Exhibitor Invitation

TO: Commercial Trade Show Exhibitors

FROM: Jason Cleere, Associate Professor and Extension Beef Cattle Specialist

SUBJECT: 2019 Texas A&M Beef Cattle Short Course

THE 65TH ANNUAL TEXAS A&M BEEF CATTLE SHORT COURSE AND TRADE SHOW
Rudder Complex - August 5-7, 2019

The Texas A&M AgriLife Extension Beef Cattle Specialists and the TAMU Department of Animal Science invite you to participate in the 65th 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 5-7, 2019. 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 1,800 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 4th, at 5:00 p.m.; however, due to your travel schedule, you may set up early Monday morning as well (before 6:00 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. 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 15th, spaces will be assigned from the waiting list.
**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.

- **Outside booth space 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 $700. **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 15, 2019. 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 4th (8:00 a.m.-5:00 p.m.) and must be in place by 6:00 a.m. on Monday morning, August 5th. Detailed move-in instructions will be emailed in late July. **Outside exhibitors must be in place by 5:00 p.m. on Sunday, August 4th.** 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 4th, 2019, 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. Simply follow the link [https://transport2.tamu.edu/account/conference/parkingpermits.aspx](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](http://transport.tamu.edu/parking/visitor.aspx).

**Contracts:** Contracts are due by July 15th and no refunds will be honored after July 15th. Refunds before July 15th will be honored, less $200.00 administrative fees. Remember you can download contracts at [www.beefcattleshortcourse.com](http://www.beefcattleshortcourse.com).

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**ADDITIONAL SPONSORSHIPS – NOT BOOTHS**

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

We always have inquiries 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.

COMMERCIAL EXHIBITOR REGISTRATION CONTRACT

I, or we, the undersigned, agree to pay $800.00 for each commercial exhibit space at the TAMU Beef Cattle Short Course and Trade Show, held August 5-7, 2019 at the Rudder Theatre Complex in College Station, Texas.

- It is understood and agreed that in no case shall TAMU be held responsible for any loss, damage, or injury while exhibitor is at the TAMU Beef Cattle Short Course and Trade Show.
- Booth space may not be used for any political purpose.
- Exhibitor booths must be manned at all times during the TAM Beef Cattle Short Course (Monday and Tuesday 7:30 a.m. to 2:00 p.m. unless released by BCSC management).
- Set up time is from 8:00 a.m. to 5:00 p.m. Sunday August 4. Booth locations are assigned on a first-come, first-served basis beginning Sunday at 8:00 a.m. Indoor booths must be in place by 6:30 a.m. on August 5. Outdoor booths must be in place by 5:00 p.m. August 4. All booths must be dismantled and removed by August 7, by 5:00 p.m.
- Security will be in place Sunday, Monday, and Tuesday.
- Unloading instructions will be emailed the week before TAM Beef Cattle Short Course.

COMPANY NAME: ____________________________________________

ATTENDANT’S NAME: (Two Attendants are included with $800.00 registration fee.) Must have nametags to participant.

1. ____________________________________________ 2. ____________________________________________

Additional attendants’ or affiliates’ that will attend: ($210.00 each) Must have nametags to participant.

1. ____________________________________________ 2. ____________________________________________

ADDRESS: ____________________________________________

CITY: __________________________ STATE: __________ ZIP: __________ PHONE: __________________________

EMAIL: ____________________________________________ FAX NUMBER: __________________________

WEBSITE: ____________________________________________

Reservations will not be guaranteed until payment in full has been received. Reservations and payments are due with contract. Due to limited space, only the first 130 reservations will be awarded. Prior year’s exhibitors have priority. New exhibitors will be added to a waiting list after July 15. A fee of $200 will be assessed for cancellations received after July 15 will result in a full forfeiture of the registration fee. Cancellations must be made in writing.

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<thead>
<tr>
<th>Description</th>
<th>Cost Each</th>
<th>Number Purchased</th>
<th>Total Cost</th>
</tr>
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<tbody>
<tr>
<td>Inside Booth Space(s)</td>
<td>$800</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside Booth Space(s) (25’ X 30’)</td>
<td>$800</td>
<td></td>
<td></td>
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<tr>
<td>Inside &amp; Outside Booth Space</td>
<td>$1300</td>
<td></td>
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</tr>
<tr>
<td>Additional Outside Booth Space (25’ X 30’)</td>
<td>$700</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional Attendant or Affiliate</td>
<td>$210</td>
<td></td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>Total</strong></td>
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Number of hotel rooms you plan on reserving:

Number of nights you plan to stay in a hotel:

Name of hotel you are staying (if available):

- [ ] Check Enclosed (Make payable to Texas A&M Beef Cattle Short Course)
- [ ] Credit Card [ ] Visa [ ] Master Card [ ] American Express [ ] Discover

Name on Card: __________________________  Expiration Date: __________________________

Card Number: __________________________  Security Code: __________________________

Additional information can be found online at [http://www.beefcattleshortcourse.com](http://www.beefcattleshortcourse.com) for questions regarding registration, contact Joani Groce at 979-845-8902. For trade show or program questions call 979-845-6931.
I, or we, the undersigned, agree to pay the amount listed below as an official sponsor of the 2019 Texas A&M Beef Cattle Short Course and Trade Show, to be held August 5-7, 2019 at the Rudder Theatre Complex in College Station, Texas.

