



# NATIONAL CONVENTION

★ *Deadwood, South Dakota* ★

## TRADE SHOW & SPONSORSHIP PACKET

R-CALF USA's National Convention and Trade Show

**June 17-19, 2025**

**The Lodge at Deadwood**

100 Pine Crest Ln. Deadwood, SD 57732

# ABOUT

We invite you to join us at our 26th annual convention, "All In." R-CALF USA's 2025 National Convention and Trade Show will take place June 17-19, in Deadwood, South Dakota. In previous years, this event has brought together more than 400 attendees, mostly cow-calf producers, cattle backgrounders, and feeders, along with sheep producers and industry representatives, from over 25 states.

Each year, R-CALF USA works to create an event that emphasizes personal connections, conversations, and valuable time spent with attendees and vendors. Our members are fierce believers in supporting local American businesses; they support businesses that support them and their industry.

This convention is about education, real conversations, networking, and working toward solutions to benefit the United States, its cattle and sheep industries, and the families who steward them. R-CALF USA operates solely on membership dues and donations, 100% of your sponsorship proceeds help offset convention costs and go toward benefiting the work of R-CALF USA to carry out its member-voted policy.

All meals and access to the convention presentations are included in the booth pricing. All sponsorships and booths include recognition in R-CALF USA's magazine, website, convention materials, and a one-year membership. Get your registration in by May 1 to secure your spot! We also recommend booking your hotel room promptly under the R-CALF USA rate listed below!



## Event Highlights

Hundreds of American farmers and ranchers in attendance

Hours of dedicated trade show access

Engaging activities

Informative industry presentations

All beef served is born, raised, and harvested in the USA

## Scan for more Information



## R-CALF USA ROOM BLOCK HOTEL INFORMATION

Ask for the "RCALF25" room block

### THE LODGE AT DEADWOOD

Rooms start at \$159/night + tax.  
Call (877) 393-5634

### TRAVELODGE INN & SUITES

Rooms start at \$139/night + tax.  
Call (605) 717-7181

# TRADE SHOW PACKAGES

OUTSIDE EQUIPMENT \$100  
Add to any trade show package

<p><b>BOUTIQUE</b> 8x10 booth Full convention access and meals for ONE person <i>Limit clothing and accessory boutiques.**</i></p> <p><b>\$300</b></p>	<p><b>SILVER</b> 8x10 booth Full convention access and meals for ONE person Promotional Facebook post</p> <p><b>\$500</b></p>	<p><b>GOLD</b> 8x10 booth Full convention access and meals for TWO people Promotional Facebook post Podcast advertisement</p> <p><b>\$1,000</b></p>
<p><b>PLATINUM</b> 8x10 booth Full convention access and meals for FOUR people Promotional Facebook post Podcast advertisement and episode</p> <p><b>\$1,500</b></p>	<p><b>TITANIUM</b> (2) 8x10 booths Full convention access and meals for FOUR people Promotional Facebook post Podcast advertisement and episode Speaker sponsorship Convention signage</p> <p><b>\$3,000</b></p>	<p><b>DIAMOND</b> (2) 8x10 booths Full convention access and meals for SIX people Promotional Facebook post Convention Facebook Live Podcast advertisement and episode Meal sponsorship Convention signage Reserved table at banquet &amp; gala</p> <p><b>\$5,000</b></p>

# SPONSOR PACKAGES

<p><b>LOGO</b> Full convention access and meals for ONE person Recognition in print materials</p> <p><b>\$350</b></p>	<p><b>BREAK</b> Full convention access and meals for ONE person Recognition during break and on digital display</p> <p><b>\$500</b></p>	<p><b>SOCIAL</b> Full convention access and meals for ONE person Recognition on bar signage and on digital display</p> <p><b>\$750</b></p>
<p><b>PUB CRAWL</b> Full convention access and meals for TWO people Recognition on pub crawl tickets and koozies Two tickets to pub crawl</p> <p><b>\$1,000</b></p>	<p><b>SPEAKER</b> Full convention access and meals for TWO people Recognition before presentation and on recorded video</p> <p><b>\$1,500</b></p>	<p><b>WELCOME RECEPTION</b> Full convention access and meals for TWO people Recognition on signage 15-min presentation slot Promotional Facebook post</p> <p><b>\$2,500</b></p>
<p><b>RIDE FOR THE BRAND</b> Ranch name, up to five photos (ranch life, family, brand, logo) and 200 word description via poster display and in Tri-State Livestock News Full convention access and meals for TWO people</p> <p><b>\$1,000</b></p>	<p><b>LEGACY</b> Full convention access and meals for SIX people Ranch name, up to five photos (ranch life, family, brand, logo) and 200 word description via poster display and in Tri-State Livestock News Meal sponsorship with recognition via announcer Reserved table</p> <p><b>\$5,000</b></p>	

# REGISTRATION FORM

MAIN CONTACT NAME .....

BUSINESS/RANCH NAME .....

MAILING ADDRESS .....

CITY ..... STATE ..... ZIP .....

MAIN PHONE ..... CELL PHONE .....

EMAIL ..... WEBSITE .....

