

2025 CALIFORNIA CATTLE INDUSTRY TRADESHOW

Dec. 3 - Dec. 5 • Atlantis Casino Resort Spa • Reno, Nev.



EXHIBITOR AGREEMENT PACKET

Reserve your tradeshow booth by filling out this packet
or securing it online at calcattlemen.org/events.



+ 2025 TRADESHOW BOOTH DETAILS

BOOTH PRICES AND DETAILS

This year's event will be held Dec. 3 to Dec. 5. 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) to be eligible for the member rate.

To join visit www.calcattlemen.org or call (916) 444-0845.

# of booths	CCA 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

BOOTH ASSIGNMENTS

Initial booth space reservations will be taken through **Friday, Oct. 10.**

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 for you.



Tradeshow Questions?

Contact Gracie LeCheminant in the CCA office at gracie@calcattlemen.org or (916) 444-0845.

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 **Friday, 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.

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: **Friday, Oct. 10**

Camera ready ads: **Friday, Oct. 17**

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

+ 2025 TRADESHOW EXHIBITOR RULES

1. All exhibitors must complete a Tradeshow Booth Order Form and include payment.
2. Each 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, Dec. 3**.
6. All exhibitors will adhere to the exhibit booth set-up and tear down 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'x10' in size.
8. Any exhibitor selling or promoting counterfeit or bogus goods will be reported to the authorities and then asked to leave without a refund.
9. The California Cattlemen's Association will assume no liability for theft or damage to any exhibitor's property.
10. Exhibit space locations are assigned based on membership status and participation in Association events throughout the year.
11. Exhibitors must abide by rules of associations, and the laws of Washoe County, the State of Nevada and the United States.
12. By exhibiting in the 2025 California Industry Tradeshow you give permission for the California Cattlemen's Association to take photographs or video of you and accompanying booth staff at any location in the tradeshow or Grand Sierra Resort throughout the duration of the tradeshow and convention. Photos and video of your booth may also be taken. All multimedia captured is property of the California Cattlemen's Association and may be used on the Association's social media, in the California Cattleman magazine and as promotional materials for future events without further notice or compensation.
13. **No refunds will be given after Friday, Oct. 24 for canceled booth reservations.**

+ 2025 TENTATIVE TRADESHOW SCHEDULE

WEDNESDAY, DECEMBER 3RD

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 - 9:30pm	Tradeshow Open to All
6:30 - 9:30 pm	Tradeshow Welcome Party

THURSDAY, DECEMBER 4TH

7 am - 1 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
1 pm	Tradeshow Closes/Exhibitor Dismantle and Move Out

SPONSORSHIP OPPORTUNITIES AVAILABLE FOR THIS YEAR'S EVENT

CCA has multiple items available to sponsor at this year's event, ranging in investment prices from \$500 and up.

Visit calcattlemen.org/events for all the details or contact Gracie LeCheminant at (916) 444-0845 or gracie@calcattlemen.org. Sponsorships are sold on first-come, first-served basis.



LOOKING FOR MORE DETAILS ON THE CONVENTION? VISIT THE CCA WEBSITE AT WWW.CALCATTLEMEN.ORG/EVENTS FOR A FULL CONVENTION SCHEDULE, INFORMATION ON LODGING AND MORE.

+ 2025 TRADESHOW BOOTH ORDER FORM

Orders may be made online at www.calcattlemen.org, or fill out the form below and fax it to (916) 444-2194, email it to gracie@calcattlemen.org, or mail it to: CCA, 3841 N. Freeway Blvd Ste. #130, Sacramento, CA 95834.

1. CONTACT INFORMATION

Company name

Primary contact person

Phone Number

Email address

Address

City/ State/ZIP

2. BOOTH ORDERS

of Exhibit Spaces (Limit 4)

\$550 members/\$650 non-members

\$400 for 2nd booth, \$200 each for 3rd & 4th booths

Booth space fees:

\$

Program Advertising (For CCA members only)

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)

Advertising fees:

\$

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 fill in the names of your booth staff for badges. 2. _____

1. _____ 3. _____

4. BOOTH PAYMENT

Paying with: Credit Card

Check made out to the California Cattlemen's Association

Credit Card Number

Expiration Date

CCV

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

Primary contact person