

# '15 Sponsorship Brochure

February 4-7, 2015 - San Antonio, TX



## Sizzling Hot San Antonio

2015 Cattle Industry Annual Convention and NCBA Trade Show

### Expand your Brand and Increase your ROI!

Become a sponsor at the 2015 Cattle Industry Convention and you will greatly increase your exposure at this unique event. The 2015 convention sponsorship program has been specially designed to provide you with exclusivity, visibility, and access to the audience you want to reach. We have exposure opportunities for every budget. Sponsorships are on a first come first served basis and are limited. Reserve your sponsorship today!

### NCBA—PAC VIP Reception

**Investment: \$15,000**

**Audience: 100 Convention Attendees**

The NCBA-PAC 500 Reception is a way for NCBA to thank the generous supporters of the NCBA's Political Action Committee. This evening event will reach approximately 100 of the most influential producers who contribute \$500 or more to the NCBA-PAC.

### Committee Refreshment Breaks

**Thursday, February 5th and Friday, February 6th**

**Investment: \$10,000 (Annual & Summer Conference)**

**Audience: 1,000 Committee Members**

This sponsorship provides refreshments to NCBA and CBB committee and sub-committee members during the Annual Convention, as well as Summer Conference, during the committee meetings. Because of the varied locations of the committee meetings, break stations will be set up in the back of every committee meeting.

### Welcome Reception

**Wednesday, February 4th 4:00pm – 8:00pm**

**Investment: \$25,000**

**Audience: 3,000+ Convention Attendees**

The Trade Show Welcome Reception kicks off the Annual Convention with great food, drinks and an exceptional audience. This venue can be used as an excellent way to generate more traffic through your company's booth and create dialogue with potential customers.



### **NEW** Unique Meeting Space on the Show Floor

**Investment: \$2,500 – \$3,500/one day; \$4,500 – \$5,500/three days**

**Audience: Seating TBD depending on room set**

Want to host meetings in a private setting on the show floor? Meeting space located around the show floor will be available to reserve for a day worth of meetings or the entire convention. Set the room for your needs working with the Convention Center or Decorator.

### **NEW** Learning Lounge

**Thursday, February 5th and Friday, February 6th**

**Investment: \$2,500 (Multiple sessions available each day)**

**Audience: Seating for 40+ Convention Attendees**

Located on the NCBA Trade Show floor, the Learning Lounge provides a convenient way for attendees to access educational presentations as well as an additional touch point for exhibiting companies. These sessions are sure to draw attention from a trade show crowd eager to learn. Reserve your 45-minute session today!



**DID YOU KNOW?**

Pre-show marketing can increase your booth traffic by **50%**



## Escalator Wrap

**Investment: \$12,500**

**Audience: 5,000+ Convention Attendees**

Grab attendees' attention with this unique and highly visible sponsorship. Escalators are located in very visible and high traffic areas in the Convention Center. Reinforce your message and remind everyone of your booth number and location.



## Banner Sponsorship

**Investment: \$5,000 – \$20,000**

**Audience: 5,000+ Convention Attendees**

Catch the eye of attendees with hanging banners placed throughout the Convention Center (not in the exhibit hall). Pricing includes construction of banner, installation, and removal. Interactive online layout of banner locations available.

## Rotating Advertising Kiosk

**Investment: \$3,000 per panel or \$10,000 per kiosk (four panels)**

**Audience: 5,000+ Convention Attendees**

Get your company name and advertisement in front of attendees as they make their way to meetings each day. This sponsorship is not only affordable, but extremely visible as kiosks will be placed in high traffic locations.



## Window Clings

**Investment: TBD depending on location and number of windows**

**Audience: 5,000+ Attendees**

Windows surround the Convention Center and create a great marketing medium. Capture attention with brand messaging and customized window clings.



## Aisle Sign Sponsorship

**Investment: \$2,000 per sign or two for \$3,500**

**Audience: 5,000+ Convention Attendees**

Drive traffic to your booth by sponsoring an aisle sign. Your company name and logo will hang from the direction aisle signs in the trade show. An excellent way to get your brand name high above the show floor and in front of the attendees you want to see! Sponsorship limited to 25.

## "Tell Us Where You're From" Map

**Investment: \$3,000**

**Audience: 5,000+ Convention Attendees**

This fun, interactive sponsorship allows attendees to catch a glimpse of where fellow cattlemen attending the conference are from. This sponsorship also offers you an additional touch point with attendees off the show floor.



