

BILLINGS, MONTANA



MONTANA STOCKGROWERS ASSOCIATION

**ANNUAL
CONVENTION
& TRADE SHOW**

DECEMBER 11-13

• 2018 •

EXHIBITOR PROSPECTUS

PURPOSE OF THE **ANNUAL CONVENTION & TRADE SHOW**

To provide an opportunity for the beef industry & MSGA members to set policy, provide educational and informational sessions; host the largest industry trade show in Montana, social events and networking.

**THE MSGA TRADE SHOW IS THE LEADING, MOST PRESTIGIOUS
CATTLE INDUSTRY TRADE SHOW IN MONTANA.**

If you are in this business then this is one show you can't afford to miss.

Each year over 800+ cattlemen gather together for this important event.

The annual event is the largest cattle industry event in Montana
and this year's convention and trade show offer

MORE EDUCATION, ENTERTAINMENT, AND EXCITEMENT THAN EVER.

RESERVE YOUR BOOTH TODAY!

Share your experience online **#MSGA18**



GENERAL INFORMATION

The 2018 MSGA Trade Show will be held in conjunction with the Annual Convention at the Double Tree in Billings, MT

MSGA TRADE SHOW DATES:

December 12 & 13, 2018

SHOW HOURS:

Wednesday, December 12
11:00 am - 8:00 pm

Thursday, December 13
10:00 am - 4:00 pm

MOVE IN:

Tuesday, December 11
3:00 pm - 6:00 pm
General Exhibitor move-in

Wednesday, December 12
8:00 am - 11:00 am
General Exhibitor move-in

MOVE OUT:

Thursday, December 13
4:00 pm - 8:00 pm

IMPORTANT DATES TO REMEMBER:

November 1, 2018

Booth space payments due.
Booth contracts received after the November 1st deadline must be accompanied with full payment.

HOW TO RESERVE YOUR SPACE:

Fax or email the completed contract to
406-449-5105 or
email katie@mtbeef.org

EXHIBIT BOOTH CONSTRUCTION:

Exhibit booths are constructed of pipe and drape and are equipped with one 6' table and two chairs.

YOUR BOOTH SPACE INCLUDES:

- + Prime booth spaces includes 2 complimentary meeting registrations; access to the trade show, meetings, educational seminars, sessions, and policy meetings. Also includes 2 tickets to the Trade Show Dinner, Northern Ag Network Lunch, and President's Lunch.
**Grand Finale Banquet tickets sold separately.*
- + Choice & Select booth spaces includes 2 complimentary meeting registrations per 8x8 space; includes access to the trade show, meetings, educational seminars, sessions, and policy meetings.
**Meal tickets sold separately.*
- + 8' back drape with 3' draped side rails

GENERAL INFORMATION

ADDITIONAL BENEFITS YOU WILL RECEIVE:

- + FREE 50-word product/service description and logo in the official MSGA & MCW Convention & Trade Show program.
(Must receive logo and description by Nov 1, 2018 to be included in program)

PAYMENT DEADLINES:

Full booth rental amount is due **November 1, 2018**

Booth space reservations and contracts will be received after the November 1 deadline until booths are sold out, however, full payment must accompany the space contract.

PAYMENTS SHOULD BE MADE PAYABLE TO:

MSGA
420 N. California, Helena, MT 59601
Phone 406-442-3420
Fax: 406-449-5105
katie@mtbeef.org

EXHIBIT SPACE RATES:

Prime Exhibitor Booth (8'x8')
\$600 per 8x8 space
Shown in red on the map

Choice Exhibitor Booth (8'x8')
\$450 per 8x8 space
Shown in green on the map

Select Exhibitor Booth (8'x8')
\$250 per 8x8 space
Shown in yellow on the map

CANCELLATION & REFUND POLICY:

Notice of cancellation must be given to MSGA in writing.

Cancellation by an exhibitor of any portion of exhibit space reserved results in the following: Prior to November 1, 2018 exhibitors will receive a 100% refund.

November 1 or after; all money paid will be forfeited. No refunds will be made after this date.



