



TRADE SHOW & SPONSORSHIP PACKET

R-CALF USA's 25th Anniversary National Convention

June 19-21, 2024

The Lodge at Deadwood

100 Pine Crest Ln. Deadwood, SD 57732



ABOUT

We invite you to join us at our 25th anniversary convention, celebrating 25 years fighting for American farming and ranching families. R-CALF USA's 2024 National Convention and Trade Show will take place June 19-21, in Deadwood, South Dakota. In previous years, this event has brought together more than 400 cattle and sheep producers and industry representatives from over 20 states, and we expect strong attendance again this year.

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, activities, and access to the convention presentations are included in the booth pricing. 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 "RCALF24" room block

THE LODGE AT DEADWOOD

June 19 & 20 rooms start at \$149/night + tax. June 21 rooms start at \$199/night + tax. Call (877) 393-5634

TRAVELODGE INN & SUITES BY WYNDHAM DEADWOOD

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

TRADE SHOW PACKAGES

\$100
OUTSIDE EQUIPMENT
Add to any trade show package

BOUTIQUE

8x10 booth

Full convention access and meals for ONE person

*Limit clothing and accessory boutiques.***

\$300

SILVER

8x10 booth

Full convention access and meals for ONE person

Promotional Facebook post

\$500

GOLD

8x10 booth

Full convention access and meals for TWO people

Promotional Facebook post

Podcast advertisement

\$1,000

PLATINUM

8x10 booth

Full convention access and meals for FOUR people

Promotional Facebook post

Podcast advertisement and episode

\$1,500

TITANIUM

(2) 8x10 booths

Full convention access and meals for FOUR people

Promotional Facebook post

Podcast advertisement and episode

Speaker sponsorship

Convention signage

\$3,000

DIAMOND

(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

\$5,000

SPONSOR PACKAGES

LOGO

Full convention access and meals for ONE person

Logo on digital display

\$300

BREAK

Full convention access and meals for ONE person

Recognition during break

\$500

SPEAKER

Full convention access and meals for TWO people

Recognition before presentation and on recorded video

\$1,000

RIDE FOR THE BRAND

Full convention access and meals for TWO people

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

\$1,000

LEGACY

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

Meal sponsorship with recognition via announcer

\$5,000

SPECIAL EVENTS AND ACTIVITIES

Contact (406) 252-2516 or r-calfusa@r-calfusa.com for pricing and details.

All vendors and sponsors will receive recognition in the convention insert in the Tri-State Livestock News and R-CALF USA's magazine, website, and convention materials; and a one-year R-CALF USA membership.

REGISTRATION FORM

MAIN CONTACT NAME _____

BUSINESS/RANCH NAME _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

MAIN PHONE _____ CELL PHONE _____

EMAIL _____ WEBSITE _____

TRADE SHOW AND 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*

- ☐ \$300 **LOGO** *Registration for 1 person*
- ☐ \$500 **BREAK** *Registration for 1 person*
- ☐ \$1,000 **SPEAKER** *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 \$200
<small>(all meals included)</small> | _____ |
| <input type="checkbox"/> THURS. BREAKFAST \$20 | _____ |
| <input type="checkbox"/> THURS. LUNCH \$30 | _____ |
| <input type="checkbox"/> THURS. DINNER \$40 | _____ |
| <input type="checkbox"/> FRI. BREAKFAST \$20 | _____ |
| <input type="checkbox"/> FRI. LUNCH \$30 | _____ |
| <input type="checkbox"/> FRI. BANQUET \$60 | _____ |

REGISTRATION TOTAL _____

LIST 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 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 25th Anniversary Convention, June 19, 20 & 21, 2024

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 "R-CALF24" room block, June 19 and 20 rooms start at \$149/ night plus tax, June 21 rooms start at \$199/night plus tax. Accommodations are also available at the Travelodge Inn & Suites by Wyndham Deadwood, call (605) 717-7181 and ask for the "R-CALF24" room block, rooms start at \$139/night plus tax.

Sponsor Showcase Hours — Thursday, June 20 from 8 a.m.– 5 p.m. and Friday, June 21 from 8 a.m.– 4 p.m. MDT. All sponsor showcase exhibitors are required to be open for business during these times.

Exhibit Space, Set-Up and Tear-Down — R-CALF USA will furnish all sponsors/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 representative regarding installation, operation, and removal of exhibits.

Registration and Set Up Times — Wednesday, June 19 from 2 p.m.– 6 p.m. and Thursday, June 20 from 6 a.m.– 8 a.m. All vendors must be set up by 8 a.m. Thursday, June 20. A welcome reception for attendees, vendors, and sponsors will take place Wednesday, June 19 at 6 p.m. Vendors are encouraged to be set up prior to the welcome reception.

Tear Down Times — Friday, June 21 from 5 p.m.– 6 p.m. or Saturday, June 22 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 25th 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 Wednesday, June 19 at 2 p.m. until 6 p.m. and Thursday, June 20 beginning at 6 a.m.

Default Occupancy — Any exhibitor failing to occupy booth space in tradeshow 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 Thursday, June 20, 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/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 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 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 R-CALF USA 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@tnteventmanagement.biz; or R-CALF USA, 406-252-2516 or r-calfusa@r-calfusa.com