


ANNUAL CONVENTION & TRADE SHOW

Contact MSGA at (406) 442-3420 or
rachael@mtbeef.org to reserve your sponsorship today.

ANNUAL CONVENTION & TRADE SHOW

Tentative Event Schedule

Thursday, December 3, 2026

- 8:00 am MSF Meeting
- 8:30 am MPLC & MASGD Join Board Meeting
- 10:00 am MPLC Annual Meeting
- 10:00 am Trade Show Vendor Move In
- 11:30 am Registration Open
- 2:00 pm Land Use & Environment Committee
- 1:00 pm Trade Show Opens
- 5:00 pm Kick Off Social

Friday, December 4, 2026

- 7:30 am Registration Open
- 8:00 am Trade Show Vendor Move In
- 8:00 am Opening General Session
- 10:00 am Trade Show Open
- 10:15 am Stockgrowers Colleges
- 10:15 am MCW Women of the West
- 12:00 pm Northern Ag Network Best of Beef Lunch
- 2:00 pm MCW Annual Meeting
- 2:30 pm Tax, Finance, and Ag Policy Committee

Friday continued

- 5:00 pm MCW Installation, Social & Past Presidents
- 6:00 pm MCW New Board of Directors Meeting
- 6:00 pm Trade Show Celebration Dinner

Saturday, December 5, 2026

- 7:00 am Registration Open
- 7:00 am Beef Breakfast
- 8:00 am Beef Production & Marketing Committee
- 10:00 am Trade Show Open
- 10:15 am Stockgrowers Colleges
- 11:30 am President's Lunch
- 12:30 pm Young Stockgrowers Meeting
- 1:30 pm Stockgrowers Colleges
- 1:30 pm Cattle Feeders Meeting
- 3:00 pm Second & Third Reading of Resolutions
- 5:00 pm Montana Agricultural Political Action (MAPA) Reception
- 5:30 pm Grand Finale Social
- 7:00 pm Grand Finale Banquet
- 9:00 pm Grand Finale After Party

ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space

Grand Finale Banquet Sponsor

\$15,000

Option 1: Exclusive Sponsorship

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- 8'x8' exhibitor booth space
- Four (4) complimentary All Inclusive Pass registrations
 - Includes meetings and meals for all events
- Four (4) complimentary Grand Finale Banquet registrations
 - Includes access to Grand Finale Banquet only
- One (1) sponsor table reserved at Grand Finale Banquet
 - Seating for eight (8)
- 5-minute sponsor greeting at Grand Finale Banquet
- Special recognition at Grand Finale Banquet
- Logo included in description of Grand Finale in registration brochure and event program

OR \$5,000/sponsor

Option 2: Split Sponsorship (3 available)

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- 8'x8' exhibitor booth space
- Two (2) complimentary All Inclusive Pass registrations
 - Includes meetings and meals for all events
- Two (2) complimentary Grand Finale Banquet registrations
 - Includes access to Grand Finale Banquet only
- Special recognition at Grand Finale Banquet
- Logo included in description of Grand Finale in registration brochure and event program

Stage Sponsor (1 available)

\$10,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- 8'x8' exhibitor booth space
- Four (4) complimentary All Inclusive Pass registrations
 - Includes meetings and meals for all events
- Four (4) complimentary Grand Finale Banquet registrations
 - Includes access to Grand Finale Banquet only
- Special recognition at Grand Finale Banquet
- Logo included on emcee page in the event program

ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

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Northern Ag Network Best of Beef Lunch Sponsor *(1 available)*

\$5,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- 8'x8' exhibitor booth space
- Two (2) complimentary All Inclusive Pass registrations
 - Includes meetings and meals for all events
- Two (2) complimentary Northern Ag Network Best of Beef Lunch Tickets
 - Includes access to Northern Ag Network Best of Beef Lunch only
- One (1) sponsor table reserved at Northern Ag Network Best of Beef Lunch
 - Seating for eight (8)
- Special recognition at Northern Ag Network Best of Beef Lunch
- 1-minute sponsor greeting at Northern Ag Network Best of Beef Lunch
- Logo included in description of Northern Ag Network Best of Beef Lunch in registration brochure and event program

