MSGA
ANNUAL
CONVENTION
AND
Trade Show
DECEMBER 7-9 2022
BILLINGS, MONTANA
EXHIBITOR Prospectus

THE PURPOSE OF

ANNUAL CONVENTION AND *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 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, & excitement than ever.

Reserve Your Booth Today!

Watch for updates
on our website and social media.

WWW.MTBEEF.ORG

GENERAL *Information*

The 2022 MSGA Trade Show will be held in conjunction
with the Annual Convention at the Double Tree in Billings, MT

MSGA TRADE SHOW DATES:

December 8-9, 2022

SHOW HOURS:

Thursday, December 8
11:00 am - 8:00 pm

Friday, December 9
10:00 am - 4:00 pm

MOVE IN:

Wednesday, December 7
3:00 pm - 6:00 pm
General Exhibitor move-in

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

MOVE OUT:

Friday, December 9
4:00 pm - 8:00 pm

IMPORTANT DATES:

September 30, 2022
Booth space payments due.
Booth contracts received after the September 30 deadline must be accompanied with full payment.

HOW TO RESERVE YOUR SPACE:

Email the completed contract to
keni@mtbeef.org

EXHIBIT BOOTH CONSTRUCTION:

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

Exhibit booths are 8' x 8'. We are unable to accommodate booth set ups bigger than 8' x 8'. Please confirm signage and booth set up will fit in the 8' x 8' space before the event.

YOUR BOOTH SPACE INCLUDES:

Prime booth spaces includes 2 complimentary All Inclusive Registration passes, which includes all meals and events during Annual Convention.

Choice & Select booth spaces includes
1 complimentary Thursday pass, which includes access to Trade Show, Opening General Session, Thursday Stockgrower Colleges, Northern Ag Network Lunch, Tuesday Committee meetings, and the Trade Show Dinner.

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 Sept. 30, 2022 to be included in program)

Watch for updates
on our website and social media.

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GENERAL *Information*

The 2022 MSGA Trade Show will be held in conjunction with the Annual Convention at the Double Tree in Billings, MT

PAYMENT DEADLINES:

Full booth rental amount is due September 30, 2022
Booth space reservations and contracts will be received after the September 30 deadline until booths are sold out, however, full payment must accompany the space contract. Contracts received after the Sept 30 deadline cannot be guaranteed a logo/description in event materials.

SPONSORSHIP DEADLINES:

September 30, 2022

PAYMENTS MADE PAYABLE TO:

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

EXHIBIT SPACE RATES:

Prime Exhibitor Booth (8'x8')
$750 per 8x8 space
Shown in red on the map

Choice Exhibitor Booth (8'x8')
$550 per 8x8 space
Shown in green on the map

Select Exhibitor Booth (8'x8')
$300 per 8x8 space
Shown in yellow on the map

COVID-19 PRECAUTIONS:

Like always, we are taking safety at our event seriously. Hand sanitizer and face masks will be available throughout the event and social distancing guidelines and the state directives will be followed as to keep our attendees as safe as possible. As the situation evolves, so will our approach to keeping you safe. We thank you for your patience and flexibility as we manage this.

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 **September 30, 2022** exhibitors will receive a 100% refund.

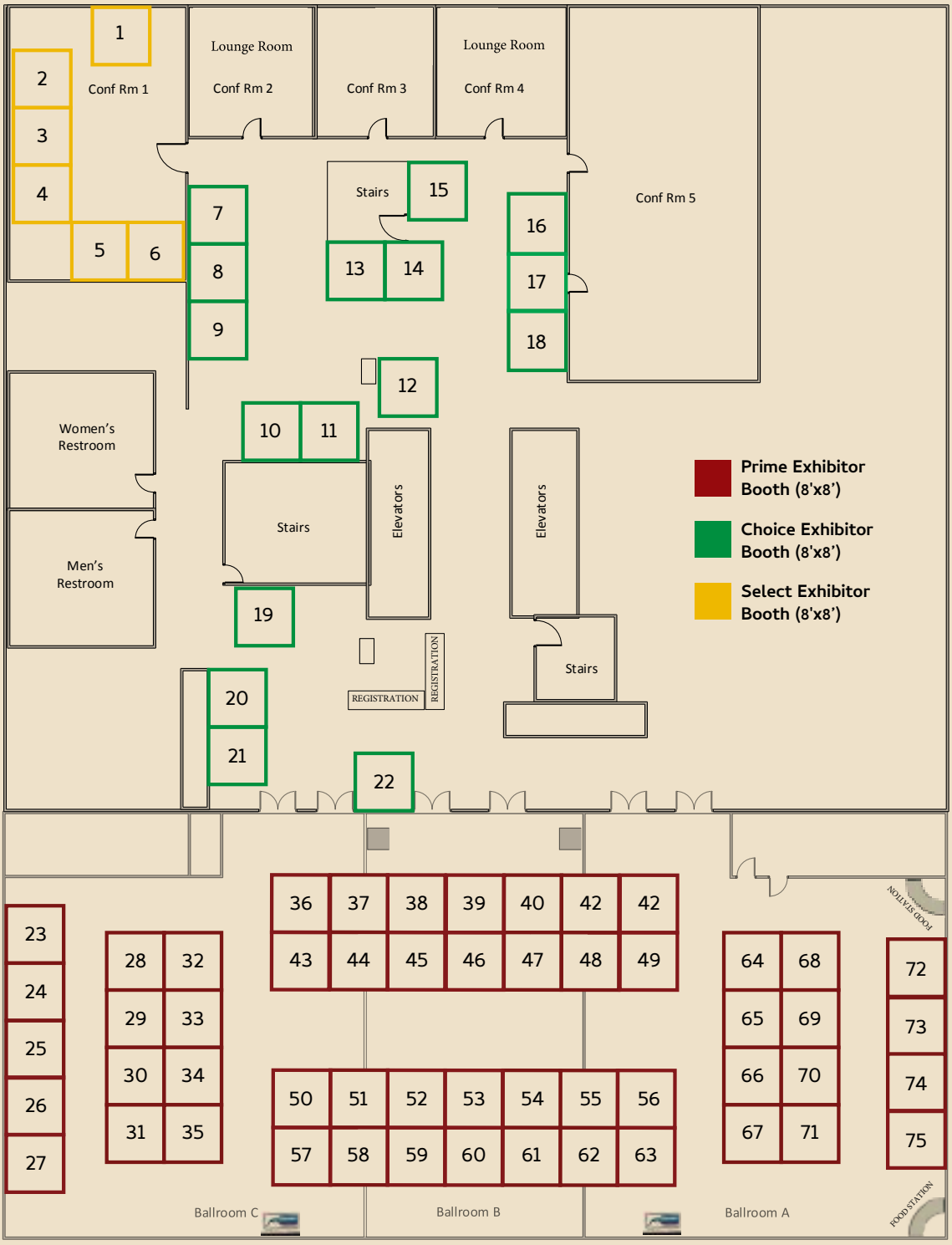
September 30, 2022 or after; all money paid will be forfeited. No refunds will be made after this date.

