

*Fighting for the U.S. Cattle Producer!*



**R-CALF**  
*USA*

R-CALF United Stockgrowers of America  
P.O. Box 30715  
Billings, MT 59107  
Fax: 406-252-3176  
Phone: 406-252-2516  
Website: [www.r-calfusa.com](http://www.r-calfusa.com)

---

## **18th Annual National Convention August 25 & 26 2017**

**Best Western Ramkota Hotel - Rapid City, S.D.**

**Thank you so very much for your interest in our  
Convention and Tradeshow!**

R-CALF USA (Rancher's Cattlemen Action Legal Fund, United Stockgrowers of America), represents the U.S. Cattle Industry in trade, marketing and private property rights issues to ensure the continued profitability and viability of independent U.S. Cattle Producers.

Our convention annually boasts over 200 ranchers that attend from all over the United States.

**2017 will prove to be a pivotal year in the cattle industry!**

There are several current and pressing issues facing ranchers that will affect rural America as a whole. This will have a trickle down effect on every part of agriculture, including your business!

**Please join R-CALF in standing together as the true backbone of America's Beef industry!**

Enclosed you will find the details regarding sponsorship of our events, speakers, and tradeshow booths. Please complete and return this form to the R-CALF office no later than July 31, 2017.

This year, our convention will be happening during the same time as the last weekend of the Central States Fair.

Regionally, this fair brings in over 70,000 people to Rapid City. What a great weekend to be with a group of like minded ranchers! This will not be a year you want to miss!

We look forward to working with you, getting to know you, and helping to promote your business!

**Thank you for your support! We will see you in Rapid City Best Western Ramkota!**

For any questions, please call Tatum Lee at 405-834-5710 or Tif Robertson at 605-545-7865

# **R-CALF USA's 18TH ANNUAL CONVENTION & TRADE SHOW**

**AUGUST 25 & 26, 2017 - BEST WESTERN RAMKOTA HOTEL - RAPID CITY, S.D.**

**Mission: The Ranchers-Cattlemen Action Legal Fund, United Stockgrowers of America represents the U.S. cattle industry in trade, marketing and private property rights issues to ensure the continued profitability and viability of independent U.S. cattle and sheep producers.**

## **FIGHTING FOR THE INDEPENDENT CATTLE PRODUCER:**

- ◆ R-CALF USA is funded solely by membership dues and donations.
- ◆ Learn how we will reinstate mandatory country-of-origin labeling (COOL).
- ◆ Learn how we will stop the USDA's second round effort to impose a mandatory animal identification system on U.S. cattle producers.
- ◆ Learn how R-CALF USA's pending lawsuit is beginning to reform the beef checkoff program.
- ◆ Learn how we will begin reining in the beef packer cartel and restore competition to the marketplace.
- ◆ Learn how we can stop the beef packers and retailers from imposing unreasonable terms of production under the so-called Global Roundtable for Sustainable Beef.
- ◆ Learn how we can more effectively reinstate import restrictions to better prevent the introduction of foreign animal diseases into the United States.
- ◆ Learn how the U.S. can adopt trade policies that promote domestic supply chains, balance trade, and properly recognize the supply-sensitive nature of the cattle industry.
- ◆ Learn the status of the investigation by the U.S. Comptroller General into the cause of the disastrous cattle price collapse of 2015-2016.

**CONVENTION ATTENDANCE:** Hundreds of independent cattle-producer members from across the United States will be attending. These members are the backbone of the cattle industry. They are the men and women responsible for the day-to-day operational decisions on their ranches. **This convention will be pivotal in identifying the specific changes needed to "Make Our U.S. Cattle and Sheep Industries Great Again!"**

## **WHY SPONSOR?**

Representing your company with a trade show booth and/or sponsorship during convention provides you the opportunity to speak directly with your target customers. If you are looking for exposure and increased return on investment, hitch your wagon to R-CALF USA.

