

2021 CALIFORNIA CATTLE INDUSTRY TRADESHOW



EXHIBITOR AGREEMENT

December 1-3 • Peppermill Resort Reno



2021 Tradeshow Booth Details

Booth Cost

The 2021 California Cattle Industry Tradeshow will be held Reno, Nevada, December 1-3. Booth spaces are 10'x10' and include: backdrape, side rail, ID sign, one six foot skirted table, two side chairs and one wastebasket.

Not a member?

You may take advantage of the member rate by including CCA member dues with your booth payment and indicating so on your registration form.

# 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 four booths

Booth Assignments

Initial booth space reservations will be taken through **Friday, October 8.**

Once a space is assigned, you will be notified of your booth assignment and sent a Service Manual to be used to order any extra services or booth furnishings you will need. The manual will also provide shipping information to you.



CCA Convention Program Advertisements

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 **Friday, 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. **Please include a .125" bleed on all ads.**

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

Send ad copy and camera ready art to Katie in the CCA office at katier@calcattlemen.org.

Tradeshow Questions?

Contact Lisa in the CCA office at lisa@calcattlemen.org or (916) 444-0845.

2021 Tradeshow Exhibitor Rules

1. All exhibitors must complete an Exhibit Booth Order Form and include payment.
2. Each individual company must purchase their own booth space. Sharing booth space is not permitted.
3. Pre-registration fees for **three** individuals are included for each exhibiting company. This only applies if the application is received and paid on time. Late and on-site registrations will be charged on a per person basis. Companies with more than **three** individuals will be asked to pay a convention registration fee for each additional person.
4. Phone orders and verbal commitments will not be accepted or honored. If such commitments are assumed, they will not be binding upon the California Cattlemen's Association.
5. All exhibitors must pick up their name badge and tickets before setting up in the exhibit area. These can be picked up (BY EXHIBITORS ONLY) at the registration desks onsite beginning Wednesday, December 1, 2021.
6. All exhibitors will adhere to the exhibit booth set-up and teardown times, no exceptions.
7. The decorating/exhibitor firm is GES. They will furnish each exhibitor with information on booth set-ups and costs for additional equipment. The booths will be 10' X 10' in size.
8. Any exhibitor selling or promoting counterfeit or bogus goods will be reported to the authorities and then asked to leave without refund.
9. The California Cattlemen's Association will assume no liability for theft or damage to any exhibitor's property.
10. Exhibit space is assigned based on membership status and participation in association events throughout the year.
11. Exhibitors must abide by rules of association, and the laws of Washoe County, the State of Nevada and the United States.
- 12. No refunds will be given after Friday, Oct. 29 for cancelled booth reservations.**

2021 Tentative Tradeshow Schedule

Wednesday, December 1, 2021

7 - 11 am	Exhibitor Move-In
9 am - 10 am	Mandatory Tradeshow Exhibitor/Allied Industry Council Meeting
11 - Noon	YCC Networking in the Trade Show
Noon - 9:30 pm	Tradeshow Open to All
5:30 - 6:30 pm	Allied Industry Wine and Cheese Reception
6:30 - 9:30 pm	Tradeshow Welcome Party

Thursday, December 2, 2021

7 am - 2 pm	Tradeshow Open to All
7 - 8 am	Breakfast in the Tradeshow
7 - 10 am	Bloody Mary Bar
Noon - 1 pm	Lunch in the Tradeshow
2 pm	Trade Show Closes/Exhibitor Dismantle and Move Out

2021 Tradeshow Order Form

Please fill out the form below and fax it to (916) 444-2194, email it to lisa@calcattlemen.org, or mail it with payment to: CCA, 1221 H Street, Sacramento, CA 95814. Orders may also be made online at calcattlemen.org.

1. CONTACT INFORMATION

Company name

Primary contact person

Phone Number

Email address

Address

City/ State/ZIP

2. ORDERS

of Exhibit Spaces (limit 4) _____

Booth space fees: \$ _____

\$500 members/\$600 non-members

\$350 for 2nd booth, \$150 each for 3rd & 4th booths

Program Advertising

Advertising fees: \$ _____

1/3 Page @ \$150 (4" wide x 2.83" tall plus .125" bleed)

1/2 Page @ \$200 (4" wide x 4.25" tall plus .125" bleed)

Full Page @ \$300 (4" wide x 8.5" tall plus .125" bleed)

Membership

Membership: \$ _____

CCA Allied Member \$220

CCA Associate Member \$100

Total to charge: \$ _____

3. BOOTH STAFFING

Booth fees come with complimentary name badges for **three**. Meals and other event tickets may be ordered separately.

Please write the names of your booth staff for badges. **2.** _____

1. _____ **3.** _____

4. PAYMENT

Credit Card

Check (payable to the California Cattlemen's Association.)

Card Number

Expiration Date

Name as it appears on card

Authorized Signature

Date

5. EXECUTION OF AGREEMENT

The undersigned hereby agrees to abide by all rules & regulations under which exhibit space and advertising is sold.

Printed Name

Authorized Signature

Date