## **NEW** Social Media Wall

**Investment: \$8,000**

**Audience: 5,000+ Attendees**

Would you like to be the leader in convention communication? As the sponsor of the Social Media Wall, you will have an impact on continuing the conversation and creating a buzz while attendees are onsite. The wall will offer live Twitter, Facebook, and Flickr feeds on six monitors with three monitors being dedicated to sponsor branding or your live feeds.

## Sizzling Hot San Antonio News- Convention Countdown

**Investment: Call for pricing**

**Audience: 50,000+ Prospective Registrants and Preregistered Attendees**

This weekly electronic newsletter is a great way to get the word out about what you are doing at the convention to attendees and thousands of potential attendees. Starts in mid December and continues with post show highlights. Variety of packages available.

## Floor Sticker/Foot Path Stickers

**Investment: \$5,000**

**Audience: 5,000+ Convention Attendees**

Drive traffic directly to your booth with these unique stickers. Stickers can be in the shape of your logo, foot prints, or even hoof prints! Stickers will be located in the aisle way leading towards your booth or in the meeting space. Sponsorship includes: 4 - 3ft x 3ft clings



## Room Drops and/or Door Drop

**Investment: Call for pricing**

**Audience: Varies depending on target audience and hotels**

Welcome attendees to San Antonio with a gift placed inside their hotel rooms. Circulate your company logo and build awareness among more than 5,000 industry professionals and invite attendees to come by your booth. Pricing based on type of room drop (inside or outside the room).

## Massage Break Lounge- Relaxation Station

**Investment: \$10,000**

**Audience: 1,000+ Convention Attendees**

Massage Break Lounge is a seated massage hospitality experience your prospects will always remember. Who will say no to a free massage after a long trade show day? Picture it, you're exhausted from walking a trade show, so you stop at the Massage Break booth where massaging hands refresh and rejuvenate you.

## Sidewalk Chalk Art & Ads

**Investment: \$12,500**

**Audience: 5,000+ Convention Attendees**

Want your message to stand out against all the banner and ad clutter? Sidewalk chalk art is the answer. As event guests enter and exit the trade show, your advertisement will greet them on the sidewalk. Attendees will watch in awe as your advertisement, (or is it art?) takes shape and evolves into a complete sidewalk billboard. Most installations take 10 hours to complete. Once it is finished, this will produce a great viral marketing buzz and an even better photo opportunity.

## Walk This Way Pedometer Contest

**Investment: \$12,500**

**Audience: 5,000+ Convention Attendees**

We all walk miles at trade shows, but how far? This healthy Pedometer Contest calculates distance walked and combines it with a healthy and fun contest. All event guests are given a "Race Card" at registration, complete with partner's name, brand message, and booth number. To qualify for this healthy contest, the Race Card must be brought to the partner's booth to be validated, a great way to drive foot traffic to your booth. At Race Headquarters, a leader board prominently announces the host partner and keeps track of the walking leaders. You select the prizes, branded pedometers included.



## Information Kiosk

**Investment: \$6,000**

**Audience: 5,000+ Attendees**

The information kiosk serves as the hub for information for convention attendees. Directions, travel information, and meeting assistance will be a few of the areas of expertise found at the kiosk. As a sponsor, you will have branding opportunities on the unit, branding of apparel for the staff, and the option to provide literature or handouts.



## **NEW** Watering Hole

**Investment: \$10,000**

**Audience: 5,000+ Attendees**

Provide hydration to the convention attendees for the duration of the show. The watering hole's focal point will be a water truck that will be branded with your company's logo or product. Attendees will be able to hydrate through the week, compliments of your company. Opportunity to provide logo'd disposable cups or water bottles. Free standing signage or overhead banner will also be included in sponsorship depending on the location of the truck.

## **NEW** Photo Booth

**Investment: \$7,500**

**Audience: 5,000+ Convention Attendees and 19,000+ Social Media Followers**

A photo booth is a sure way to add in a little fun to an attendee's convention experience and get your brand in front of thousands! Attendee's candid photos are printed and uploaded to social media with your brand along the bottom. The photos will be a long lasting reminder for your company! Sponsorship would not include parties/events where there is an existing sponsor.



## Survey Brand Ambassadors

**Investment: \$10,000**

**Audience: 2,500 – 4,000 Convention Attendees**

Brand Ambassadors will collect high volume survey questionnaires, capturing data with hand held survey devices. Your survey staff will be strategically placed in high traffic, visible locations. We will create fun and engaging content questions, dedicated to the pursuit of sales leads. This is real time trade show marketing at its best. Custom brand ambassador uniforms are available upon request, additional fees may apply.

