

Annual Convention & TRADE SHOW

Uniting to Protect Ranching's Future

December 4-6, 2024

Billings, Montana

MONTANA
STOCKGROWERS
ASSOCIATION



CELEBRATING
140
Years

*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 & the ranching industry of Montana!

GENERAL Information

The 2024 MSGA Trade Show will be held in conjunction with the Annual Convention at the Double Tree in Billings, MT

MSGA TRADE SHOW DATES:

December 5-6, 2024

SHOW HOURS:

Thursday, December 5 11 am - 8 pm

Friday, December 6 10 am - 4 pm

MOVE IN:

Wednesday, December 4

3 pm - 6 pm | General Exhibitor move-in

Thursday, December 5

8 am - 11 am | General Exhibitor move-in

MOVE OUT:

Friday, December 6 4 pm - 8 pm

IMPORTANT DATES:

September 30, 2024 - 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: joey@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, 2024 to be included in program)

PAYMENT DEADLINES:

Full booth rental amount is due Sept 30, 2024

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, 2024

PAYMENTS MADE PAYABLE TO:

MSGA

420 N. California, Helena, MT 59601

Phone 406-442-3420 | joey@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, 2024 exhibitors will receive a 100% refund.

September 30, 2024 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, 2024.

GENERAL Information

The 2024 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.