

Sponsor Registration R-CALF USA 17th Annual Convention and Trade Show Aug. 26-27, 2016 - Little American Hotel, Cheyenne, Wyo.

(Please complete as it should appear in R-CALF USA convention materials and publications.)

Sponsor Name _____

Names for _____

Additional Tags _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

I have read the Rules Governing Sponsorship and the Sponsor Showcase and agree that it is part of this registration.

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Sponsor Signature _____

Print Name _____

Sponsorship Level (Circle One)

Banner - \$200 - Your banner will be hung in a high traffic area, and your business will be recognized in the program.*

If no one is attending the convention, please make arrangements with Laurel.

Bronze - \$400 - Package includes booth or event co-sponsorship, lunch and dinner Friday and lunch on Saturday, one-year membership and recognition in the program.* Please bring at least one item to include in the Silent Auction.

Silver - \$600-\$999 - Package includes booth (optional) **and** event-co-sponsorship, one convention registration packet, one-year membership and recognition in the program.* Please bring at least one item to include in the Silent Auction.

Gold - \$1,000-\$1,999 - Package includes booth (optional) **and** event co-sponsorship, two convention registration packets, one-year membership and recognition in the program.* Please bring at least one item to include in the Silent Auction.

Platinum - \$2000 and up - Package includes booth (optional) **and** event sponsorship, three convention registration packets, one-year membership and recognition in program.* Please bring at least one item to include in the Silent Auction.

*See rules for information regarding the convention program.

Events & Other Opportunities (Optional)

Sponsors: You may pick any event even if your chosen sponsorship is less than the expected cost. If no event is specified, R-CALF USA will assign the sponsor to an event. Coffee breaks are listed together, but estimated cost is for each.

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|----------------------------|----------|----------------------------|----------|----------------------|----------|
| Fri. Break (AM/PM) (\$500) | \$ _____ | Fri. Dinner (\$6000) | \$ _____ | Sat. Social (\$1000) | \$ _____ |
| Fri. Lunch (\$2500) | \$ _____ | Sat. Break (AM/PM) (\$500) | \$ _____ | Sat. Dinner (\$6000) | \$ _____ |
| Fri. Social (\$1000) | \$ _____ | Sat. Lunch (\$2500) | \$ _____ | | |

_____ (\$250; \$450) **Convention Folders** - Have your logo and information printed on the convention folder handed out to all attendees. Limited to first two sponsors. Front cover \$450; Back cover \$250.

_____ (\$100) **Convention Inserts** - One page inserted into the convention packet. Handouts must be provided, or an additional printing fee of \$50 will be charged.

Other sponsorship opportunities may be available upon request.

All event sponsors will be recognized in the program, and a banner or other promotional material may be displayed during the sponsored event.

Payment: Check (R-CALF USA) or Credit Card

Card Number

Expiration Date

Security Code

Name as it appears on card

Signature

Total Sponsored Amount \$ _____

Less returning sponsor discount \$ _____

10% if you were a sponsor last year.

Less early registration discount \$ _____

10% if postmarked by June 17, 2016

5% if postmarked by July 15, 2016

Total Amount Enclosed \$ _____

Return signed, completed registration with payment to:

R-CALF USA PO Box 30715, Billings, MT 59107

THANKS!

If you have questions, please contact Laurel Masterson at 406-252-2516 or laurelmasterson@r-calfusa.com.

Sponsorships and exhibit space reservations will be guaranteed only when full payment and signed registration are received in the R-CALF USA office.

Rules Governing Sponsorship & Sponsor Showcase R-CALF USA 16th Annual Convention, August 26 & 27, 2016

Convention Headquarters - The R-CALF USA Convention headquarters is at Little America Hotel & Resort 2800 West Lincolnway, Cheyenne, Wyo. 82009

Hotel Accommodations - It is the responsibility of sponsors to make room reservations before attending the R-CALF USA Convention and Sponsor Showcase. Call 800-445-6945 and ask for the R-CALF USA group rate of \$99 plus tax to reserve a room at the convention site.

Exhibit Space, Set-Up and Tear-Down - R-CALF USA will furnish all sponsor showcase participants with a clothed and skirted table and two chairs. Booths will line the perimeter of the break and luncheon room as space permits. Each exhibitor shall name at least one person to be the representative in connection with installation, operation, and removal of exhibits.

Shipping to the Hotel – Packages (including banners) can be sent to the Little America Hotel & Resort 2800 West Lincolnway, Cheyenne, Wyo. 82009 Please make sure both the recipient's name as well as "R-CALF USA" is written on the package.

Sponsor Showcase Hours/Security - The Sponsor Showcase will be open to attendees on Friday, Aug. 26, from approximately 9 a.m. to 7 p.m. MDT and on Sat., Aug. 27, from approximately 8 a.m. to 1:30 p.m. MDT. Reasonable care will be exercised to provide for the protection of exhibitors' equipment and merchandise. Beyond this, the Little America Hotel & Resort and/or R-CALF USA, its officers and members, separately and collectively, cannot accept responsibility for any damage to, or for the loss or destruction of, an exhibit or other property from other causes, or injury to any persons resulting from such causes. All claims for any such loss, damages, or injury shall be expressly waived by the exhibitor.