## Water Cooler Sponsorship

**Wednesday, February 4th – Friday, February 6th**

**Investment: \$5,000 plus cost of branding**

**Audience: All Convention Attendees**

Want your message directly in front of all meeting attendees? Brand the water coolers in every meeting room with your message that ties back to your trade show presence. Opportunities for branding include: customized sleeve on cooler, customized cups and napkins, reusable water bottles, and signage at each station. Sponsorship limited to ten coolers.



## **NEW** National Anthem Contest

**Investment: \$7,500**

**Audience: 5,000+ Convention Attendees and 19,000+ Social Media Followers**

This contest, for those 18 and under, is the perfect way to connect with attendees before and during the convention, as well as reach the youth of the cattle industry. The contest will begin 3-4 months prior to the convention and provides ample opportunity for branding through promotional materials, NCBA publications, and social media.





**Cattlemen to Cattlemen**

NCBA's *Cattlemen to Cattlemen*, a television

show by cattlemen for cattlemen. Join host Kevin Ochsner, each Tuesday at 8:30 p.m. eastern on RFD-TV, for the latest cattle industry news and market information, plus a look at cattle operations from across the country. This unique opportunity allows your company to reach an average of 700,000 viewers each month with both marketing and product details as well as educational information. The show also airs on Wednesdays at 10:30 a.m. on FamilyNET, and Saturdays at 9 a.m. on RFD-TV (all times eastern.) Check us out anytime at [www.CattlemenToCattlemen.org](http://www.CattlemenToCattlemen.org), like us on Facebook or follow us on Twitter by searching NCBA C2C.

**January Commercial Special**

**Investment: \$7,500**

**Audience: 700,000 Viewers**

Let your customers know that you're going to be in San Antonio! Run your commercial, promoting your participation in the NCBA Trade Show. Five weeks, (15 airings) of your 30-second spot. Commitment must be made by November 14, 2014. Limited space available.

**NCBA's *Cattlemen to Cattlemen* Live Broadcast from the San Antonio Trade Show Floor**

**Investment: \$4,000**

**Audience: 65,000 Viewers**

Airing of one, pre-produced, 30-second commercial spot on the live episode of NCBA's *Cattlemen to Cattlemen*, broadcast from San Antonio.

**Investment: \$12,500**

Airing of one, 30-second commercial spot on live show from San Antonio, (pre-produced spots only) and one live 3-minute interview from your trade show booth.



**Convention Today!**

**Investment: \$3,000**

**Audience: 5,000+ Convention Attendees**

The Voice of Convention! Airing on in-house hotel room channels, this special programming is all about the 2015 Convention. Attendees won't miss a second of the action as this special provides a snapshot of the previous day's happenings and highlights events in the coming days. Commercial spots are available to get your brand in front of attendees for the entire convention. Airing daily, February 4-6, 2015.

**Investment: \$5,000**

Airing of one 30-second commercial spot and one, 3-minute taped interview on *Convention Today!* (Pre-produced spots only). Interview taped at *Cattlemen to Cattlemen* set in trade show!

**New Product Feature**

**Investment: \$7,500**

**Audience: 65,000 Viewers weekly**

Feature your new product on NCBA's premier media outlets! One 3-minute segment demonstrating your new product, airing on either the February 10, 2015 or February 17, 2015 episode of NCBA's *Cattlemen to Cattlemen*. Plus, 150 word description and product logo and/or company logo in the February edition of the *National Cattlemen*.



## Beef Resource Guide

**Investment: \$1,000 – \$3,000**

**Audience: 6,000+ Convention Attendees**

Would you like to reach over 6,000 Convention Attendees at the 2015 Trade Show? You can buy advertising in the Beef Resource Guide, which is the official guide of the NCBA Trade Show. The Beef Resource Guide will be distributed onsite in San Antonio to all Convention attendees and will be the reference guide used throughout the year by America's leading cattlemen.



## National Cattlemen Convention Issue - February

**Investment: \$2,100 – \$5,250**

**Audience: 6,000+ Convention Attendees plus 30,000 members**

This popular tabloid publication provides an in-depth view of the complex operating environment faced by producers. This special February edition features a specific editorial surrounding convention. It's a great way to let cattlemen across the nation know that you will be at the show.



