

MONTANA STOCKGROWERS
ASSOCIATION



— 2023 —

**ANNUAL
CONVENTION
& TRADE SHOW**

DECEMBER 6-8

— BILLINGS —
MONTANA

EXHIBITOR PROSPECTUS

THE PURPOSE OF 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 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!

THANK YOU

for your continued support of the Montana Stockgrowers Association
and the ranching industry of Montana!




WWW.MTBEEF.ORG


— GENERAL INFORMATION —

The 2023 MSGA Trade Show will be held in conjunction with the Annual Convention at the Double Tree in Billings, MT

MSGA TRADE SHOW DATES:


 **December 7-8, 2023**


SHOW HOURS:

 **Thursday, December 7** 11 am - 8 pm

 **Friday, December 8** 10 am - 4 pm

MOVE IN:


 **Wednesday, December 6**
3 pm - 6 pm | General Exhibitor move-in

 **Thursday, December 7**
8 am - 11 am | General Exhibitor move-in

MOVE OUT:

 **Friday, December 8** 4 pm - 8 pm

IMPORTANT DATES:

 **September 30, 2023**
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 include two (2) complimentary All Inclusive Registration passes which includes all meals and events during Annual Convention.

Choice & Select booth spaces includes one (1) complimentary All Inclusive Registration passes which includes all meals and events during Annual Convention.

8' back drape with 3' draped side rails.

ADDITIONAL BENEFITS:

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, 2023 to be included in program)

PAYMENT DEADLINES:

Full booth rental amount is due Sept 30, 2023

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, 2023**

PAYMENTS MADE PAYABLE TO:

MSGA
420 N. California, Helena, MT 59601
Phone 406-442-3420 | 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

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, 2023 exhibitors will receive a 100% refund.

September 30, 2023 or after; all money paid will be forfeited. No refunds will be made after this date.

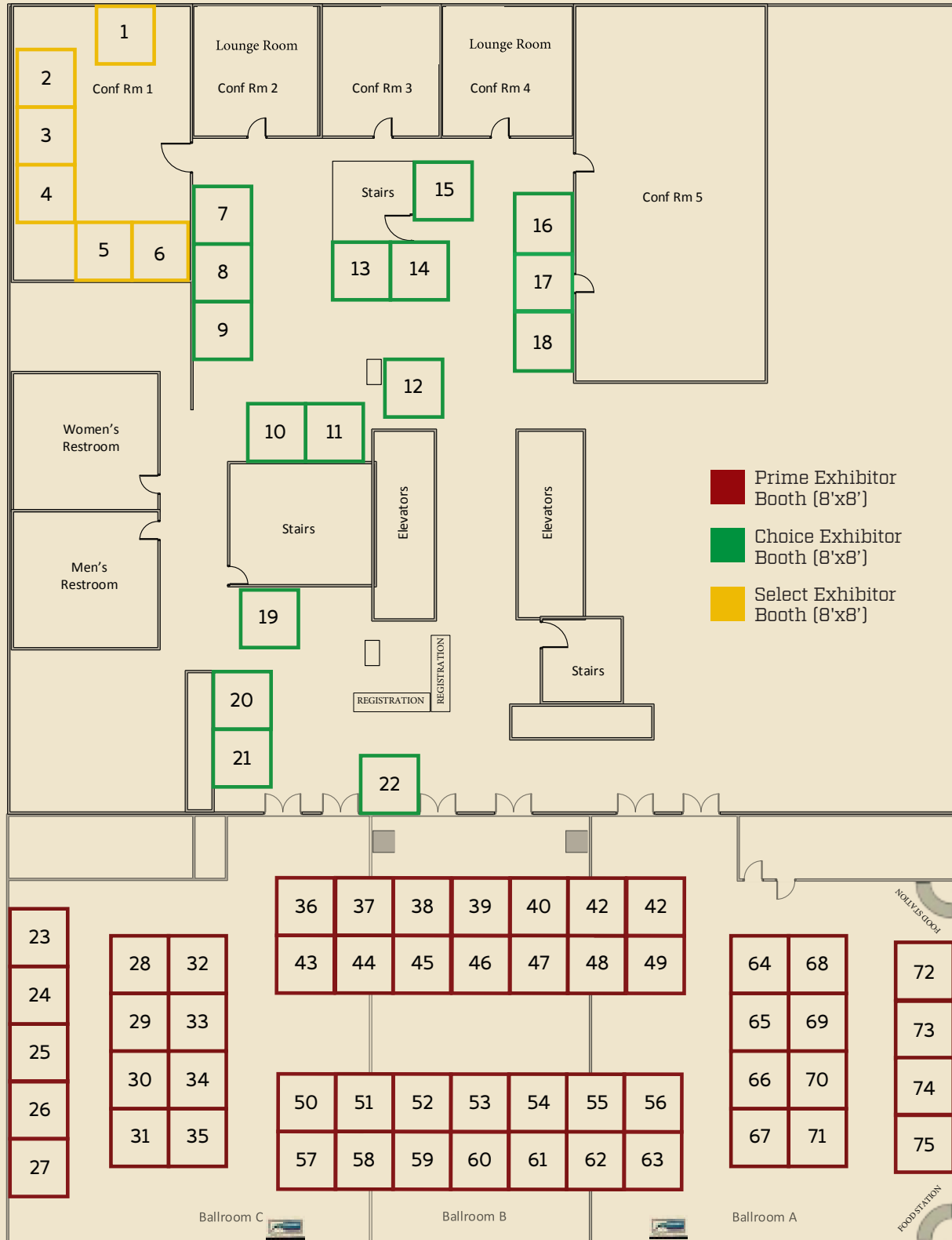
BOOTH PREFERENCES:

