

2009 Annual ACA Trade Show

GENERAL SHOW INFORMATION:

LOCATION:

Fort Smith Convention Center Exhibit Hall,
Fort Smith, Arkansas

DATES:

Convention Dates:

August 21-23, 2009

Exhibitor Move-in:

Thursday, August 20 10:00am - 5:00pm

Friday, August 21 8:00am - 3:00pm

Trade Show Dates and Times:

Friday, August 21 4:00pm - 6:00pm

Saturday, August 22 8:00am - 4:00pm

Exhibitor Move-out:

Saturday, August 22 4:00pm-9:00pm

****ALL HEAVY AND LARGE EQUIPMENT MUST ARRIVE AT THE EXHIBIT HALL DURING THE DESIGNATED TIME FRAME OF THURSDAY, AUGUST 20, 2009, 10:00AM-5:00PM.***

SOCIAL ACTIVITIES:

Activities Friday evening will include the Welcome Reception on the Trade Show floor, Arkansas Cattlemen's Foundation Auction, and door prizes for attendees and exhibitors.

Saturday's events on the Trade Show floor include the Arkansas CattleWomen's Breakfast with guest speakers and Cowboy Olympics. Later in the day we will have lunch and the presentation of the Arkansas Cattlemen's Association's Best of Show Award.

BOOTH INFORMATION:

Your booth space includes:

- 2 complimentary meal tickets to Friday Lunch &

- Dinner and Saturday Breakfast & Lunch
- 24" identification booth sign with company name
- 8' back drape with 3' draped side rails
- 8' covered table with skirting and 2 chairs

EXHIBITOR OPTIONS:

• 10' x 10' Commercial Exhibit Booth

One space per Platinum or Gold associate member or paid exhibitor is available with registration. Additional 10' x 10' booth space is \$150 and must be reserved in advance.

• Large Equipment Exhibit

Space will be allowed per Platinum or Gold Associate member or paid exhibitor with registration for one of the following options:

- 1 large trailer
- 2 vehicles
- 1 tractor and implement
- 2 tractors
- 2 implements
- Vendors displaying ranch equipment will receive either a 10' x 30' or a 20' x 20' booth. Additional large equipment space is \$200 per piece of equipment displayed and must be reserved in advance.

• Cattle Exhibit

Space will be allowed per Platinum or Gold Associate member or paid exhibitor is available with registration.

Space includes a 10' x 10' stall plus one 10' x 10' display booth. Individual farms may choose to display their own cattle, or a breed association may display their breed. **Cattle MUST be halter broke. The exhibitor is responsible for bedding.*

• Premium Marketing Package

Package includes a 10' x 20' commercial booth or 20' x 20' large equipment booth, full page 4-color advertisement in the *Arkansas Cattle Business* magazine.

EXHIBIT SPACE RATES:

- One booth \$300
- Additional booth space \$150 - \$200
- Premium Marketing Package . . \$1,000

DON'T FORGET- IF YOU HAVE ALREADY PAID YOUR \$400 (GOLD) OR \$1000 (PLATINUM) MEMBERSHIP, YOUR BOOTH IS FREE OF CHARGE!

Payments should be made payable to
Arkansas Cattlemen's Association
310 Executive Court
Little Rock, AR 72205
501-224-2114 Fax: 501-224-5377

GREAT ADVERTISING OPPORTUNITIES:

- Discounted advertising in *Arkansas Cattle Business* is available when you return your registration by June 15, 2009.
- Run a 4-color business card advertisement in the July Pre-Convention issue of *Arkansas Cattle Business*. Please contact Autumn Ankenman for advertising rates.

Why Exhibit at the 2009 ACA Trade Show?

- Cattlemen are wanting solutions to their problems and will shop vendors for their purchasing needs.
- Launch a new product or service.
- Support the cattle industry and the Arkansas Cattlemen's Association.
- Visit with current customers.
- Expand your sales into a new market.

Additional Benefits you will receive:

- Discounted advertising in the *Arkansas Cattle Business* magazine
- Free final program listing
- Sponsorship opportunities

Sponsorship Opportunities

Sponsorships for the Arkansas Cattlemen's Association's Annual Convention are now available. These sponsorships offer a great opportunity

for targeted exposure within the beef industry. The marketing advantage and exposure with a sponsorship at the convention is not only limited to the attendees. You will find that sponsorships of this nature tend to forge lasting relationships with the Association and its members all the way to the local level.

• **\$500 Bronze Sponsor**

Event Sponsor & Business Card Advertisement in the Convention Program

• **\$1,000 Silver Sponsor**

Event Sponsor & Half Page Advertisement in the Convention Program

• **\$2,500 Gold Sponsor**

Event Sponsor & Half Page Advertisement in the Convention Program with Full Page Black & White Advertisement in ACB magazine

• **\$5,000 Platinum Sponsor**

Event Sponsor & Half Page Advertisement in the Convention Program with a Full Page, Full Color Advertisement in ACB Magazine

• **\$10,000 Diamond Sponsor**

Contact Office at 501-224-2114 for Benefit Details

Each sponsor will be listed in *Arkansas Cattle Business* and in the Convention Program. Each sponsor who donates \$1,000 or more will be distinguished by the Arkansas Cattlemen's Association, in displaying banners and/or signs, with the sponsor's company name and insignia or logo, as provided by the sponsor. We sincerely hope you will take the time to consider a sponsorship for the 2009 Arkansas Cattlemen's Association's Annual Convention. Without the allied industry cattlemen would be at a disadvantage with the growing technology of today.

We hope you will begin to make plans to join the Arkansas Cattlemen's Association August 21-23, 2009 in Fort Smith, Arkansas for our Annual Convention and Trade Show. If you have any questions or need more information please contact Autumn Ankenman at 501-224-2114 or autumn@arbeef.org. 