## Mobile App

**Investment: \$2,000 – \$10,000**

**Audience: 5,000+ Convention Attendees**

The Cattle Industry Convention mobile app is a free download for all attendees and exhibitors. It features an interactive exhibitor map and listings, seminars and speakers, and schedules to help plan your trip to the largest cattle business convention! The CIC & NCBA app also provides attendees with digital information from exhibitors, text alerts, product updates, and instant connectivity. It's a great way to get your company information right in the palm of the attendee's hand!

**DID YOU KNOW? 63%**

of members say they are more likely to purchase from a company that supports NCBA.



### Plasma Screens

**Investment: \$5,000 (Limit 5 companies)**

**Audience: 5,000+ Convention Attendees**

Located throughout the Convention Center, these plasma screens can help carry your marketing message to convention attendees. Your seven second spot will run on a continuous 3-minute loop located on the eight digital screens through the Convention Center. You will be incorporated with other local advertisers, as well as NCBA exhibitors.



### Static Signs

**Investment: \$2,000/sign**

**Audience: 5,000+ Attendees**

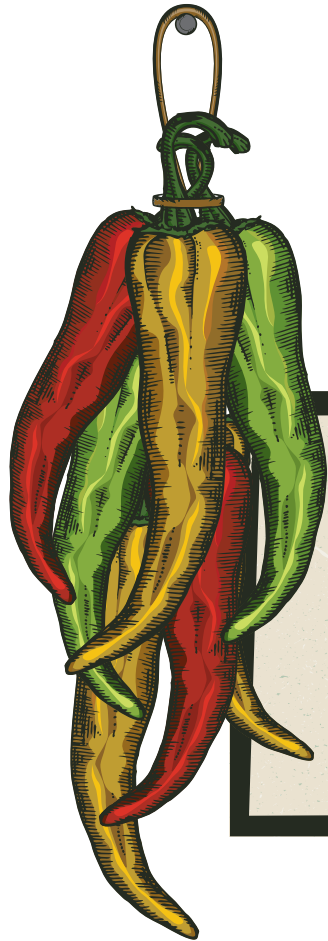
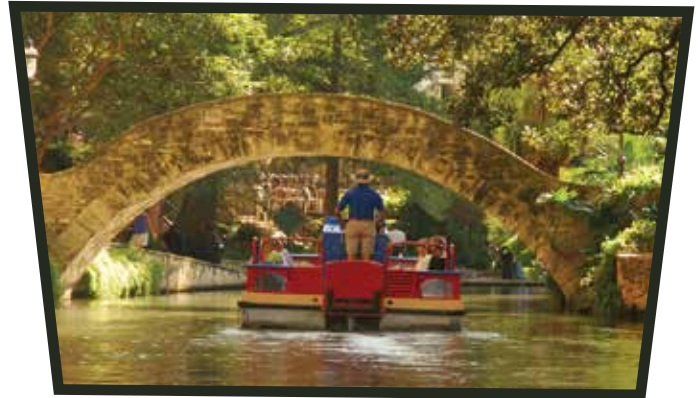
The Convention Center has several unique signage opportunities through the meeting space to expand your message from the show floor. Static signage will capture attendees' attention and reinforce your message for the week.

### Riverboat Tickets

**Investment: \$2,000**

**Audience: 200 Convention Attendees**

Treat your best customers to a unique way to arrive at the Convention Center in San Antonio. Provide one-way tickets to your customers to get them to their destination with style. Tickets used on public riverboats. Boats pick up at various locations along the riverwalk and drop off at the convention center door.



**DID YOU KNOW? 98%**

of convention attendees said convention met or exceeded their expectations?





## Complete Convention Television Package

**Investment: \$15,000**

**Audience: 70,000 Viewers**

NCBA's Cattlemen to Cattlemen Live - February 4th, 30-second commercial spot and 3-minute live interview. One Convention Today 30-second commercial spot and taped 3-minute interview.

## Print Advertising Package

**January – February 2015**

**Investment: \$7,000**

**Audience: 29,000+ Cattle Producers and NCBA Members**

Promote your involvement and participation with the 2015 NCBA Trade Show. With the advertising package, you will receive the following exposure: one 4C ad in the Beef Resource Guide, one company listing and logo placement in the Countdown to the Show newsletter, and a Full Page 4C ad in the January National Cattlemen.

## National Cattlemen – Convention Insert

**October 2014, November 2014, December 2014 and January 2015**

**Investment: \$15,000**

**Audience: 29,000 NCBA Members**

Brand the Convention Highlights Insert in the October, November, December and January National Cattlemen. Exclusive advertising rights will get you a full page 4C ad on the back cover of this highly read insert.