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 \$3,000+ level. Booth assignments will be assigned after November 1, 2023.

— GENERAL INFORMATION —

The 2023 MSGA Trade Show will be held in conjunction
with the Annual Convention at the Double Tree in Billings, MT



— 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 & SPONSORSHIP OPPORTUNITIES AVAILABLE!

Due September 30, 2023

Presenting Sponsor - New!	\$30,000
Exclusive Grand Finale Dinner - New!	\$15,000
Grand Finale Dinner (3 available)	\$5,000
President's Reception	\$5,000
Convention Kick-off Social	\$4,000
Northern Ag Network Lunch	\$4,000
Presidents Lunch	\$4,000
Opening General Session	\$3,000
General Session II	\$3,000
Badge Sponsor	\$3,000
Lanyard Sponsor	\$3,000
Registration Brochure Sponsor	\$2,500
Beef Breakfast Sponsor	\$2,500
MSGA Committee Meetings (3 available)	\$2,500
General Sponsorship	\$2,500
Opening General Session Speaker	\$2,000
General Session II Speaker	\$2,000
Presidents Lunch Speaker	\$2,000
Northern Ag Network Lunch Speaker	\$2,000
Program Sponsor	\$2,000
Registration Desk	\$2,000
Hosted Bar (3 available) - New!	\$2,000/bar
Trade Show Dinner (4 stations)	\$2,000/station
After Party - New!	\$2,000
SWAG Bags (1 available)	\$2,000
Stockgrowers College (7 available) - New!	\$1,500
Session Breaks	\$1,500/day
Second Reading of Resolutions	\$1,000
Ribbon Station (1 available)	\$1,000
Montana Public Lands Council Annual Meeting	\$750
Montana CattleWomen Annual Meeting	\$750
Young Stockgrowers Annual Meeting	\$750
SWAG Bag Inserts (multiple available)	\$250

MAKE THE MOST OUT OF YOUR
EXHIBITING EXPERIENCE AT THE
2023 MSGA TRADE SHOW.
TAKE ADVANTAGE OF THESE EXCLUSIVE
OPPORTUNITIES TO REACH OVER
**500+ 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!

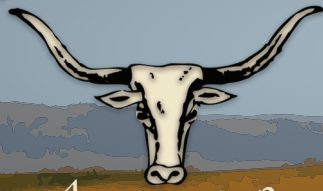
Convention sponsors contributing \$3,000 or
more will receive one **FREE 8x8 booth space.**



To request information about available
sponsorship opportunities, please contact:

**Joey Berndt at joey@mtbeef.org
or 406-442-3420**

Montana Stockgrowers



Association

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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