President's Lunch Sponsor *(1 available)*

\$5,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- 8'x8' exhibitor booth space
- Two (2) complimentary All Inclusive Pass registrations
 - Includes meetings and meals for all events
- Two (2) complimentary President's Lunch Tickets
 - Includes access to President's Lunch only
- One (1) sponsor table reserved at President's Lunch
 - Seating for eight (8)
- Special recognition at President's Lunch
- 1-minute sponsor greeting at President's Lunch
- Logo included in description of President's Lunch in registration brochure and event program

Kick-Off Social Sponsor *(1 available)*

\$4,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- 8'x8' exhibitor booth space
- Two (2) complimentary All Inclusive Pass registrations
 - Includes meetings and meals for all events
- Banner with logo placed at Kick-Off Social
- Special recognition at Kick-Off Social
- 1-minute sponsor greeting at Kick-Off Social
- Logo included in description of Kick-Off Social in registration brochure

ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space

Beef Breakfast Sponsor *(1 available)*

\$3,500

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registration
 - Includes meetings and meals for all events
- Special recognition at Beef Breakfast
- 1-minute sponsor greeting at Beef Breakfast
- Logo included in description of Beef Breakfast in registration brochure and event program
- Opportunity to provide speaker for 45 minutes at Beef Breakfast
 - Must coordinate speaker with MSGA by September 30

Opening General Session Sponsor *(1 available)*

\$3,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registration
 - Includes meetings and meals for all events
- Special recognition at Opening General Session
- 1-minute sponsor greeting at Opening General Session
- Logo included in description of Opening General Session in registration brochure and event program

Room Key Card Holder Sponsor *(1 available)*

\$3,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registrations
 - Includes meetings and meals for all events
- Logo included on all hotel room key holders given to attendees under MSGA's room block at the Northern and DoubleTree Hotels

Badge Sponsor *(1 available)*

\$3,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registrations
 - Includes meetings and meals for all events
- Logo included on all attendee badges
- Opportunity to provide one SWAG item in SWAG Bag
 - Sponsor must provide SWAG item to MSGA before November 1
 - Sponsor should provide approx. 500 items

ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

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Lanyard Sponsor (1 available)

\$3,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registrations
 - Includes meetings and meals for all events
- Logo included on all attendee lanyards
 - Sponsor is responsible for providing lanyards. Must provide lanyards to the MSGA office by November 1. MSGA must give final approval of design.
- Opportunity to provide one SWAG item in SWAG Bag
 - Sponsor must provide SWAG item to MSGA before November 1.
 - Sponsor should provide approx. 500 items

Registration Brochure Sponsor (1 available)

\$2,500

The registration brochure is a digital document that is included on the Annual Convention event webpage. A postcard with a QR code and the sponsors logo will be mailed to MSGA members for viewing prior to the event.

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registration
 - Includes meetings and meals for all events
- Logo included on front page of registration brochure
- One complimentary full-page, full color advertisement in registration brochure
 - Sponsor must provide the design to MSGA by September 30
 - Brochure is 8.5"x11" with a .25" bleed and .25" margins

Event Program Sponsor (1 available)

\$2,500

The event program is handed out onsite to all attendees of the Annual Convention.

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registration
 - Includes meetings and meals for all events
- Logo included on front page of event program
- One complimentary full-page, full color advertisement in event program
 - Sponsor must provide the design to MSGA by September 30
 - Handouts are 4"x9" with a .25" bleed and .25" margins

ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space

General Sponsor **\$2,500**

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registration
 - Includes meetings and meals for all events

Trade Show Dinner Sponsor *(4 stations available)* **\$2,500/station**

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Opportunity to place a banner of your choosing by your dinner sponsored dinner station
- Banner must be no larger than 47" x 79"
- Logo displayed at Trade Show Dinner station

Keynote Speaker Sponsor *(4 available)* **\$2,500**

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registration
 - Includes meetings and meals for all events
- 1-minute sponsor greeting at selected session
- Special recognition at selected session
- Logo included with speaker bio in registration brochure and event program
- Available Sessions:
 - Opening General Session
 - Best of Beef Lunch
 - President's Lunch

After Party Sponsor *(1 available)* **\$2,500**

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Special recognition at After Party

After Party Band Sponsor *(1 available)* **\$2,500**

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Special recognition while musicians are playing

ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

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Registration Desk (2 available)