## Signage Package

**February, Wednesday 4th – February, Friday 6th**

**Investment: \$7,000**

**Audience: 5,000+ Convention Attendees**

Branding both inside the exhibit hall and in the meeting space is essential. Sponsorship includes: one framed static sign, one vinyl adhesive sign, and two aisle signs.

## Expand Your Brand Package

**Investment: \$7,000**

**Audience: 5,000+ Convention Attendees**

Expand your brand by getting added exposure with this unique sponsorship. This sponsorship puts your name and logo both inside and outside the trade show floor and in front of attendees in multiple locations of the Convention Center. This package includes: one aisle sign, one rotating kiosk panel, and one full page 4C ad in the Beef Resource Guide.

## Social Media Package

**Investment: \$2,500**

**Audience: 19,000+ Social Media Followers**

Build on your upcoming presence at the NCBA trade show by promotion through social media outlets before and during the show. Package includes: four Facebook posts, four tweets, and one 2-minute interview from the show floor to be posted on beefusa.org and Facebook, as well as your companies' social media outlets.



**Attendees plan to purchase in the next 12 months:**

Answer Options	Response Frequency
AI Equipment	15%
ATV	20%
Chutes or scales	23%
Computer	30%
Computer software/technology	27%
Dewormer	49%
Electronic ID tags	24%
Feed or forage	60%
Feed supplements or additives	56%
Fencing supplies	60%
Financial or consulting services	16%
Genetics, tracking tools	13%
Hay baling equipment	16%
Health insurance	20%
Life insurance	11%
Livestock handling equipment	33%
Livestock insurance	8%
Livestock trailer	14%
Livestock watering tanks or system	24%
Pest control	22%
Pickup truck	29%
Property insurance	13%
Satellite Dish	2%
Seed	36%
Steel farm building	12%
Swather / Mowing equipment	4%
Tractor	16%
Wheel loader / Payloader	6%

**Sponsor Testimonials**

The NCBA Trade Show is unique because we talk to a higher percentage of qualified leads compared to other events. That's why we think the investment in the NCBA's event is worthwhile—we're able to interact with more individuals who make purchasing decisions on the operation.

**-New Holland**



We had a great year working with the team at NCBA, who delivered some excellent sponsorship opportunities for us in 2014 and went out of their way to accommodate us. The team at NCBA is extremely helpful and is constantly introducing new programs and innovative ideas.