Sponsor Name: _________________________________________________________________
Address: ________________________________________  Amount: ________________
City: ___________________  State: _______  Zip: ______________
Phone: ___________________  Email: ______________________________________
Fax: ____________________  Web Site: ______________________________________

PAYMENT INFORMATION

☐ Check Enclosed: Make payable to Texas A&M Beef Cattle Short Course
☐ Credit Card:  ☐ Visa  ☐ Master Card  ☐ American Express  ☐ Discover
Name on Card: ____________________________________________________________
Card Number: _________________________________  Expiration Date: _____________
Authorized Signature: _____________________________________________________

MAIL FORM TO:
Conference Services
TAMU Beef Cattle Short Course
1232 TAMU
College Station, TX 77843-1232

FAX FORM TO:
Beef Cattle Short Course
979-845-2519

See complete short course information online at http://www.beefcattleshortcourse.com.
Questions? Call Jason Cleere, Conference Coordinator, at 979-845-6931
Hotel Information

The 2019 Texas A&M Beef Cattle Short Course has room blocks at the following four hotels.

**Texas A&M Hotel and Conference Center**
Phone: (888) 654-4436
*Reservations must be made by 7/4/2019 to receive the group rate of $135. Ask for reservations through the 2019 Beef Cattle Short Course for the room block. Group Code: 2019BCSC

**Cavalry Court**
Phone: (844) 313-7337
*Reservations must be made by 7/21/2019 to receive the group rate of $125. Ask for reservations through the Texas A&M Beef Cattle Short Course 2019 for the room block.

**The George**
Phone: (844) 599-3871
*Reservations must be made by 7/21/2019 to receive the group rate of $125. Ask for reservations through the Texas A&M Beef Cattle Short Course 2019 for the room block.

**The Hilton**
Phone: (979) 693-7500
*Reservations must be made by 7/13/2019 to receive the group rate of $115. Ask for reservations through the Texas A&M Beef Cattle Short Course 2019 for the room block.
Group Code: BCATT9
Each year many exhibitors & cattle producers participate in the TAM Beef Cattle Short Course Golf Tournament to raise funds for scholarships for the Department of Animal Science students with beef cattle interests. We hope you will participate in this year’s 4-player scramble tournament at the Pebble Creek Club on Sunday, August 4th at 10:00 a.m. Over the past twenty years, over $22,000 in scholarships have been awarded to TAMU students.

This event is open to all trade show exhibitors, Short Course participants, and any friend of the beef industry. The tournament format is a four-person scramble (best ball). Tournament starting time is 10:00 a.m. SHARP. Range balls are included so be at the course early to check in and warm up. Go over to Rudder Complex and select your booth space early, drop your booth material off, and then come play.

Entry fee is $125.00 per player, ($135.00 with 2 mulligans) payable in advance. There will be a 40 person MAXIMUM. Don’t wait until the last minute to register. **July 31st is the absolute deadline** to set the teams. Also, be sure to make plans to gather at “The Dixie Chicken” after the tournament for a cold one (or two) for the awards presentations. If you have any questions about the tournament, call Todd Huebner, SR. Sales Representative, Boehringer Ingelheim Animal Health, Chairman of the 22nd Annual TAM Beef Cattle Short Course Scholarship Golf Tournament.

Send your entry form and fee to:
Todd Huebner
823 Plum Hollow Drive
College Station, TX 77845
(979) 690-9861 Fax

For more information contact:
Todd Huebner
(979) 571-0639
Todd.Huebner@boehringer-ingelheim.com
22nd ANNUAL TAM BEEF CATTLE SHORT COURSE SCHOLARSHIP GOLF TOURNAMENT August 4th, 2019
TOURNAMENT REGISTRATION FORM: (Absolute Deadline, July 31st)

Name: ____________________________________________

Company Name: ____________________________________________

Address: ____________________________________________

Telephone: ____________________________________________

Handicap and/or average 18 hole score: _________________

Enclose Check for $125.00 or $135.00 (with 2 mulligans) payable to “Todd Huebner”

* Do you wish to sponsor additional prizes? *

If so, contact Todd Huebner. We are looking for gifts for each golfer (e.g. balls, caps, t-shirts, tee’s, etc.). These can include your company’s logo or may be simply prizes for awards. Any help will be appreciated to save as much money as possible to be awarded as scholarships to deserving students.

The “after expenses cash” will be awarded in the form of scholarships to an Animal Science student with beef cattle/business interests. The scholarships will be awarded next April at the TAMU Department of Animal Science Saddle and Sirloin Club banquet held on the TAMU Campus. The scholarships will be awarded in the name of the Texas A&M Beef Cattle Short Course commercial exhibitors. If your company would like to match or make another contribution, please let Dr. Cleere know.

Mail form and fees ($125.00 per person or $135.00 with mulligans) by July 31st to:

Todd Huebner
823 Plum Hollow Dr
College Station, TX 77845
(979) 571-0639 Phone
(678) 495-9112 Fax

Make checks payable to: “Todd Huebner”

Remember: The Tournament begins at 10:00 am sharp, August 4, 2019, at Pebble Creek Country Club.
TEXAS AGGIE CATTLEWOMEN STEAK DINNER

In conjunction with the Beef Cattle Short Course

Sunday August 4th, 2019
Cocktail Hour 5:00 PM
Dinner Served at 6:00 PM

Texas A&M Hotel and Conference Center
177 Joe Routt Blvd
College Station, Texas 77840

Tickets $40
Tables (10 Seats) $350

Tickets available May 1st - July 20th
Limited tickets available at door

Checks Payable:
TACW
2471 TAMU
College Station, TX 77843

Questions:
Casey Matzke
(713)578-0863
texassaggiecattlewomen@gmail.com