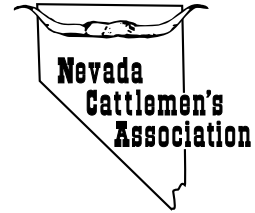


SPONSORSHIP & ADVERTISING OPPORTUNITIES

2022 CALIFORNIA + NEVADA CATTLE INDUSTRY TRADESHOW

Nov. 30 - Dec. 2 • Nugget Casino Resort • Sparks, Nev.



+ 2022 CCA & CCW CONVENTION SPONSORSHIPS

TRADESHOW WELCOME PARTY

INVESTMENT: \$4,000

Bring the party to life by sponsoring this year's welcome bash. Sponsorship includes the opportunity to introduce the band, logo on promotional ads, one social media post, signage at the party, logo inclusion on the tradeshow entry way and in the onsite event program.



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 name badge at event.

CCA & CCW AWARDS BANQUET

INVESTMENT: \$2,500

Thursday evening's dinner and awards banquet honors the accomplishments of CCA & CCW members over the year. This sponsorship includes your logo in the event program, signage and the chance to place a piece of literature or promotional item at each place setting.



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.

CCA PRESIDENT'S RECEPTION

INVESTMENT: \$1,500

Send the outgoing CCA President off with an extra thank you. As this sponsor you will have exclusive signage at the reception and your logo featured in the onsite event program.

CATTLEFAX BREAKFAST

INVESTMENT: \$1,500

Friday morning's CattleFax Breakfast has become a convention favorite. As this sponsor you will have the opportunity to provide one piece of literature or promotional item at each place setting and your company logo will be on signage at the breakfast.



+ 2022 CCA & CCW CONVENTION SPONSORSHIPS

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.

CCA SHOE SHINE IN THE TRADESHOW INVESTMENT: \$1,500

We'll provide the polish and you'll shine as a boot shine booth sponsor in this year's tradeshow. A favorite year after year! Includes custom signage and your company's logo in the onsite event program.



CONVENTION MEAL SPONSOR INVESTMENT: \$1,000

Be the exclusive sponsor for one of our meals at the 2022 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.

BLOODY MARY BAR INVESTMENT: \$1,000

On Thursday morning, tradeshow attendees can enjoy a Bloody Mary. If sponsorship is secured prior to the exhibit deadline, the bar will be put next to the sponsor's 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 many 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.

READY TO SECURE YOUR SPONSORSHIP?

Sponsorships are sold on a first come, first serve basis. Don't miss out on your chance to select the sponsorship option that works best for your needs.

To secure your sponsorship contact Lisa Brendlen in the CCA office at lisa@calcattlemen.org or (916) 444-0845.

+ 2022 ADVERTISING & EXHIBITING OPTIONS

CCA CONVENTION PROGRAM ADVERTISEMENTS

Show your company or product off in this year's CCA event program (ads are available for CCA members only). Send in your copy and logos by **Monday, Oct. 10** and CCA will build your ad. 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.

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

BOOTH PRICES AND DETAILS

This year's event will be held Nov. 30 to Dec. 2. Booth spaces are 10'x10' and include: back drape, side rail, ID sign, one six foot skirted table, two side chairs and one wastebasket.

Not a member?

You must be a member of the California Cattlemen's Association (CCA) or the Nevada Cattlemen's Association (NCA) to be eligible for the member rate. To join visit www.calcattlemen.org or www.nevadacattlemen.org.

BOOTH ASSIGNMENTS

Initial booth space reservations will be taken through **Monday, Oct. 10**. While we value all industry partners, organizations that participate more in the associations are prioritized in terms of booth placement. To download the Exhibitor Agreement Packet and reserve your tradeshow booth and advertising please visit our website at www.calcattlemen.org/convention2022.

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

PROGRAM ART DEADLINES

Logos & copy for CCA to design: **Monday, Oct. 10**
Camera ready ads: **Thursday, Oct. 20**

# of booths	CCA and NCA member rate	Non-member rate
One booth	\$550	\$650
Two booths	\$900	\$1000
Three booths	\$1,050	\$1,150
Four booths	\$1,200	\$1,300

Exhibitors and companies are limited to four booths



Tradeshow Questions? Contact Lisa Brendlen in the CCA office at lisa@calcattlemen.org or (916) 444-0845; Martin Paris in the NCA office at nca@nevadabeef.org or (775) 738-9214.