R-CALF members are hard working, down to earth, common sense folks. Our attendees are concerned with protecting the cattle industry & their families' legacy and livelihoods.

Preserving the western way of life is paramount to our mission.

**Your company or ranch should be part of writing R-CALF USA history in 2017!**  
**We welcome you to be part of a group of ranchers that represent the true grit of the American Cowboy & Cowgirl.**



R-CALF United Stockgrowers of America  
P.O. Box 30715, Billings, MT 59107  
Fax: 406-252-3176 Phone: 406-252-2516  
Website: [www.r-calfusa.com](http://www.r-calfusa.com) E-mail: [r-calfusa@r-calfusa.com](mailto:r-calfusa@r-calfusa.com)

# Sponsor/Trade Show Registration August 25 & 26, 2017

(Please complete as it should appear in the R-CALF USA convention program and publications.) RETURN BY JULY 31, 2017

Business / Ranch Name: \_\_\_\_\_

Business Address : \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Primary Business Contact : \_\_\_\_\_

Primary Business Phone: \_\_\_\_\_ Cell Phone (optional): \_\_\_\_\_

Business Website : \_\_\_\_\_ Business E-mail : \_\_\_\_\_

## Sponsor/Trade Show Booth Packages (check one)

- \_\_\_ **Craft/Home Show - \$150** - Special 8' x 8' booth space for home vendors, crafts & boutiques.
- \_\_\_ **Banner - \$250** - Your \*\*banner will be displayed in a high traffic area, and your business logo will appear on R-CALF USA's website as a sponsor before and after the convention. Your business logo will also appear in the Convention Program.
- \_\_\_ **Bronze - \$450** - Includes a 8' x 8' booth (optional), your \*\*banner will be displayed at our convention, and your business logo will appear in the Convention Program, in the *R-CALF USA Cattleman's Newsletter* and on R-CALF USA's website before and after the convention. *Includes Convention Registration.*
- \_\_\_ **Silver - \$650** - Includes a 8' x 8' booth (optional), your \*\*banner will be displayed at our convention, and your business logo and a 200-word description about your company/product/service will appear in the Convention Program, in the *R-CALF USA Cattleman's Newsletter* and on R-CALF USA's website along with a hyperlink to your business website before and after the convention. Your company's logo, description and link to your website will be advertised on R-CALF USA's social media pages. *Includes Convention Registration and meals for 1 person.*
- \_\_\_ **Gold - \$1,000** - Includes a 16' x 8' booth (optional), your \*\*banner will be displayed at our convention, and your business logo and a 200-word description about your company/product/service will appear in the Convention Program, in the *R-CALF USA Cattleman's Newsletter* and on R-CALF USA's website along with a hyperlink to your business website before and after the convention. Your logo, description and link to your website will also be advertised on R-CALF USA's social media pages. A one-time approved promotional e-mail blast up to 500 words about your company/products/services will be sent directly to R-CALF USA's members via e-mail. *Includes Convention Registration and meals for 1 person.*
- \_\_\_ **Platinum - \$2,000** - Includes a 16' x 8' booth (optional), your \*\*banner will be displayed at our convention, and your logo and 200-word description about your company/product/service will appear in the Convention Program, *R-CALF USA Cattleman's Newsletter*, on R-CALF USA's website along with a hyperlink to your website before and after the convention. Your logo, description and link to your website will be advertised on R-CALF USA's social media pages. A one-time approved promotional e-mail blast up to 500 words about your company/products/services will be sent directly to R-CALF USA's members via e-mail. Platinum Sponsorship includes exclusive recognition via placard, electronic slideshow, or banner during Friday or Saturday Social. *Includes Convention Registrations and meals for 2 people.*

