



**20
15**

ANNUAL CONVENTION & TRADE SHOW

December 3 - 5 | Billings, Montana

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 & MCW 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 **#MSGA15**

www.mtbeef.org

The 2015 MSGA Trade Show will be held in conjunction with the Annual Convention at the MetraPark Rimrock Auto Arena in Billings, MT

MSGA Trade Show Dates:

Three-Day Trade Show: December 3-5, 2015

Show Hours:

Thursday, December 3 1:00 - 9:00 p.m.

Friday, December 4 1:00 - 9:00 p.m.

Saturday December 5 11:00 a.m. - 9:00 p.m.

Move in:

Wednesday, December 2 1:00 p.m. - 6:00 p.m.

General Exhibitor move-in

Thursday, December 3 7:00 a.m. - 12:00 p.m.

General Exhibitor move-in

Move Out:

Saturday, December 5 9:00 p.m. - 11:00 p.m.

Sunday, December 6 7:00 a.m. - 10:00 a.m.

Important Dates To Remember:

November 1, 2015 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 table and one chair

Your Booth Space Includes:

- 2 complimentary trade show registration per 10x10 space includes access to the trade show, meetings, and educational seminars
- Meal tickets are available at the discounted rate of \$20/person except the Grand Finale Banquet which is discounted at \$35/person
- 8' back drape with 3' draped side rails

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, 2015 to be included in program)*
- Sponsorship Opportunities

Payment Deadlines:

Full booth rental amount is due November 1, 2015

Booth space reservations and contracts will be received after the November 1 deadline until booths are sold out, however, a 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:

One booth (10'x10')
\$425 per 10x10 space

Premium Space:

Premium exhibit space (*outlined in red on the trade show layout map*) locations will pay a booth space rate of \$500 per 10x10 space

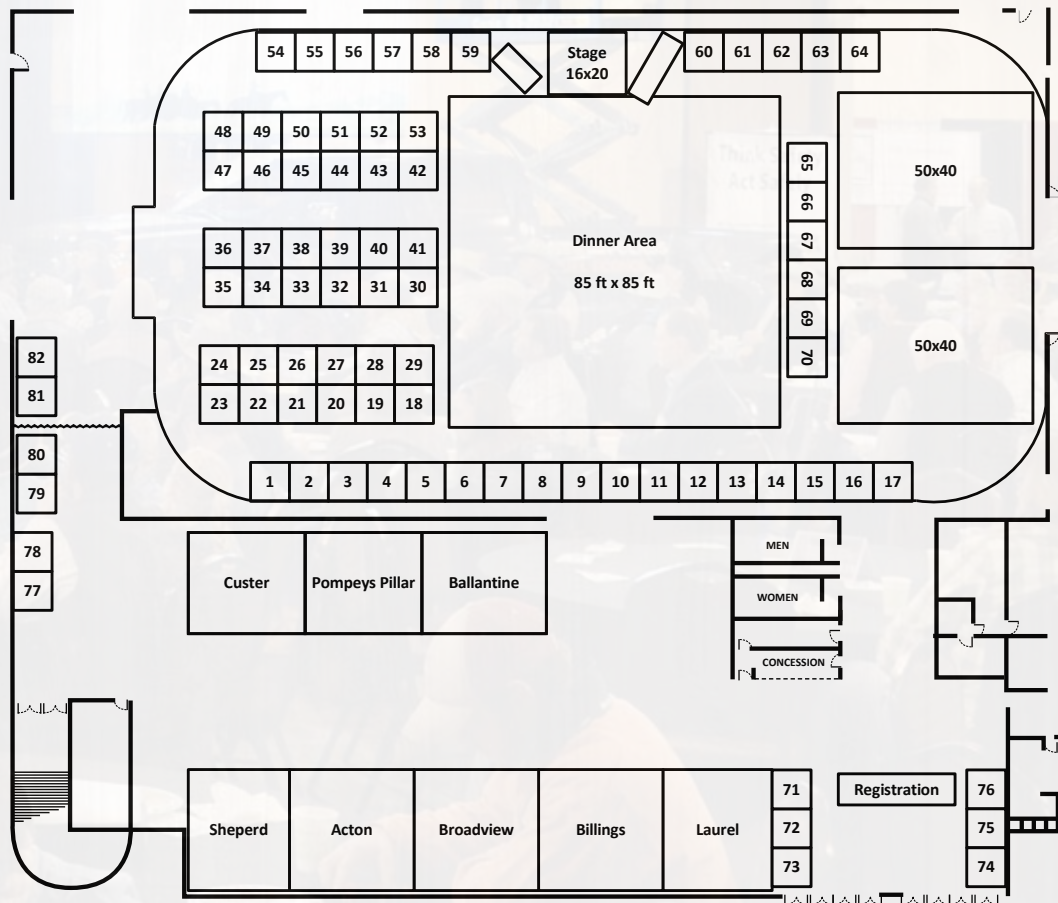
Premium Spaces are reserved for Annual Convention Sponsors. If there are additional spots open they will be reserved on a first reservation basis.

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, 2015 exhibitors will receive a 50% refund. November 1 or after; all money paid will be forfeited. No refunds will be made after this date.



GENERAL INFORMATION



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.

EXCLUSIVE MARKETING & SPONSORSHIP OPPORTUNITIES

Make the most out of your exhibiting experience at the 2015 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** 10x10 booth space.

Convention sponsors contributing \$3,500 or more will receive one **FREE** 10x10 booth space and one complimentary three-day Annual Convention registration.

To request information about available sponsorship opportunities, please contact:

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

Sponsorship Opportunities Available

Grand Finale Dinner	\$5,000
Trade Show Thursday Dinner	\$3,500
Trade Show Friday Dinner	\$3,500
Northern Ag Network Lunch	\$3,000
Opening General Session	\$2,500
President's Lunch	\$3,000
MSGA Committee Meetings	\$2,500
Women of the West Fair	\$2,000
Young Stockgrowers Meeting/Social	\$2,000
Leaders & Legends Dinner	\$1,500
Second Reading of Resolutions	\$1,000
Coffee Stations	\$1,000/day
Montana Public Lands Council Annual Meeting	\$750
Montana Cattle Feeders Meeting	\$750
Montana CattleWomen Annual Meeting	\$750
Cattlemen's College	\$2,500

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



MONTANA STOCKGROWERS ASSOCIATION

420 N. California | Helena, MT 59601

Phone 406-442-3420 | Fax: 406-449-5105 | katie@mtbeef.org