

2010 Annual ACA Trade Show

GENERAL SHOW INFORMATION:

LOCATION:

Fort Smith Convention Center Exhibit Hall
Fort Smith, Arkansas

DATES:

Convention Dates:

August 13-15, 2010

Exhibitor Move-in:

Thursday, August 12 10:00 a.m. - 5:00 p.m.

Friday, August 13 8:00 a.m. - 3:00 p.m.

***ALL HEAVY AND LARGE EQUIPMENT MUST ARRIVE AT THE EXHIBIT HALL DURING THE DESIGNATED TIME FRAME OF THURSDAY, AUGUST 12, 2010, 10:00AM-5:00PM.**

Trade Show Dates and Times:

Friday, August 13 4:00 p.m. - 6:00 p.m.

Saturday, August 14 9:00 a.m. - 4:00 p.m.

Exhibitor Move-out:

Saturday, August 14 4:00 p.m. - 9:00 p.m.

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:** 20' x 20' 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+ 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 and a full page 4-color advertisement in the July Arkansas Cattle Business magazine.

EXHIBIT SPACE RATES:

ONE BOOTH	\$300
ADDITIONAL BOOTH SPACE	\$150 - \$400
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.

ALLIED INDUSTRY:

An Allied Industry Committee is being formed for the ACA Trade Show. We want to encourage you to be a part of it! The ACA Convention Committee will be hosting an Exhibitor Reception Friday at 1:00 p.m. to show their appreciation for your continuing support of the ACA. There will be a brief Allied Industry Committee meeting directly after the reception. You are invited to attend!

The ACA would also like to let you know that we will be happy to advertise any drawings/give-aways that you plan to have at the trade show in the convention program and on our web site. Please let us know of any that you are planning to host by August 1, 2010.

This year, the Best of Show Award and an Allied Industry Service Award will be given away at our ACA Banquet held on Saturday evening. We would like to encourage you to attend!

SOCIAL ACTIVITIES:

Activities Friday evening will include the Welcome Reception on the Trade Show floor, dinner and the Arkansas Cattlemen's Foundation Auction for attendees and exhibitors. Saturday's events on the Trade Show floor will include Cowboy Olympics and the Beef Improvement Seminars.

GREAT ADVERTISING OPPORTUNITIES:

Discounted advertising in *Arkansas Cattle Business* is available when you return your registration by June 15, 2010. Run a 4-color business card advertisement in the July Pre-Convention issue of *Arkansas Cattle Business*. Please see the additional form for convention advertising.

Why Exhibit at the 2010 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.
- Discounted advertising in the *Arkansas Cattle Business* magazine
- Free final program listing
- Sponsorship opportunities

REGISTRATIONS ARE DUE BY AUGUST 1, 2010.