## Speaker Sponsorship (check one)

- \_\_\_ **Speaker Sponsorship - \$1,000** - Includes exclusive business/brand recognition during \*speaker via electronic slideshow, \*\*banner, and/or recognition in the convention program.
  - \_\_\_ **Speaker Co-Sponsorship - \$500** - Includes shared business/brand recognition during \*speaker via electronic slideshow, \*\*banner, and/or co-sponsorship recognition in the convention program.
- \*Convention Speakers to be announced. Speaker sponsorships will be randomly assigned unless otherwise specified. Call Tatum Lee at 405-834-5710 to receive up-to-date speaker list.*

## Meal Sponsorship (check one)

- \_\_\_ **Break Sponsor - \$500** - Sponsorship includes exclusive business/brand recognition via placard, electronic slideshow, and/or \*\*banner, and break sponsorship recognition in the convention program.
- \_\_\_ **Lunch Sponsor - \$2,500** - Sponsorship includes exclusive business/brand recognition via placards on tables, electronic slideshow, \*\*banner, and VIP reserved seating as well as lunch sponsorship recognition in the convention program.
- \_\_\_ **Lunch Co-Sponsor - \$500** - Sponsorship includes shared business/brand recognition via placards on tables, electronic slideshow, \*\*banner, and VIP reserved seating as well as lunch sponsorship recognition in the convention program.
- \_\_\_ **Dinner Sponsor - \$6,000** - Sponsorship includes exclusive business/brand recognition via placards on tables, electronic slideshow, \*\*banner, and VIP reserved seating as well as dinner sponsorship recognition in the convention program.
- \_\_\_ **Dinner Co-Sponsor - \$500** - Sponsorship includes shared business/brand recognition via placards on tables, electronic slideshow, \*\*banner, and VIP reserved seating as well as dinner sponsorship recognition in the convention program.

**\*\*Your banner will NOT be provided by R-CALF USA but is the responsibility of the sponsor to provide and should be sent to the Best Western Ramkota Hotel, 2111 N. LaCrosse Street, Rapid City, SD 57701  
ATTN: Tif Robertson**

## Members Only Sponsorship Packages (check one)

### **Riding For the Brand Sponsor - \$1,000** - This package is for members only.

Sponsorship includes ranch logo and/or name listed in the convention program, on the R-CALF USA website and in the *Cattlemen's Newsletter*. Riding for the Brand Sponsorships will submit a 500-word description of their ranch history and ranch life photos for publication in the 1st edition **Riding For the Brand, Ranches of R-CALF USA** coffee table book. Ranches will be showcased via electronic slideshow throughout convention highlights. Sponsorship also includes Convention Registration and meals for 2 people.

### **Legacy Sponsorship - \$5,000** - This package is for members only.

Limited to only 5 sponsorships. Sponsorships can be dedicated to the memoriam or honorarium of a special person. VIP reserved seating during all of convention. Ranch name will be listed in the convention program and on R-CALF USA's website and in the *Cattlemen's Newsletter*. Legacy Sponsorships will submit a 500-word description of their ranch history for publication in a 1st edition **Riding For the Brand, Ranches of R-CALF USA** coffee table book. Legacy sponsorship includes exclusive recognition via placard, electronic slideshow, or photo during Friday or Saturday, Lunch, Dinner or the Saturday morning inspirational breakfast. Events will be randomly assigned unless otherwise specified. Sponsorship includes a one-time approved promotional e-mail blast up to 500 words about your ranch to be sent directly to R-CALF USA's members via e-mail. (This can be used to promote annual production sales, etc.) Sponsorship also includes Convention registrations and meals for 4 people.