BOOTH PREFERENCES

We do our best to accommodate everyone's top preferences, but we cannot guarantee you will get the preferences you list on the registration form. Priority will be given to sponsors at the $2,500+ level. Booth assignments will be assigned after November 1, 2022.

WWW.MTBEEF.ORG

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 YOU 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 *Available*

EXCLUSIVE MARKETING AND SPONSORSHIP OPPORTUNITIES!

MAKE THE MOST OUT OF YOUR EXHIBITING EXPERIENCE AT THE 2022 MSGA TRADE SHOW

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!

To request information about available sponsorship opportunities, please contact:

Jeri Delys at jeri@mtbeef.org
or 406-442-3420

SPONSORSHIP OPPORTUNITIES AVAILABLE

Due September 30, 2022

GRAND FINALE DINNER	$5,000
NEW! BADGE SPONSOR	$3,000
NEW! LANYARD SPONSOR	$3,000
NORTHERN AG NETWORK LUNCH	$3,000
PRESIDENT'S LUNCH	$3,000
NEW! PRESIDENT'S RECEPTION	$3,000
YSG KICK OFF SOCIAL	$3,000
GENERAL SESSION II	$2,500
MSGA COMMITTEE MEETINGS	$2,500
OPENING GENERAL SESSION	$2,500
STOCKGROWER COLLEGES	$2,500
NEW! AFTER PARTY	$2,500
DRINK TICKETS	$2,000/EVENT
NEW! GENERAL SESSION II KEYNOTE SPEAKER	$2,000
NEW! NORTHERN AG NETWORK LUNCH SPEAKER	$2,000
NEW! OPENING GENERAL SESSION SPEAKER	$2,000
NEW! PRESIDENTS LUNCH SPEAKER	$2,000
NEW! PROGRAM SPONSOR	$2,000
NEW! REGISTRATION BROCHURE SPONSOR	$2,000
NEW! REGISTRATION DESK	$2,000
NEW! SWAG BAG	$2,000
TRADE SHOW DINNER	$2,000/STATION
NEW! RIBBON STATION	$1,000
SECOND READING OF RESOLUTIONS	$1,000
SESSION BREAKS	$1,000/DAY
MCW ANNUAL MEETING	$750
MPLC ANNUAL MEETING	$750
YOUNG STOCKGROWERS ANNUAL MEETING	$750
NEW! SWAG BAG INSERT	$250/INSERT

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

WE ARE STRONGER TOGETHER

Managing political advocacy and regulation is the Montana Stockgrowers Association's (MSGA) core business, and we strive to safeguard ranchers interests from regulatory impact. Investing in MSGA is a strategic move by which ranchers can mitigate threats or create opportunities by affecting public policy decisions.

+ U.S. Congress

MSGA is the go to authority in Montana for members of Congress seeking counsel on federal tax policy, endangered species act, farm bill, federal land policy, waters of the U.S. and expanding international markets for U.S. beef, just to name a few. Estate taxes on family owned ranches often exceed cash and other liquid assets, often forcing the sale of land, property and equipment.

+ Helena and Washington D.C. Agency Representation

MSGA actively engages with the Board of Livestock, State Land Board, Department of Natural Resources and Conservation, Department of Environmental Quality, and the Fish and Wildlife Commission to advocate rancher's interests. This representation includes attending monthly meetings, briefing senior agency staff, and influencing agency decisions.

+ Montana Legislature

MSGA advances ranchers interests on numerous issues such as cattle health and brand enforcement regulations, water rights, public access, wildlife management and private property rights, everyday at the legislature.

Not only does your MSGA membership give you direct contact with companies that can help improve your bottom line, but it also provides access to the Stockgrower Update, a monthly newsletter, which you have the exclusive opportunity to read online! From the latest policies and regulations being tackled by MSGA, to the most exclusive insight and information.

When you choose to invest in a membership with MSGA, you are helping to create a better business climate for Montana ranchers. Together, we have and will continue to address the challenges within our industry. We are at a time of tremendous possibilities and, with your partnership, we have the opportunity to work together to continue to build a strong front across the industry sectors of Montana.

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

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