



TRADE SHOW & SPONSORSHIP PACKET

June 16-18, 2026

The Monument
444 N. Mt. Rushmore Rd. Rapid City, SD 57701

ABOUT

R-CALF USA's National Convention and Trade Show is the nation's largest event dedicated to independent cattle producers. A focused, member-driven gathering, the convention brings together hundreds of independent cattle producers, ranching families, and industry leaders from across the country for education, discussion, and practical problem-solving around the issues shaping American agriculture.

For more than 25 years, R-CALF USA has served as a national voice for independent cattle producers, influencing policy discussions and representing thousands of members nationwide. As a member-funded organization, R-CALF USA relies on event sponsorships to help offset convention costs and support its year-round work on behalf of independent American cattle and sheep producers.

Unlike large commercial expos, sponsors are not isolated on a trade show floor. Instead, sponsors are integrated throughout the full convention experience through shared meals, educational sessions, networking opportunities, and social gatherings. This structure fosters meaningful, face-to-face conversations and long-term relationship building between sponsors and attendees.

Attendees include cow-calf producers, backgrounders, feeders, and sheep producers from more than 25 states. This values-driven audience actively supports businesses that support their industry and includes decision-makers responsible for purchasing equipment, services, genetics, inputs, and professional support.

REGISTRATION DEADLINE APRIL 1

Event Highlights

More than 400 American farmers and ranchers from 25-plus states

Hours of dedicated trade show access

Multi-day access through shared meals, educational sessions, networking opportunities, and social gatherings

Education-focused general sessions

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

Scan for more Information



R-CALF USA ROOM BLOCK HOTEL INFORMATION

Shuttle services available. Room rates expire May 20, 2026.

DOUBLETREE BY HILTON RAPID CITY

Rooms start at \$164 per night + tax
Call (605) 348-4000
Room block: R-CALF

THE RUSHMORE HOTEL & SUITES

Rooms start at \$179 per night + tax
Call (605) 348-8300
Room block: National R-CALF Convention

TRADE SHOW PACKAGES

BOUTIQUE

8x10 booth

Full convention access and meals for ONE person

****Apparel, accessories, gifts, and lifestyle brands only**

\$300

SILVER

8x10 booth

Full convention access and meals for ONE person

Promotional social media post

\$500

GOLD

8x10 booth

Full convention access and meals for TWO people

Promotional social media post

Podcast advertisement

\$1,000

PLATINUM

(2) 8x10 booths

Full convention access and meals for FOUR people

Promotional social media post

Podcast advertisement and feature episode

Priority booth placement

\$2,000

DIAMOND

(2) 8x10 booths

Full convention access and meals for SIX people

Promotional social media post

On-site Facebook Live

Podcast advertisement and feature episode

Priority booth placement

Optional 15-min presentation slot

Meal sponsorship

Convention signage

Reserved banquet and gala table

\$5,000

SPONSOR BENEFITS AND INCLUSIONS

All sponsors receive a complimentary one-year membership and recognition in the R-CALF USA magazine, in convention materials, and on the website and digital displays.

All sponsor packages include full convention access and meals.

Each vendor booth includes one fully skirted table, two chairs, and black pipe and drape.

Please note any special needs such as electricity placement or other requirements at the time of registration.

SPONSORSHIP PACKAGES

LOGO

Full convention access and meals for ONE person

Recognition in print materials

\$350

BREAK

Full convention access and meals for ONE person

Recognition during one break, and on snack tables

\$500

REFRESHMENT

Full convention access and meals for ONE person

Branded plastic water bottles

Recognition at trough throughout event

\$750

SOCIAL

Full convention access and meals for TWO people

Branded koozies

Recognition on social media, and on convention signage, and bar signage

\$1,000

SPEAKER

Full convention access and meals for TWO people

Recognition on social media

Recognition before presentation via intro slide and on recorded video

\$1,500

WELCOME RECEPTION

Full convention access and meals for TWO people

Convention signage

15-min presentation slot

Promotional social media post

Branded tote bags

\$3,000

MEMBER SPONSORSHIP PACKAGES

Member sponsorship packages honor a member's legacy and leadership showcasing their ranch's story and family through prominent on-site displays and featured placement in convention publications.

RIDE FOR THE BRAND

Ranch name, up to five photos (ranch life, family, brand, logo) and 200 word description featured via on-site poster display

Feature placement in Tri-State Livestock News convention program

Full convention access and meals for TWO people

\$1,000

LEGACY

Ranch name, up to five photos (ranch life, family, brand, logo) and 200 word description featured via on-site poster display

Feature placement in Tri-State Livestock News convention program

Full convention access and meals for SIX people

Reserved banquet and gala table

Meal sponsorship

\$5,000

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*
- \$2,000 PLATINUM *Registration for 4 people*
- \$5,000 DIAMOND *Registration for 6 people*
- \$350 LOGO *Registration for 1 person*
- \$500 BREAK *Registration for 1 person*
- \$750 REFRESHMENT *Registration for 1 person*
- \$1,000 SOCIAL *Registration for 2 people*
- \$1,500 SPEAKER *Registration for 2 people*
- \$3,000 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
<small>(all meals included)</small>		
<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

REGISTRATION TOTAL

LIST ALL ATTENDEE NAMES

SPECIAL REQUESTS

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 **April 1**, late registration is at the discretion of R-CALF USA and may result in the loss of certain time-sensitive benefits.
- Sponsors must submit all logos, photos and/or descriptions to r-calfusa@r-calfusa.com by **April 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 27th Annual Convention, June 16, 17 & 18, 2026

Convention Headquarters — The R-CALF USA Convention headquarters is at The Monument, 444 N Mt Rushmore Rd, Rapid City, SD 57701.

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 DoubleTree by Hilton Rapid City (605) 348-4000 and ask for the "R-CALF" room block, rooms start at \$164/ night plus tax. Accommodations are also available at The Rushmore Hotel & Suites, call (605) 348-8300 and ask for the "National R-CALF Convention" room block, rooms start at \$179/night plus tax. A shuttle service is available from both hotels. Room rates expire May 20, 2026.

Trade Show Hours — Wednesday, June 17 from 8 a.m.– 4 p.m. and Thursday, June 18 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 16 from 2 p.m.– 5 p.m. and Wednesday, June 17 from 6 a.m.– 7 a.m. All vendors must be set up by 7 a.m. Wednesday, June 17. A welcome reception for attendees, vendors, and sponsors will take place Tuesday, June 16 at 6 p.m. Vendors are encouraged to be set up prior to the welcome reception.

Tear Down Times — Thursday, June 18 from 5 p.m.– 6 p.m. or Friday, June 19 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 Monument, call (605) 394-4115.

Image Release — While attending the R-CALF USA 27th 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. By submitting logos, images, or promotional materials, sponsors grant R-CALF USA permission to use such materials for event-related marketing and promotional purposes.

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. Exhibit space may not be shared or assigned without prior approval from R-CALF USA.

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 16 at 2 p.m. until 5 p.m. and Wednesday, June 17 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 17, 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 Monument, 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 reserves the right to substitute comparable sponsorship opportunities if specific placements or materials are unavailable due to venue or logistical constraints.

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 inconsistent with the organization's mission, values, or standards. Sponsorships do not imply endorsement of sponsor products or services by R-CALF USA or speakers. R-CALF USA makes no guarantees regarding attendance numbers, sales results, or exhibitor outcomes. Beyond this, The Monument 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@tnteventmanagement.biz; or R-CALF USA, 406-252-2516 or r-calfusa@r-calfusa.com; or Jaiden Moreland, 832-922-1002 or jaidenmoreland@r-calfusa.com