### **PLEASE RSVP FOR ADDITIONAL MEALS:**

*\*Meals for 1 person are included in Bronze, Silver & Gold sponsorship packages.*

*\*Meals for 2 people are included in Platinum or Brand sponsorship packages.*

*\*Meals for 4 people are included in Legacy sponsorship packages*

**Friday August 25th**

**Saturday August 26th**

\_\_\_\_\_ Lunch (\$25.00)  
\_\_\_\_\_ Dinner (40.00)

\_\_\_\_\_ Breakfast (\$25.00)  
\_\_\_\_\_ Lunch (\$25.00)  
\_\_\_\_\_ Dinner (\$40.00)

<b>Payment:</b> Check (R-CALF USA) or Credit Card	
Card Number _____	
Expiration Date _____	Security Code _____
Name as it appears on card _____	
Signature _____	

**Total Sponsored Amount: \$** \_\_\_\_\_

**Additional Meal Amount:** \_\_\_\_\_

**Total Amount Enclosed \$** \_\_\_\_\_

**Return signed, completed registration with payment to:  
R-CALF USA, P.O. Box 30715, Billings, MT 59107**

If you have questions, please contact Tatum Lee at 405-834-5710 or tatumlee@r-calfusa.com.  
Sponsorships & exhibit space reservations will be guaranteed only when full payment and signed registration are received in the R-CALF USA office.

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

**Signature** \_\_\_\_\_ **Print Name** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Rules Governing**  
**Sponsorship & Sponsor Showcase**  
**R-CALF USA 18<sup>th</sup> Annual Convention,**  
**August 25 & 26, 2017**

**Convention Headquarters** - The R-CALF USA Convention headquarters is at Best Western Ramkota, 2111 North LaCrosse Street, Rapid City, SD 57701.

**Hotel Accommodations** - It is the responsibility of sponsors/trade show exhibitors to make room reservations before attending the R-CALF USA Convention and Sponsor Showcase. Call 605-343-8550 and ask for the "R-CALF USA Room Block" of \$109.99/night 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 main speakers and presentation room as space permits. Each exhibitor shall name at least one person to be the representative in charge of installation, operation, and removal of exhibits.

**Shipping to the Hotel** – *Packages (including banners) can be sent to the Best Western Ramkota, 2111 North LaCrosse Street, Rapid City, SD 57701. Please make sure both the recipient's name as well as 'R-CALF USA' is written on the package. Also, please put ATTN: Tif Robertson*

**Sponsor Showcase Hours/Security** - The Sponsor Showcase will be **open to attendees on Friday, Aug. 25, from approximately 8 a.m. to 7 p.m. MDT and on Sat., Aug. 26, from approximately 8 a.m. to 6:00 p.m. MDT.** Reasonable care will be exercised to provide for the protection of exhibitors' equipment and merchandise. Beyond this, the Best Western Ramkota Hotel 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 18<sup>th</sup> 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 logo, business name, address, city and state of business listed. If there are multiple locations of the business one must be chosen. Bronze Sponsors will have the business logo, name, website, phone and contact name listed in the convention program. Silver, Gold and Platinum Sponsors will have the business logo, name, website, phone and contact name listed and up to two-hundred (200) words to promote the business. All information must be submitted to R-CALF USA by July 31, 2017 to insure inclusion in the convention program. If the provided submission goes over the word allotment, only the first 200 words will be included. E-mail all business logos in a jpeg file to [r-calfusa@r-calfusa.com](mailto:r-calfusa@r-calfusa.com).

**Additional Sponsorship Recognition** – Sponsors at the Bronze level or higher will receive recognition in R-CALF USA's *Cattlemen's Newsletter*, on the R-CALF USA convention website and on R-CALF USA's Facebook and Twitter accounts with your business logo, business name, address, city and state of business. Silver level sponsors or higher will also receive space for up to 200-words to promote the business along with a hyperlink to your website. Gold level sponsors or higher in addition will submit up to 500-words one time e-mail blast to R-CALF USA's members via e-mail to promote the business. All information must be submitted to R-CALF USA by July 31, 2017. If the provided submission goes over the word allotment, only the first 200 words will be included. E-mail all business logos in a jpeg file to [r-calfusa@r-calfusa.com](mailto:r-calfusa@r-calfusa.com).

**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. 25 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. 25 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. 25, 2017, 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 Best Western Ramkota Hotel, 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 31, 2017, will be reimbursed in full. Refunds for cancellations after July 31, 2017, 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 31, 2017 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.**