

MONTANA STOCKGROWERS ASSOCIATION



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

MSGA Trade Show Dates

December 3 - 5, 2026

Show Hours

Thursday, December 3	1 pm - 6:30 pm
Friday, December 4	11 am - 8 pm
Saturday, December 5	10 am - 4 pm

Move In

Thursday, December 3

10 am - 1 pm | General Exhibitor move-in

Friday, December 4

8 am - 11 am | General Exhibitor move-in

Move Out

Saturday, December 5 4 pm - 8 pm

Important Dates

September 30 - 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: rachael@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 and 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 Annual Convention and Trade Show program. Must receive logo and description by Sept. 30 to be included in program.

Payment Deadlines

Full booth rental amount is due September 30. 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

Payments Made Payable to

MSGA 420 N. California, Helena, MT 59601
Phone (406) 442-3420 | rachael@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

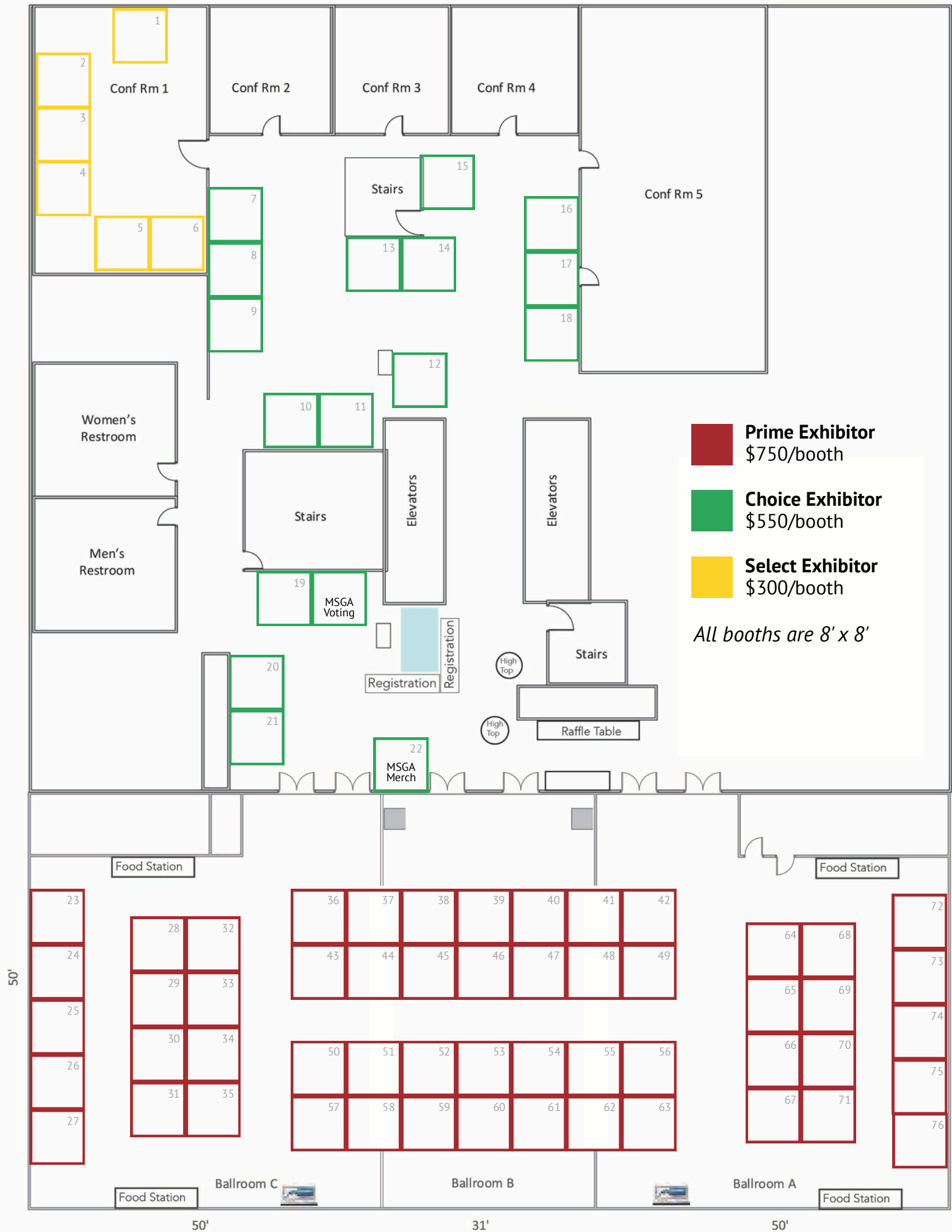
Cancellation & Refund Policy

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 exhibitors will receive a 100% refund.

September 30 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 \$4,000+ level. Booth assignments will be assigned after November 1.



