

Exhibitor Invitation

TO: Commercial Trade Show Exhibitors

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

SUBJECT: 2020 Texas A&M Beef Cattle Short Course

THE 66th ANNUAL TEXAS A&M BEEF CATTLE SHORT COURSE AND TRADE SHOW Rudder Complex - August 3-5, 2020

The Texas A&M AgriLife Extension Beef Cattle Specialists and the TAMU Department of Animal Science invite you to participate in the 66th 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 3-5, 2020. 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 2nd, 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.

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.
 - **Outside booth space size will be limited to: 25' x 30'.** **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, 2020. 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 2nd (8:00 a.m.-5:00 p.m.) and must be in place by 6:00 a.m. on Monday morning, August 3rd. Detailed move-in instructions will be emailed in late July. **Outside exhibitors must be in place by 5:00 p.m. on Sunday, August 2nd.** 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 2nd, 2020; 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> 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 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.

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.

Thanks to our 2019 Sponsors: Ag Southwest Rainfall Insurance, Ag Workers Insurance, Alexander Livestock Intelligence, Allflex, American Breeds Coalition, American Marketing Services, Arm & Hammer, Auto Easy Feeder LLC, Bayer Animal Health, Bayer Range and Pasture, Beef on Forage Beefmaster Bull Sale, Boehringer Ingelheim, Bovine Elite LLC, Capital Farm Credit, Capitol Ranch Real Estate – Wunderlich, Cargill Inc, CattleMax Software, Champion Animal Health, Champion Genetics Inc, Corporron Acres/Pinnacle Cattle Company, Corteva Agriscience, Dakota Gold ProPellet, Datamars, DigitalBeef LLC, Eagle Land and Livestock, East Texas Livestock, Fairlie Seed Company, Franks Manufacturing, Genetrust LLC, Graham Land & Cattle Company, Gulf Coast Cattleman, Hargrove Ranch Insurance, Houston Livestock Show and Rodeo, Hudson Livestock Supplement, Huvepharma, Immucell Corporation, Independent Cattlemen’s Association, Kunafin Insectary, Livestock Nutrition Center, Lone Star Ag Credit, Lone Star Feed, Lyssy & Eckel Feeds, Merck Animal Health, Mix 30 by Agridyne LLC, Multimin USA, Neogen, Nolan Ryan Beef, Norbrook Inc, Oak Creek Farms, Pennridge Ranch, Positive Feed LTD, Producers Cooperative Association, Progressive Cattleman, RA Brown Ranch, Ranch House Designs, Red Angus Association of America, San Antonio Livestock Exposition, Santa Gertrudis Breeders Int, SAPI Technologies, Southern Livestock Standard, Southwestern Exposition & Livestock Show, ST Genetics, StaTite 50 San Antonio Steel Company, Stay-Tuff Fence, Sunbelt Custom Mineral, Texas Beef Council, Texas Cattle Feeders Association, Texas Rancher Girl, Texas and Southwestern Cattle Raisers, Texas Wagyu Association, The Brahman Journal, The J.C. Smith Co, The Mule Barn, The Wax Company, Trans Ova Genetics, USDA-NRCS, Westway Feed Products, Y-Tex Corporation

2020 Texas A&M Beef Cattle Short Course

Exhibitor Registration Form

I, or we, the undersigned, agree to pay \$800 for each commercial exhibit space at the TAM Beef Cattle Short Course and trade show, held August 3 – 5, 2020 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 TAM 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 2. 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 3. All booths must be dismantled by August 4, 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 participate.*

1. _____ 2. _____

Additional attendants' or affiliates' that will attend: (\$210.00 each) *Must have nametags to participate.*

1. _____ 2. _____

ADDRESS: _____

PHONE: _____

CITY: _____ STATE: _____ ZIP: _____

FAX: _____

WEBSITE: _____

EMAIL: _____

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 140 reservations will be awarded. Prior years' 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.

Description	Cost	Number Purchased	Total Cost
Inside Booth Space(s) (6' x 8')	\$800		
Outside Booth Space(s) (25' x 30')	\$800		
Inside & Outside Booth Space	\$1,400		
Additional Attendant or Affiliate	\$210		
		Total	

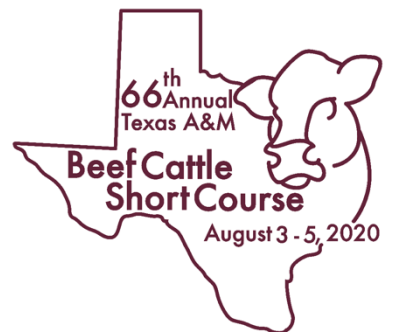
Form and payment may be mailed to:
 TAM Beef Cattle Short Course
 2471 TAMU Kleberg Center
 College Station, TX 77843-2471

Form and credit card payment may be faxed to:
 TAM Beef Cattle Short Course
 979-458-3387

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 <https://beefcattleshortcourse.com> for questions regarding registration, contact Paige Phillips or Jason Cleere at 979-845-6931 or extansc@tamu.edu.