **Outside booth space size will be limited to: 25' x 30'.** If you would like a larger area, each additional outside space (25' x 30') can be purchased for \$500. **Outside exhibits will be in the fountain area between Rudder and MSC.** A fork lift (5000 lb. capacity) will be available for unloading and loading equipment. If you need 220v electricity outside, please make this request by July 16, 2018. If you have questions or concerns about outside space allotment please call Jason Cleere at 979-845-6931.
- **Set Up:** You are encouraged to set up on Sunday, August 5th (8:00 a.m.-5:00 p.m.) and must be in place by 6:30 a.m. on Monday morning, August 6th. Detailed move-in instructions will be emailed in late July. **Outside exhibitors must be in place by 5:00 p.m. on Sunday, August 5th.** Participants arrive early on Monday morning and the traffic and visits usually begin at 6:30 a.m. with this group of producers. Booth spaces are assigned "first come, first served" beginning on Sunday, August 5th, 2018; from 8:00 a.m. to 5:00 p.m. **Sponsors will be pre-assigned spaces.**
- **Fees:** Your exhibitor's booth fee (\$800.00) includes registration for two (2) attendants (\$420 value) to all activities. Additional attendant's fees will be \$210.00 each. A Beef Cattle Short Course nametag will be issued and must be worn for participation in all activities and meals.
- **\*Parking\*:** TAMU Parking & Transportation Services has allocated a parking lot (Lot 61) for BCSC. This lot is located on the west side of Welborn Rd and a flat **event rate of \$15** has been negotiated for this parking lot. This also covers parking at campus based BCSC sessions on Wednesday at MSC (Lot 61) and Pearce Pavilion (Lot 63). Simply follow the link <https://transport2.tamu.edu/account/conference/parkingpermits.aspx> to purchase a parking pass. Be sure to print this pass and place on the dashboard of your vehicle!!! Lot 61 is a short walk to Rudder or there is a "free shuttle bus" that runs to and from Rudder. Parking is also available at Koldus (University Center) parking garage and Cain Garage, which are located directly across the street from the Rudder Complex, where the Short Course is held, for a maximum of \$15.00 per day. There is no "pre-pay" option for parking in the garage. Payment can be made with either cash or credit card each day upon exiting the garage. Parking in lots other than those listed above may result in fines. For additional questions or information, visit <http://transport.tamu.edu/parking/visitor.aspx>.
- **Contracts:** Contracts are due by July 16th and no refunds will be honored after July 16th. Refunds before July 16th will be honored, less \$200.00 administrative fees. Remember you can download contracts at [www.beefcattleshortcourse.com](http://www.beefcattleshortcourse.com).

### **ADDITIONAL SPONSORSHIPS – NOT BOOTHS**

#### **PLEASE LET US KNOW AS SOON AS POSSIBLE ABOUT CONTINUING YOUR SPONSORSHIP**

We always have inquires about sponsorships or additional financial support for speakers, whole sessions, topics, workshops, breaks, meals, proceedings, and etc. (other than the exhibitor booths). We want to make sure everyone has the opportunity to participate as a sponsor. If you or your company would like to receive additional recognition and financially support any activity, please let us know as soon as possible. If you have any questions please call Jason Cleere at (979) 845-6931. If you have an interest, please note on the attached Additional Financial Support Form.

**Thanks to our 2017 Sponsors:** 44 Farms, Ag Workers Insurance, AG Southwest Ranch Insurance, AgriLabs, Alexander Livestock, Allflex USA, America's Alfalfa, American Breeds Coalition, American Marketing Services, Arm & Hammer Animal Nutrition, Auto Easy Feed LLC, Barenburg Grass Seed, Bayer Animal Health, Bayer Range & Pasture, BCR Ventures/Lazy MC Angus, Beef on Forage Beefmaster Bull Sale, Boehringer – Ingelheim, Bovine Elite, LLC, Bradley 3 Ranch LTD, Cargill Animal Health, Catalena Hatters, Cattle Max Software, Champion Genetics, Inc, Circle X Land & Cattle Co. LTD, Datamars Inc, Dow, Fairlie Seed Co., Franks Manufacturing, Fort Worth Stock Show and Rodeo, Gentrust, LLC, Graham Land & Cattle, Gulf Coast Cattleman, Hargrove Ranch Insurance, Hudson Livestock Supplements, Independent Cattlemen's Association of Texas, Kunafin "The Insectary," Livestock Nutrition Center, Lone Star Ag Credit, Lone Star Feed, Lyssy & Eckel Feed, Merck Animal Health, MIX 30 by Agridyne, Multimin USA, Neogen/Geneseek, Norbrook Inc, Northwestern Mutual, Oak Creek Farms, Positive Feed, LDT, Producers Cooperative Association, Progressive Cattleman, R.A. Brown Ranch, Ranch House Designs, INC, Red Angus Association of America, San Antonio Steel Co., Santa Gertrudis Breeders International, Sexing Technologies, Silveus Insurance Group, Simplot, Stay-Tuff Fence, Sunbelt Custom Mineral, Texas Beef Council, Texas Cattle Feeders Association, The J.C. Smith Co., The Wax Company, Trans Ova Genetics, Tru-Test Group, USDA-NRCS, V8 Ranch, Westway Feed, and Zinpro Corporation