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:

- Animal Health Products
- Animal Identification
- Associations/Organizations/Government
- Breeders/Ranches/Feedlots/Marketers
- Computer/Software Packages
- Consulting Services
- Equipment/Trailers/Watering
- Feed/Feed Additives & Accessories
- Fencing Equipment & Accessories
- Finance/Insurance/Real Estate
- Hay Equipment & Accessories
- Herd Management/Chutes/Scales
- Information/Education
- Publications/Media/Broadcast Media
- Retail/Art/Furniture/Accessories
- Seed Products/Weed/Pest Control/Herbicide
- Structures/Buildings
- Veterinary/Breeding
- Genetics/DNA
- 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.

Annual Convention & Trade Show Registration

Company: _____

Contact Person: _____

Email: _____

Office Phone: _____ Cell Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Booth Preference

We do our best to accommodate everyone's top preferences, but we cannot guarantee you will get the preferences you list below. Priority will be given to sponsors at the \$4,000+ level.

Booth assignments will be assigned after November 1.

1st Pref Booth # _____

2nd Pref Booth # _____

3rd Pref Booth # _____

Exhibitor Booths

All booths will include a 6' table and 2 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. Priority is given to \$4,000+ sponsors in regard to booth assignments. Payment MUST accompany registration for preference consideration. Registration MUST be submitted by September 30 for preference consideration. Please check your selection.

Your Booth Space Includes

Prime booth spaces include 2 complimentary All Inclusive Registration passes which includes all meals and events during Annual Convention. Choice and Select booth spaces include 1 complimentary All Inclusive Registration pass which includes all meals and events during Annual Convention.

Company Logo

Please provide a company logo to be used in print and digital advertising for Annual Convention. To make sure logos are not blurry when printed, please make sure you are submitting high-res logos. ALL LOGOS MUST HAVE TRANSPARENT BACKGROUNDS WHEN SUBMITTED. Accepted file formats include .pdf, .ai, .psd, .esp. Logos must be provided by September 30 to be included.

Company Bio

Please provide a 50-word product/service description to be included in the MSGA Annual Convention Program. Descriptions must be provided by September 30 to be included.



Montana
Stockgrowers
Association

Contact: Keni R. Lairy
keni@mtbeef.org
(406) 442-3420

Exhibitor Attendee Registration

ALL additional attendees outside of your included registrations MUST complete a paid registration to attend Annual Convention, no exceptions. If you need to register additional attendees, they can be registered below, online at www.mtbeef.org, or on-site at Annual Convention. ***Please print name(s) as you want it to appear on your name badge(s).***

Attendee #1

Name: _____

Email: _____

Phone: _____

City: _____ State: _____

Registration Type

- ☐ Prime Booth All Inclusive
- ☐ Choice Booth All Inclusive
- ☐ Select Booth All Inclusive

Attendee #2

Name: _____

Email: _____

Phone: _____

City: _____ State: _____

Registration Type

- ☐ Prime Booth All Inclusive
- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Grand Finale Banquet (\$50)
- ☐ Trade Show Only Pass (\$20)

Attendee #3

Name: _____

Email: _____

Phone: _____

City: _____ State: _____

Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Grand Finale Banquet (\$50)
- ☐ Trade Show Only Pass (\$20)

Attendee #4

Name: _____

Email: _____

Phone: _____

City: _____ State: _____

Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Grand Finale Banquet (\$50)
- ☐ Trade Show Only Pass (\$20)

Attendee #5

Name: _____

Email: _____

Phone: _____

City: _____ State: _____

Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Grand Finale Banquet (\$50)
- ☐ Trade Show Only Pass (\$20)

Attendee #6

Name: _____

Email: _____

Phone: _____

City: _____ State: _____

Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Grand Finale Banquet (\$50)
- ☐ Trade Show Only Pass (\$20)

Attendee #7

Name: _____

Email: _____

Phone: _____

City: _____ State: _____

Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Grand Finale Banquet (\$50)
- ☐ Trade Show Only Pass (\$20)

Attendee #8

Name: _____

Email: _____

Phone: _____

City: _____ State: _____

Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Grand Finale Banquet (\$50)
- ☐ Trade Show Only Pass (\$20)

Attendee #9

Name: _____

Email: _____

Phone: _____

City: _____ State: _____

Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Grand Finale Banquet (\$50)
- ☐ Trade Show Only Pass (\$20)



Contact: Keni R. Lairy
keni@mtbeef.org
(406) 442-3420

Trade Show Registration & Payment Form

Booth Type	Price	Quantity	Total \$ Amount
Prime Booth	\$750		
Choice Booth	\$550		
Select Booth	\$300		
Electricity	\$35		
		Booth Total	
Attendee Registrations	Price	Quantity	Total \$ Amount
All Inclusive Pass	\$225		
Day 3 Pass	\$125		
Day 2 Pass	\$100		
Day 1 Pass	\$50		
Grand Finale Banquet	\$50		
Trade Show Only	\$20		
		Attendee Total	
		GRAND TOTAL	

Payment Details

- ☐ Check (Make payable to MSGA)
☐ Send Invoice
☐ Credit Card (Visa or Mastercard)

Please mail this form and payment to
MSGA by September 30
 420 N. California St.
 Helena, MT 59601
 Email keni@mtbeef.org
 (406) 442-3420

Credit Card Number: _____

Expiration Date: _____ CVC: _____

Signature: _____



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