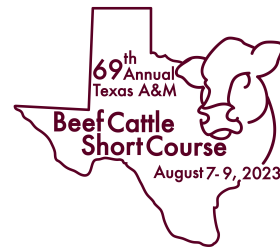


# 2023 Trade Show Exhibitor Invitation



**TO:** Commercial Trade Show Exhibitors

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

**SUBJECT:** 2023 Texas A&M Beef Cattle Short Course

## **THE 69<sup>th</sup> ANNUAL TEXAS A&M BEEF CATTLE SHORT COURSE AND TRADE SHOW Rudder Complex - August 7-9, 2023**

The Texas A&M AgriLife Extension Beef Cattle Specialists and the TAMU Department of Animal Science invite you to participate in the 69<sup>th</sup> 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 7-9, 2023. 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 1,900 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 6<sup>th</sup>, at 5:00 p.m.; however, due to your travel schedule, you may set up early Monday morning as well (before 6:00 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.**

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.**

Registration will also be open online at ["BCSC Exhibitor Registration"](#) or you can complete the enclosed contract and mail payment. 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 21<sup>st</sup>, spaces will be assigned from the waiting list.

## IMPORTANT INFORMATION

- **Booth Sizes & Specifications:** The 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'. If you would like a larger area, each additional outside space (25' x 30') can be purchased for \$900. A fork lift (5000 lb. capacity) and operator will be available for unloading and loading equipment 8:00 a.m. – 5:00 p.m. Sunday, August 6th. If you need 220v electricity outside, please make this request by August 3rd, 2023. 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 6th (8:00 a.m.-5:00 p.m.) and must be in place by 6:00 a.m. on Monday morning, August 7th. Detailed move-in instructions will be emailed the week of July 31st. **Outside exhibitors must be in place by 5:00 p.m. on Sunday, August 6th.** 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 6, 2023; from 8:00 a.m. to 5:00 p.m. **Sponsors will be pre-assigned spaces.**
- **Fees:** Your exhibitor's booth fee (\$900 inside, \$900 outside) includes registration for two (2) attendants (\$520 value) to all activities including lunches and prime rib dinner. Additional attendant's fees will be \$260 each. A Beef Cattle Short Course badge will be issued and must be worn for participation in all activities and meals.
- **2023 Texas A&M Beef Cattle Short Course Parking Information**  
**Sunday – Tuesday Parking:** Parking is available across the street from the MSC in the University Center Garage or the Gene Stallings Blvd. Garage for a maximum of \$15 per day. **Gene Stallings Garage Location**  
**Wednesday Parking:** Rosenthal Meat Science location: Parking is available at the West Campus Garage for approximately \$10 on Wednesday morning. **West Campus Garage Location.**  
Texas A&M Beef Center, Pearce Pavilion and Hildebrand Equine Complex do not require a parking permit.  
**Parking in lots other than those listed above may result in fines. Parking will be enforced by Texas A&M. For additional information, visit the Transportation Services website [transport.tamu.edu](http://transport.tamu.edu)**
- **Contracts:** Contracts are due by July 21st and no refunds will be honored after July 21st. Refunds before July 21st will be honored, less \$200.00 administrative fees. Remember you can download contract or registrar online at [www.beefcattleshortcourse.com](http://www.beefcattleshortcourse.com).

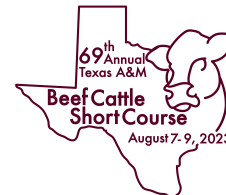
### **ADDITIONAL SPONSORSHIPS – NOT BOOTHS**

#### **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 2022 Sponsors:** AgSouthwest, American Breeds Coalition, American Cattle Enterprises, Auto Easy Feeder, Bayer Range and Pasture, Beef on Forage Beefmaster Bull Sale, Bimeda, Boehringer Ingelheim, Bovine Elite, Inc., Brahman Journal, Branch Ranch, Capital Farm Credit, Cargill Animal Nutrition, Cattlesoft, Inc., CDP Brangus, Central Life Sciences, Corteva agriscience Agriculture Division of DowDuPont, Diamond H Braunvieh, Eagle Land and Livestock, East Texas Livestock, Elanco Animal Health, Elgin Breeding Service, Estrotec, Experience CS HOT, Farmers Business Network, Franks, Graham Land and Cattle Co., Gulf Coast Cattleman, Houston Livestock Show & Rodeo, Huvepharma, Idexx, Independent Cattlemen's Association, J&J Cattle, JC Smith CO, Lone Star Ag Credit, Merck Animal Health, Merck Animal Health Intelligence(Alflex USA), Morgan Livestock Equipment, Multimin, Nolan Ryan Brands, NuFarm, Nutrition Plus, Oak Creek Farms, Performance Livestock Analytics, Producers Cooperative, Progressive Cattleman, RA Brown Ranch, Ranch House Designs/BRC, Repro Logix, San Antonio Livestock Exposition, Inc. San Antonio Steel, Signature Ranches, Southern Livestock Standard, Southwestern Exposition and Livestock Show, ST Genetics, Sunbelt Custom Mineral, Tarpon Blue, Texas and Southwestern Cattle Raisers, Texas Beef Council, Texas Cattle Feeders Association, Texas Department of Agriculture, Texas Farm Bureau, Texas Shorthorn Association, TFP Nutrition Lone Star, Trans Ova, USDA NRCS, Wendt Ranches, Westway Feed Products, Y-Tex, York Ag, Zinpro.

# COMMERCIAL EXHIBITOR REGISTRATION CONTRACT



I, or we, the undersigned, agree to pay \$900.00 for an inside exhibit booth space and \$800.00 for an outside exhibit booth space at the TAMU Beef Cattle Short Course and Trade Show, held August 7-9, 2023 at the Rudder 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 3:00 p.m. unless released by BCSC management).
- Set up time is from 8:00 a.m. to 5:00 p.m. Sunday August 6<sup>th</sup>. 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 6:00 a.m. on August 7. Outdoor booths must in place by 5:00 p.m. August 6<sup>th</sup>. All booths must be dismantled and removed by 5:00 p.m. August 8.
- 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 registration fee.) ***Must have nametags to participant.***

1. \_\_\_\_\_ 2. \_\_\_\_\_

Additional attendants' or affiliates' that will attend: (\$260.00 each) ***Must have nametags to participate in all activities and meals***

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 140 reservations will be awarded. Prior year's exhibitors have priority. New exhibitors will be added to a waiting list after July 21. Refunds before July 21 will be less \$200 administrative fees. After July 21 will result in a full forfeiture of the registration fee.

Description	Cost Each	Number Purchased	Total Cost
Inside Booth Space(s)	\$900		
Outside Booth Space(s) (25' X 30')	\$900		
Inside & Outside Booth Space	\$1800		
Additional Attendant or Affiliate	\$260		
		<b>Total</b>	

**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: \_\_\_\_\_

Form and payment may be mailed to:  
 Conference Services  
 TAMU Beef Cattle Short Course  
 1232 TAMU  
 College Station, TX  
 77843-1232

***Online Registration Now Available!!!***

**2023 BCSC Exhibitor**

Additional information and **online registration** can be found at <http://www.beefcattleshortcourse.com> for questions regarding registration, Conference Services at 979-845-8902. For trade show or program questions call 979-845-6931.