\$2,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registration
 - Includes meetings and meals for all events
- Banner with logo placed at registration desk
- Registration area will be referenced as '(company name) registration area' in all print references
- Options available
 - Northern Hotel
 - DoubleTree Hotel

Hosted Bar Sponsor (3 available)

\$2,000/bar

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Logo displayed at bar
- Events to Choose From
 - Trade Show Dinner
 - Grand Finale Social
 - After Party

SWAG Bag Sponsor (1 available)

\$2,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registration
 - Includes meetings and meals for all events
- Opportunity to provide SWAG bags
 - Sponsor is responsible for providing SWAG bags. Must provide bags to the MSGA office by November 1. MSGA must give final approval of design.
- Opportunity to provide two SWAG items in SWAG Bag
 - Sponsor must provide SWAG item to MSGA before November 1
 - Sponsor should provide approx. 500 items

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Stockgrowers College (12 available)

\$1,500

Stockgrowers Colleges are one-hour educational sessions during Annual Convention. Sponsors are responsible for providing a speaker. Topics cannot be similar and must be approved by MSGA first.

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registration
 - Includes meetings and meals for all events
- Opportunity to provide speaker for 60 minutes at Stockgrowers College
 - Must coordinate speaker with MSGA by September 30
- Summary of session and/or speaker bio, and logo listed in registration brochure and event handout
 - Sponsor must provide speaker bio/session summary, and logo by September 30

Session Breaks Sponsor

\$1,500

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Logo displayed in Session Breaks area

Sale Ring Video Sponsor (1 available)

\$1,500

The Sale Ring showcases sales and other industry events via TVs displayed throughout the Trade Show area at the DoubleTree Hotel.

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Logo displayed in Sale Ring areas

MSGA Committee Meetings Sponsor (3 available)

\$1,500

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- One (1) complimentary All Inclusive Pass registration
 - Includes meetings and meals for all events
- Special recognition at selected committee meeting
- Options available
 - Land Use and Environment Committee Meeting
 - Beef Production & Marketing Committee Meeting
 - Tax, Finance & Ag Policy Committee Meeting

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Second and Third Reading of Resolutions (1 available)

\$1,000

Second and Third Reading is the member-driven process where proposed policies advanced from committee are presented to MSGA's membership for discussion, refinement, and ultimately a final vote that shapes the Association's policy direction.

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Special recognition at Second Reading of Resolutions

General Sponsor

\$1,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program

eNewsletter Sponsor (1 available)

\$1,000

MSGA's eNewsletter is a weekly email sent to members from October through December spotlighting Annual Convention updates while giving sponsors prime visibility with their logo front and center in every edition.

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Digital advertisement with link included in all Annual Convention email campaigns
 - Sponsor must provide ad by September 30
 - Ads should not exceed 600 px wide

Convention Webpage Sponsor (1 available)

\$1,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Logo and link to company website predominantly displayed on the top third of the Annual Convention event webpage

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Ribbon Station Sponsor *(1 available)* **\$1,000**

This sponsorship gives your brand a fun, high-visibility presence at Annual Convention by hosting an interactive hub where attendees customize their badges with collectible ribbons that spark conversation and connection.

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Logo displayed in Ribbon Station area

Stewardship Presentation Sponsor *(1 available)* **\$1,000**

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Special recognition during Stewardship Presentation

MSGA Board Meetings Sponsor *(1 available)* **\$1,000**

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Special recognition at MSGA board meetings

Montana Public Lands Council Annual Meeting Sponsor *(1 available)* **\$1,000**

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Special recognition at the MPLC Annual Meeting

Young Stockgrowers Annual Meeting Sponsor *(1 available)* **\$1,000**

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Special recognition at the YSG Annual Meeting

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Montana CattleWomen Annual Meeting Sponsor (1 available) **\$1,000**

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Special recognition at the MCW Annual Meeting

Montana Stockgrowers Foundation Meeting Sponsor (1 available) **\$1,000**

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Special recognition at the MSF Board of Trustees Meeting

SWAG Bag Inserts (multiple available) **\$250/insert**

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- Opportunity to provide one SWAG item in SWAG Bag
 - Sponsor must provide SWAG item to MSGA before November 1
 - Sponsor should provide approx. 500 items

TRADE SHOW *Map*

