

# 2021 CONVENTION PARTICIPATION OPPORTUNITIES



## December 1-3, 2021

Peppermill Resort Reno  
2707 S Virginia St,  
Reno, NV 89502





## 2021 Tradeshow & Advertising Opportunities

### California Cattle Industry Tradeshow

Held in conjunction with the CCA/CCW Annual Convention, the Tradeshow will be held at the Peppermill Resort Hotel in Reno, Nevada. Booth space includes: back drape, side rail, ID sign, one six foot skirted table, two side chairs and one wastebasket.

# of booths	CCA Member rate	Non-member rate
One booth	\$500	\$600
Two booths	\$850	\$950
Three booths	\$1,000	\$1,100
Four booths	\$1,150	\$1,250

*Exhibitors are limited to 4 booths*

Booth assignments are made based on membership status and participation in Association events throughout the year including event sponsorship, attendance at Allied Industry meetings, participating in scholarship interviews, assisting with fundraisers for scholarships or serving in a leadership role. While we value all industry partners, organizations that participate more in the CCA are given priority in terms of booth placement. Initial booth space reservations will be taken through **Friday, October 8.**

### Convention Program Advertisements

Ad size	Price	Dimensions
Full page	\$300	4" wide x 8.5" tall plus .125" bleed
Half page	\$200	4" wide x 4.25" tall plus .125" bleed
Third page	\$150	4" wide x 2.83" tall plus .125" bleed

**Art Deadline: Wednesday, October 20 for camera ready artwork**

#### Need CCA to build an ad for you?

No problem. Send us your copy and logos by **October 8** and we will build your ad. Please note that logos should be transparent backgrounds (png file or eps) and at least 600 dpi in quality. Send ad copy or camera ready art to Katie Roberti at [katier@calcattlemen.org](mailto:katier@calcattlemen.org).

**Over 100 exhibitor booths at the 2019 convention!**



### RESERVE YOUR BOOTH TODAY!

To download the Exhibitor Agreement Packet and order your tradeshow booth and advertising please visit [calcattlemen.org/convention2021](http://calcattlemen.org/convention2021) or contact Lisa Brendlen at [lisa@calcattlemen.org](mailto:lisa@calcattlemen.org).

**Interested in sponsorship opportunities for 2021?**



Learn about this year's sponsorships on page 3.





## 2021 CCA & CCW Convention Sponsorships

### **Trail Boss**      *Investment: \$3,000*

As the exclusive title sponsor, you'll enjoy recognition in all convention promotional materials, onsite program and signage, plus a speaking opportunity in the form of a 30 minute session during the convention.

### **Branded Badge Holders**      *Investment: \$2,500*

Be near and dear to each attendee's heart as the name badge holder sponsor which features your company logo on each attendees name badge at Annual Convention.

### **Saddle Bags**      *Investment: \$2,000*

Be the warm welcome for attendees as they pick up their registration materials with this tote bag featuring your company logo. Sponsorship allows you to place one piece of literature or a promotional product in the bag.

### **Trail Token**      *Investment: \$1,500*

Make each guest feel like royalty with a welcoming gift in their hotel room featuring your company logo and a personalized welcome message from you.

### **Guest Room Keys**      *Investment: \$1,500*

Get in front of every attendee by customizing their guest room keys. Use this opportunity to deliver your message and invite attendees to your booth. Your custom artwork will be on every guest room key to the CCA room block.

### **Convention Meal Sponsor**      *Investment: \$1,000*

Be the exclusive sponsor for one of our meals at the 2021 Convention; with the opportunity to speak for 10 minutes at the start of the meal and place a piece of literature or promotional item at each seat. Meals are sold on a first-come, first-served basis.

### **'Til it Shines**      *Investment: \$1,000*

We'll provide the polish and you'll shine as a boot shine booth sponsor in this year's tradeshow, including custom signage.

### **Bloody Mary Bar**      *Investment: \$750*

Trade show attendees on Thursday morning can enjoy a Bloody Mary Bar as they start their day. Sponsor that signs up prior to the exhibit deadline can have the bar placed next to their exhibit space. Sponsor recognition includes custom napkins and 30 drink tickets to distribute to your key customers.

### **Committee Sponsor**      *Investment: \$500*

You can choose to sponsor one of six committee meetings at the convention. Your sponsorship includes your logo on the meeting signage and the opportunity to address the committee meeting for up to 10 minutes.

*\*Note this sponsorship is at the CCA/CCW Convention only*

## Ready to secure your sponsorship?

Contact Lisa Brendlen at [lisa@calcattlemen.org](mailto:lisa@calcattlemen.org) or at (916) 444-0845.

***Sponsorships are sold on a first-come, first-served basis.***