Image Release - While attending the R-CALF USA 17th Annual Convention, exhibitors may be photographed or videotaped, and these images may be used in future public relations materials, educational materials and/or by news outlets covering the event. The registration form serves as permission for image use.

Silent and Live Auction - R-CALF USA asks all sponsors to donate a product or service to the Silent or Live Auction. Bring your item to the registration table during registration. All proceeds will benefit R-CALF USA and will help defray the cost of the convention.

Space Assignment - Exhibit space at the R-CALF USA Sponsor Showcase will be available and assigned on a first-come, first-served basis. Final assignment will be made by R-CALF USA. Space assignments and operation procedures may be modified if R-CALF USA determines any such modification is in the best interest of the showcase. Total payment must accompany the registration before space will be assigned.

Convention Program Recognition – The space allotted to convention sponsors in the convention program will be determined by the level of sponsorship as outlined here: Banner Sponsors will have the business name, city and state of business listed. If there are multiple locations of the business one must be chosen. Bronze Sponsors will have the business name, website and a maximum of thirty (30) words to promote the business. Silver Sponsors will have the business name, website and fifty (50) words to promote the business. Gold Sponsors will have the business name, website and one-hundred (100) words to promote the business. Platinum Sponsors will have the business name, website and one-hundred fifty (150) words to promote the business. All information must be submitted to R-CALF USA by July 28, 2014 to insure inclusion in the convention program. If the provided submission goes over the word allotment, only the first 30, 50, 100, or 150 words will be included.

Meal Packages - For Bronze sponsors, one complimentary meal ticket to both lunch and supper on Friday and lunch on Saturday is included. Silver sponsors receive one complimentary meal ticket for lunch and supper on both Friday and Saturday. Gold Sponsors receive two complimentary meal tickets for lunch and supper on Friday and lunch and supper on Saturday. Platinum sponsors may request up to three meal tickets for each of the four meals. Additional meals can be purchased by calling 406-252-2516 prior to convention, as additional meals may not be available at the convention. Meal packages will be available to pick up at the registration table beginning Friday, Aug. 26 at 7:00 a.m.

Sponsor Name Badges - Official sponsor badges will be provided for all sponsors attending the convention. For your convenience, please have the names sent to R-CALF USA at least two weeks prior to the show. Badges will be available to pick up at the registration table beginning Friday, Aug. 26 at 7:00 a.m.

Registration of Visitors - R-CALF USA shall have sole control over admission policies at all times. All persons are required to wear an appropriate badge while in attendance.

Default Occupancy - Any exhibitor failing to occupy booth space in sponsorship showcase for which they have contracted will be held liable for such space at the full rental price. In the event space(s) is not occupied by 9 a.m. on Fri., Aug. 26, 2016, R-CALF USA shall have the right to use such space at its discretion.

Defacing the Building - Exhibitors are liable for any damage to building floors, walls, or to the standard booth equipment or for damages caused in any manner. Exhibitors may not use nails, screws, or fasteners of any kind or apply paint, lacquer, adhesive, or any other coating on building walls and floors or to standard booth equipment.

Positioning of Equipment with Relation to Aisles - Machines or equipment operated or demonstrated at any time during the Sponsorship Showcase shall be placed so that no portion is closer than 12" to an aisle. Sponsors must agree to display their exhibits so as not to obstruct the general view or to hide other exhibits.

Insurance - Sponsors shall indemnify and hold harmless R-CALF USA and the Little America Hotel & Resort, and their service agents from all liability (damage or accident) which might ensue from any cause resulting from or connected with the transportation, placing, removing or displaying of exhibits. Each exhibitor shall secure insurance at their own cost and expense.

Safety Guards and Protection - Guests of the show must be properly protected from injury during the entire show.

Fire Laws - Federal, state, and city fire laws must be strictly observed. All decorative materials must be flameproof or fireproof. Wiring must comply with fire department and other applicable government agency rules and underwriting rules. Aisles and fire exits cannot be blocked by exhibits. No explosives, gasoline, kerosene, acetylene, or other fuels or combustible may be brought into the building.

Review and Cancellation Policy - Registration is subject to review and acceptance by R-CALF USA. R-CALF USA reserves the right to refuse registration applications. All cancellations received on or prior to July 1, 2016, will be reimbursed in full. Refunds for cancellations after July 1, 2016, will be at the discretion of R-CALF USA.

R-CALF USA Membership – Sponsors at the Bronze level or higher will receive a complimentary one-year R-CALF USA Associate Membership or a complimentary one-year renewal to an existing membership.

Exhibitor Promotion - Sponsors who have registered and paid in full by July 28, 2016 will be listed in the convention program.

R-CALF USA reserves the right to restrict advertisements, literature, conduct, persons, and/or anything not in line with the organization's standards.