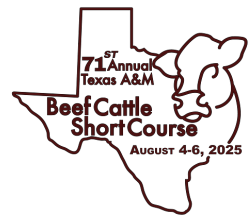


2025 BCSC TRADE SHOW INVITATION



TO: Commercial Trade Show Exhibitors
FROM: Jason Cleere, Associate Professor and Extension Beef Cattle Specialist
SUBJECT: 2025 Texas A&M Beef Cattle Short Course

THE 71st ANNUAL TEXAS A&M BEEF CATTLE SHORT COURSE AND TRADE SHOW Rudder Complex - August 4-6, 2025

The Texas A&M AgriLife Extension Beef Cattle Specialists and the TAMU Department of Animal Science invite you to participate in the 71st Texas A&M Beef Cattle Short Course and Trade Show in support of the beef industry.

The Texas A&M Beef Cattle Short Course and Trade Show will be held at Texas A&M University in the Rudder Complex, August 4-6, 2025. 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 annually. These are exciting training seminars, mini-symposiums, and workshops developed by the Texas A&M University System. The programs add traffic to the trade show area early on Monday morning, therefore, you should set up by Sunday, August 3, at 5:00 p.m.; however, due to your travel schedule, you may set up before 6 a.m. Monday morning. **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 starting Sunday at 8:00 a.m. Sponsors will be pre-assigned spaces.**

All booths must be removed from the Exhibit Hall by 5:00 pm Tuesday, August 5. All outside exhibitors must have equipment removed from the grounds by 7:00 pm Tuesday, August 5. Trailer parking is available at our Animal Science Teaching and Research Complex.

Registration will also be open online at beefcattleshortcourse.com 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 in the trade show.**

IMPORTANT INFORMATION

- **Booth Sizes & Specifications:** The Exhibit Hall allows for 150 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. Free WiFi is also available. 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 forklift (5000 lb. capacity) and operator will be available for unloading and loading equipment 8:00 a.m. – 5:00 p.m. Sunday, August 3. If you need 220v electricity outside, please make this request by July 25, 2025. If you have questions about outside space allotment, please call Jason Cleere at (936) 349-2051. Exhibitors will have the opportunity to purchase both an inside and outside both for \$2,000.
- **Set Up:** You are encouraged to set up on Sunday, August 3 (8:00 am-5:00 pm) and must be in place by 6:00 a.m. on Monday, August 4. Detailed move-in instructions will be emailed the week of July 28. **Outside exhibitors must be in place by 5:00 p.m. on Sunday, August 3.** Participants arrive early on Monday morning and the traffic and visits usually begin at 6:30 am.
- **Fees:** Your exhibitor's booth fee (\$1,100) includes registration for two (2) attendants (\$600 value) for all meals and educational activities. Additional attendant fees will be \$300 each. A Beef Cattle Short Course badge will be issued and must be worn for participation in all activities and meals.
- **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. Parking in lots other than those listed above may result in fines. Parking will be enforced by Texas A&M Transportation. For additional information, visit the Transportation Services website: transport.tamu.edu
- **Contracts:** No refunds will be honored after July 25, 2025. Refunds before July 25 will be honored, less \$200.00 administrative fees. Remember you can download the contract or register online at www.beefcattleshortcourse.com.

ADDITIONAL SPONSORSHIP - NOT BOOTHS

PLEASE LET 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 or other opportunities outside of exhibitor booths. If you or your company would like to participate as a sponsor, receive additional recognition, or financially support any activity, please let us know as soon as possible. If you have any questions please contact Jason Cleere at (936) 349 - 2051. Sponsorships can be added during online registration.

Thank you to our 2024 Sponsors: 406 Bovine, 50 Year Fence, AgriWeb, AgSouthwest, AgWorkers Insurance, Allegare, American Angus Association, American Breeds Coalition, Auto Easy Feeder, Axiota, Beef of Forage Beefmaster Bull Sale, Bimeda, Boehringer Ingelheim, Bovine Elite, Inc., Brahman Country Beef, Brahman Journal, Branch Ranch, Brady & Hamilton, BR Cutrer Ranch, Briggs Ranches, Capital Farm Credit, Cargill Animal Nutrition, Cattlesoft, Inc., CattleStats, Cavendar Ranches, Central Life Sciences, CHR Hansen, C-Lock Inc., Corteva Agriscience, Eagle Land and Livestock, Elanco Animal Health, Elgin Breeding Service, Envu Range and Pasture, Diamond H Braunvieh, Estrotec, Farmers Business Network, Fera Diagnostics and Biologicals, Franks, Goodstock by Nolan Ryan, Graham Land and Cattle Co., Gulf Coast Cattleman, Houston Livestock Show and Rodeo, Huvepharma, Independent Cattlemen's Association, JC Smith Co, J&J Cattle Co., Jorgensen Land and Cattle, Livestock Nutrition Center, LoneStar, Lyssy & Eckel Feeds, Morgan Livestock Equipment, Merck Animal Health, Nolan Ryan Beef, NuFarm, Nutrition Plus, Oak Creek Farms, OKBrand Fencing Product, Positive Feeds, Producers Cooperative, Progressive Cattle, RA Brown Ranch, Ranchbot, Ranch House Designs, ReproLogix, San Antonio Steel, ST Genetics, Southern Livestock Standard, Sunbelt Custom Mineral, Specialized Crop Insurance, Telus Agriculture, Texas A&M AgriLife Extension Services, Texas A&M University Animal Science, Tarpon Blue, Texas Department of Agriculture, Texas and Southwestern Cattle Raisers, Texas Beef Council, Texas Farm Bureau, TFP Nutrition Lonestar, The Eagle Land and Cattle Post, TransOva Genetics, USDA NRCS, Visit College Station, Vytelle, Wendt Ranches, Westway Feed Products, WRI Tractors, Y-TEX.