



2026 Trade Show Exhibitor Invitation

TO: Commercial Trade Show Exhibitors
FROM: Jason Cleere, Associate Professor and Extension Beef Cattle Specialist
SUBJECT: 2026 Texas A&M Beef Cattle Short Course

THE 72nd ANNUAL TEXAS A&M BEEF CATTLE SHORT COURSE AND TRADE SHOW Rudder Complex - August 3-5, 2026

The Texas A&M AgriLife Extension Beef Cattle Specialists and the TAMU Department of Animal Science invite you to participate in the 72nd 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 3-5, 2026. There continues to be high visibility and participant contact time due to the program format, breaks, the program location, and the 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 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.**

All booths must be removed from the Exhibit Hall by 5:00 p.m. on Tuesday. All outside exhibitors must have equipment moved off the grounds by 6:00 p.m. on Tuesday. 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 your advertising this program to your clients and encouraging them to attend. **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 a 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 \$1,000. 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 2nd. If you need 220v electricity outside, please make this request by July 27, 2026. If you have questions about outside space allotment, please call Jason Cleere at 936-349-2051.
- **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, August 3rd. Detailed move-in instructions will be emailed the week of July 27th. **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.
- **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. For additional information, visit the Transportation Services website, transport.tamu.edu
- **Contracts:** No refunds will be honored after July 24th. Refunds before July 4th will be honored, less \$200.00 administrative fees. You can also register online at www.beefcattleshortcourse.com.

ADDITIONAL SPONSORSHIP – 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, 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 (936) 349-2051. Sponsorships can be added during online registration.

Thanks to our 2025 Sponsors: Advanced Ag Products, AgSouthwest, Aligare, American Angus Association, American Breeds Coalition, Beefmaster Breeders United, Big Country Farm Center, Bimeda, Boehringer Ingelheim, Bovine Elite, Inc., Brahman Journal, BR Cutrer Ranch, Briggs Ranches, Capital Farm Credit, Cargill Animal Nutrition, Cattlesoft, Inc., Cavender Ranches, Central Life Sciences, CF Production Sales, Corteva Agriscience, Elanco Animal Health, Elgin Breeding Service, Envu Range and Pasture, Estrotec, Fera Diagnostics and Biologicals, Franks, Livestock Marketing Association, Nolan Ryan, Graham Land and Cattle Co., Gulf Coast Cattleman, Houston Livestock Show & Rodeo, Huvepharma, Idexx, Independent Cattlemen's Association, Integrated Breeders, JC Smith CO, J&J Cattle, Jorgensen Land and Cattle, KoC, Lyssy & Eckel, Merck Animal Health, Nutrition Plus, Oak Creek Farms, OK Brand Fencing, PolyCleat Flooring, Positive Feed, Producers Cooperative, Progressive Cattle, RA Brown Ranch, Ranchbot, Ranch House Designs, RanchWorx, Red Angus Association of America, ReproLogix, Ridley, San Antonio Steel, Southern Livestock Standard, Sunbelt Custom Mineral, Texas Department of Agriculture, Texas and Southwestern Cattle Raisers, Texas Beef Council, Texas Farm Bureau, Texas Ranch Sales, Lone Star Feed, Trans Ova Genetics, USDA NRCS, Visit College Station, Vytelle, Wendt Ranches, Westway Feed Products, Wilbur Ellis, W4 Ranch, WRI Outdoors, Y-Tex.