**-Gallagher**

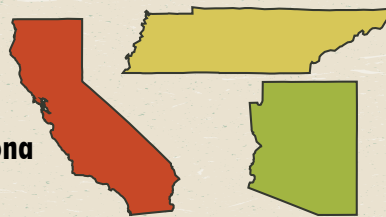


**FUTURE DATES/LOCATIONS**

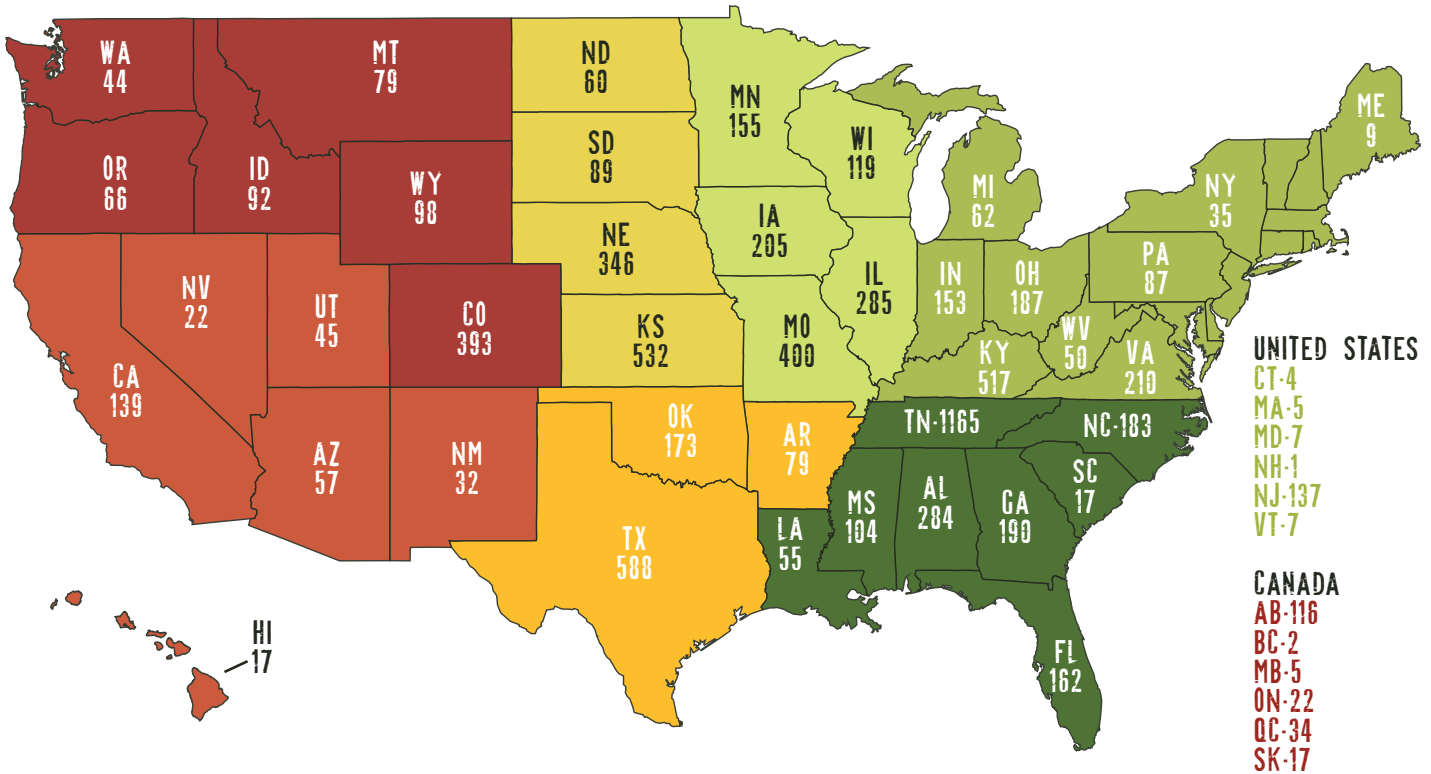
January 27-30, 2016 – San Diego, California

February 1-4, 2017 – Nashville, Tennessee

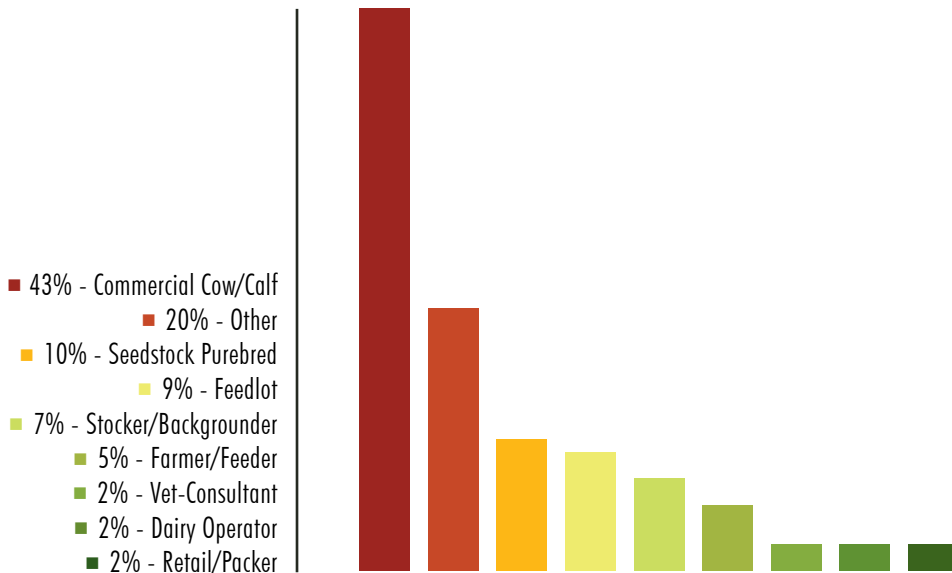
January 31-February 3, 2018 – Phoenix, Arizona



# ATTENDANCE BY STATE FOR THE 2014 CONVENTION



## ATTENDEE TYPE



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# **& Cattle Industry Convention & NCBA Trade Show**

For more information or a customized  
sponsorship package contact:

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**BECOME A FAN OF THE CATTLE INDUSTRY CONVENTION  
ON FACEBOOK AND FOLLOW US ON TWITTER AND LINKEDIN.**