MONTANA STOCKGROWERS ASSOCIATION

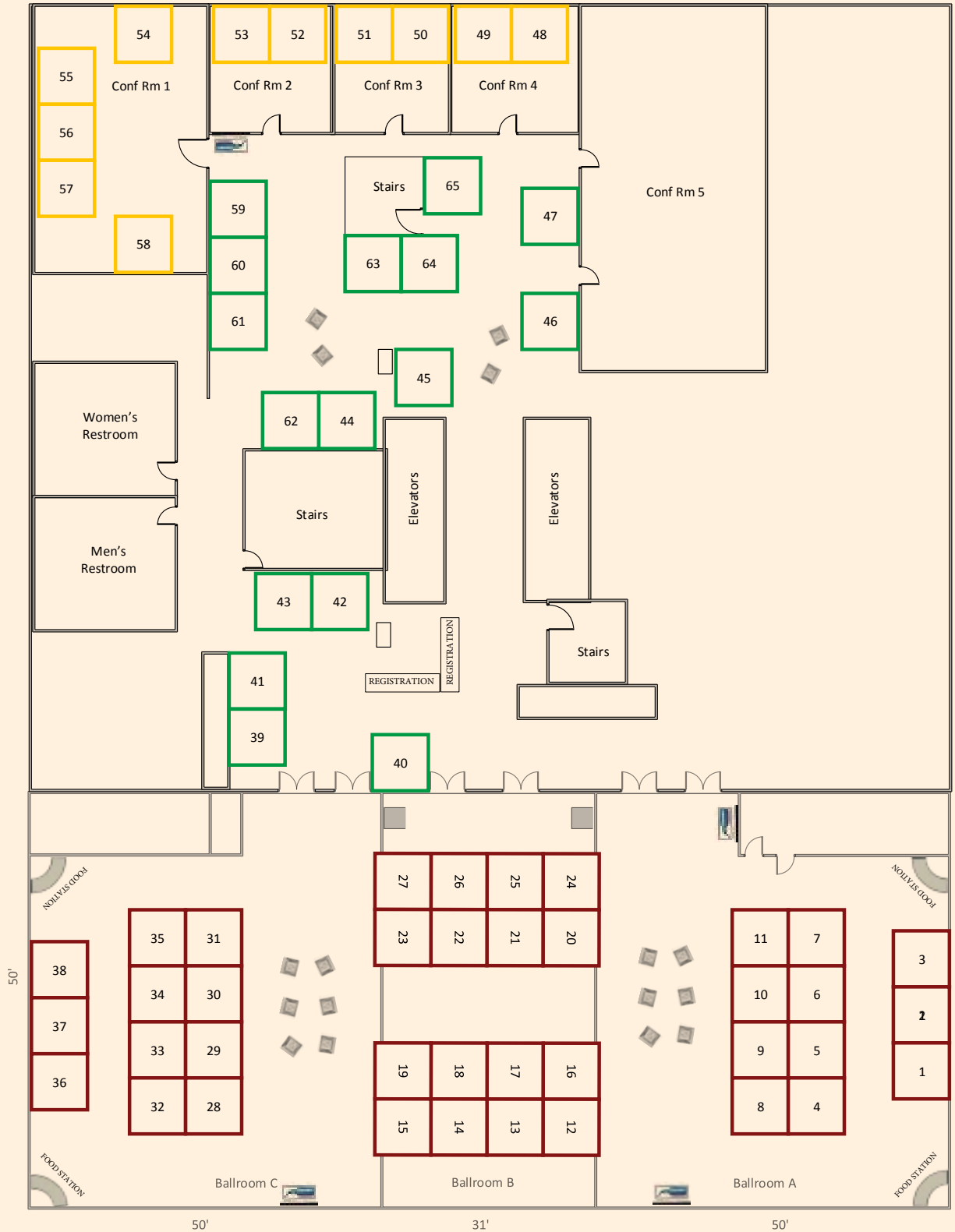
420 N. California | Helena, MT 59601
Phone 406-442-3420 | Fax: 406-449-5105

www.mtbeef.org



GENERAL INFORMATION

- Prime Exhibitor Booth (8'x8')
- Choice Exhibitor Booth (8'x8')
- Select Exhibitor Booth (8'x8')



WHO EXHIBITS

WHO SHOULD EXHIBIT

The MSGA Trade Show attracts over 100 companies providing all types of products and services and the latest in technology to the cattle industry.

Some of the products and services displayed at the MSGA Trade Show include:

1. Animal Health Products
2. Animal Identification
3. Associations/Organizations/Government
4. Breeders/Ranches/Feedlots/Marketers
5. Computer/Software Packages
6. Consulting Services
7. Equipment/Trailers/Watering
8. Feed/Feed Additives & Accessories
9. Fencing Equipment & Accessories
10. Finance/Insurance/Real Estate
11. Hay Equipment & Accessories
12. Herd Management/Chutes/Scales
13. Information/Education
14. Publications/Media/Broadcast Media
15. Retail/Art/Furniture/Accessories
16. Seed Products/Weed/Pest Control/Herbicide
17. Structures/Buildings
18. Veterinary/Breeding
19. Genetics/DNA
20. Processor/Packer

WHY SHOULD I EXHIBIT

- + Producers are looking for solutions to their problems and to shop vendors for their purchasing needs.
- + It's one of the most cost effective ways of doing business!
By exhibiting you can secure qualified leads at a fraction of the cost of a sales call.
- + Launch a new product or service.
- + Support the industry and the organization.
- + Promote your brand image and increase your company's visibility.
- + Visit with current customers.
- + Survey the market and evaluate your competition.
- + Expand your sales into new markets.
- + Not exhibiting can affect sales efforts for years to come.

SPONSORSHIPS

EXCLUSIVE MARKETING AND SPONSORSHIP OPPORTUNITIES

Make the most out of your exhibiting experience at the **2018 MSGA Trade Show**. Take advantage of these exclusive opportunities to reach over **800+** cattle industry attendees.

MARKETING OPPORTUNITIES

Access to pre-registration attendee list for pre-show marketing. Access to registration attendee lists for follow-up promotions

SPONSORSHIP OPPORTUNITIES

Get the most out of your investment and increase your exposure by becoming an event sponsor today!

Convention sponsors contributing **\$2,500** or more will receive one **FREE** 8x8 booth space.

SPONSORSHIP OPPORTUNITIES

AVAILABLE - Due October 15, 2018

Grand Finale Dinner	\$5,000
Trade Show	\$2,000/station
Wednesday Dinner (4 stations)	
Northern Ag Network	\$3,000
& the Best of Beef Lunch	
Opening General Session	\$2,500
President's Lunch	\$3,000
MSGA Committee Meetings	\$2,500
Convention Kick-off Social	\$3,000
Second Reading of Resolutions	\$1,000
Session Breaks	\$1,000/day
Montana Public Lands Council	\$750
Annual Meeting	
Montana CattleWomen	\$750
Annual Meeting	
Cattlemen's College	\$2,500
Drink Tickets	\$2,000/night

* *Cattlemen's College sponsorship includes two 60 minute workshops. Limited availability.*

To request information about available sponsorship opportunities, please contact:

**Katie Stokes at katie@mtbeef.org
or 406-442-3420**



MONTANA STOCKGROWERS ASSOCIATION

420 N. California | Helena, MT 59601
Phone 406-442-3420 | Fax: 406-449-5105

www.mtbef.org

Share your experience online **#MSGA18**