## TRADE SHOW & SPONSORSHIP PACKAGES

- \$300 BOUTIQUE *Registration for 1 person*
- \$500 SILVER *Registration for 1 person*
- \$1,000 GOLD *Registration for 2 people*
- \$1,500 PLATINUM *Registration for 4 people*
- \$3,000 TITANIUM *Registration for 4 people*
- \$5,000 DIAMOND *Registration for 6 people*
- \$100 OUTSIDE EQUIPMENT *Add to any booth package*
- \$350 LOGO *Registration for 1 person*
- \$500 BREAK *Registration for 1 person*
- \$750 SOCIAL *Registration for 1 person*
- \$1,000 PUB CRAWL *Registration for 2 people*
- \$1,500 SPEAKER *Registration for 2 people*
- \$2,500 WELCOME RECEPTION *Registration for 2 people*
- \$1,000 RIDE FOR THE BRAND *Registration for 2 people*
- \$5,000 LEGACY *Registration for 6 people*

## ADDITIONAL REGISTRATIONS AND MEALS

*\*\*preregister for meals by June 1*

		Quantity
<input type="checkbox"/> FULL CONVENTION	\$225	.....
<i>(all meals included)</i>		
<input type="checkbox"/> WED. BREAKFAST	\$25	.....
<input type="checkbox"/> WED. LUNCH	\$35	.....
<input type="checkbox"/> WED. BANQUET	\$55	.....
<input type="checkbox"/> THURS. BREAKFAST	\$25	.....
<input type="checkbox"/> THURS. LUNCH	\$35	.....
<input type="checkbox"/> THURS. GALA	\$65	.....

PUB CRAWL \$30 .....

*(not included in full registration)*

REGISTRATION TOTAL .....

LIST ALL ATTENDEE NAMES .....

### PAYMENT

Circle:    Check Enclosed    Credit Card Payment

NAME ON CARD ..... SIGNATURE .....

CARD NUMBER ..... EXP. DATE ..... CVC .....

*Return to R-CALF USA, PO Box 30715 Billings, MT, 59107*

*3 digit # on back*

## PLEASE NOTE

- **R-CALF USA asks sponsors to donate a product or service to the Silent or Live Auction, please bring items to the registration desk upon arrival.**
- Sponsor registration ends **May 1**, late registration may be available at the discretion of R-CALF USA.
- Sponsors must submit all logos, photos and/or descriptions to [r-calfusa@r-calfusa.com](mailto:r-calfusa@r-calfusa.com) by **May 1**.
- I agree that the Convention/Trade Show Rules is part of my registration.

# RULES GOVERNING CONVENTION, TRADE SHOW AND SPONSOR SHOWCASE

## R-CALF USA 26th Annual Convention, June 17, 18 & 19, 2025

**Convention Headquarters** — The R-CALF USA Convention headquarters is at The Lodge at Deadwood, 100 Pine Crest Lane, Deadwood, SD 57732.

**Hotel Accommodations** — It is the responsibility of sponsors/trade show exhibitors to make room reservations prior to attending the R-CALF USA Convention and Trade Show. Call The Lodge at Deadwood (877) 393-5634 and ask for the "RCALF25" room block, rooms start at \$159/ night plus tax. Accommodations are also available at the Travelodge Inn & Suites, call (605) 717-7181 and ask for the "RCALF25" room block, rooms start at \$139/night plus tax.

**Trade Show Hours** — Wednesday, June 18 from 8 a.m.– 4 p.m. and Thursday, June 19 from 8 a.m.– 4 p.m. MDT. All trade show exhibitors are required to be open for business during these times.

**Exhibit Space, Set-Up and Tear-Down** — R-CALF USA will furnish all trade show exhibitor participants with a clothed and skirted table and two chairs. Booths will line the interior perimeter of the convention room(s) and/or hall(s) as space permits. Each exhibitor shall name at least one person to be the main contact regarding installation, operation, and removal of exhibits.

**Registration and Set Up Times** — Tuesday, June 17 from 2 p.m.– 6 p.m. and Wednesday, June 18 from 6 a.m.– 7 a.m. All vendors must be set up by 7 a.m. Wednesday, June 18. A welcome reception for attendees, vendors, and sponsors will take place Tuesday, June 17 at 6 p.m. Vendors are encouraged to be set up prior to the welcome reception.

**Tear Down Times** — Thursday, June 19 from 5 p.m.– 6 p.m. or Friday, June 20 from 9 a.m.– 12 p.m.

**Shipping to the Hotel** — All shipments (materials, packages, equipment, etc.) must be coordinated in advance with your respective hotel or with the Lodge at Deadwood, call (877) 393-5634.

**Image Release** — While attending the R-CALF USA 26th 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/trade show exhibitors to donate a product or service to the Silent or Live Auction. Please bring items to the registration table. 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 Trade Show 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.

**Sponsor Name Badges** — Official sponsor badges will be provided for all sponsors/trade show exhibitors attending the convention. For your convenience, please have the names sent to R-CALF USA by June 1. Badges will be available to pick up at the registration table beginning Tuesday, June 17 at 2 p.m. until 6 p.m. and Wednesday, June 18 beginning at 6 a.m.

**Default Occupancy** — Any exhibitor failing to occupy booth space in trade show 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 7 a.m. on Wednesday, June 18, 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 trade show shall be placed so that no portion is closer than 12" to an aisle. Trade show exhibitors must agree to display their exhibits so as not to obstruct the general view or to hide other exhibits.

**Insurance** — Exhibitors shall indemnify and hold harmless R-CALF USA and The Lodge at Deadwood, 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.

**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 combustibles 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 May 1, for sponsors/trade show exhibitors or June 1, for attendees, will be reimbursed in full. Refunds for cancellations after May 1, for sponsors/trade show exhibitors or June 1, for attendees, will be at the discretion of R-CALF USA.

**R-CALF USA Membership** — Sponsors and trade show exhibitors will receive a complimentary one-year membership or a complimentary one-year renewal to an existing membership.

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

**For more information, please contact Tif Robertson, 605-545-7865 or [events@nteventmanagement.biz](mailto:events@nteventmanagement.biz); or R-CALF USA, 406-252-2516 or [r-calfusa@r-calfusa.com](mailto:r-calfusa@r-calfusa.com); or Jaiden Moreland, 832-922-1002 or [jaidenmoreland@r-calfusa.com](mailto:jaidenmoreland@r-calfusa.com)**