



# Trade Show & Sponsorship Packet

R-CALF USA 23rd Annual Convention, August 18th-19th, 2022  
The Lodge at Deadwood, 100 Pine Crest Lane, Deadwood, SD 57732

Hotel Reservations: The Lodge at Deadwood (877) 393-5634 or the Travelodge Inn Suites  
located at 250 Main St. Deadwood, SD (605) 717-7181.  
Ask for the "R-CALF USA Room Block" starting at \$129/night plus tax.

## All Trade Show Booths, Convention and Member Sponsors will receive:

- Recognition in the Tri-State Livestock News' "R-CALF USA Official Convention Program" seen by over 20,000 producers. Additional special advertising rates available at [www.rcalfconvention.com](http://www.rcalfconvention.com).
- Recognition in the Cattlemen's Newsletter sent to over 5,000 R-CALF USA Members.
- Recognition on R-CALF USA's website: [www.r-calfusa.com](http://www.r-calfusa.com).
- Recognition in 2022 convention materials.
- A 1-year R-CALF USA Associate Membership or renewal to an existing membership.

## Trade Show Booth Packages Deadline July 1, 2022

- An R-CALF USA trade show booth is a great opportunity to meet one-on-one with an average of four hundred attendees from 25 states.

— **Silver - \$500** - 8' x 10' booth. Full convention registration (includes meals) for 1 person.

— **Gold - \$1,000** - 8' x 10' booth. Full convention registration (includes meals) for 2 people. Includes a post about your business and link on R-CALF USA's Facebook and an advertisement on the R-CALF USA podcast.

— **Platinum - \$1,500** - (2) 8' x 10' booths. Full convention registration (includes meals) for 4 people. Includes a post about your business and link on R-CALF USA's Facebook and a feature episode on the R-CALF USA podcast.

— **Equipment Outside - \$100** - Add to any Trade Show Booth Package.

## Convention Sponsorships Deadline July 1, 2022

— **Logo - \$250** - Your logo on digital display. Registration not included.

— **Break - \$500** - Recognition via break table placards. Full convention registration (includes meals) for 1 person.

— **Speaker - \$1,000** - Recognition via table placards. Full convention registration (includes meals) for 2 people.

— **Meal Sponsor- \$2,000** - Recognition via table placards during event. Full convention registration (includes meals) for 4 people.

## Member Sponsorships Deadline July 1, 2022

— **Ride for the Brand - \$1,000** - Full convention registration (includes meals) for 2 people. Ranch name, 5 photos (ranch life, family, and/or brand/logo) and a 200-word history/description via poster display and in the TSLN's "R-CALF USA Official Convention Program".

— **Legacy - \$5,000** - Full convention registration (includes meals) for up to 6 people. Ranch/farm name, 5 photos (ranch life, family, and/or brand/logo), a 200-word history/description showcased via poster display and in the TSLN's R-CALF USA Official Convention Program, and a feature episode on the R-CALF USA podcast. Optional trade show booth.

- All trade show vendors' and sponsors' are asked to donate an item to the Silent or Live Auction. Please bring item to the registration table at vendor check-in.
- It is the trade show vendors' and sponsors' responsibility to submit completed registration, logo, ranch or business description, and photos to [r-calfusa@r-calfusa.com](mailto:r-calfusa@r-calfusa.com) or to the R-CALF USA office by July 1, 2022.

# Convention Registration Due July 1 for Trade Show Booths & Sponsors or August 1 for Attendees

Complete the information as it should appear in all print.

Register Online at [www.rcalfconvention.com](http://www.rcalfconvention.com)

Name: \_\_\_\_\_

Business or Ranch Name: \_\_\_\_\_

Business Address or Mailing Address: \_\_\_\_\_

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

Primary Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

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

| Convention Pre-Registration** (Includes all meals.) | Cost    | # of Attendees | Subtotal |
|---|---------|----------------|----------|
| Full Convention                                     | \$200 X | _____          | _____    |
| 1 Day (Circle:) Thurs. or Fri.                      | \$100 X | _____          | _____    |
| (Optional) 1 Year Membership Renewal                | \$100 X | _____          | _____    |

| Trade Show Packages     | Package Includes:              | Subtotal |
|-------------------------|--------------------------------|----------|
| Silver \$500            | Full Registration for 1 person | _____    |
| Gold \$1,000            | Full Registration for 2 people | _____    |
| Platinum \$1,500        | Full Registration for 4 people | _____    |
| Equipment Outside \$100 | Add to any Trade Show package  | _____    |

| Convention Sponsorship Packages                             |                                |       |
|---|--------------------------------|-------|
| Logo \$250  | Registration not included      | _____ |
| Break \$500   | Full Registration for 1 person | _____ |
| Speaker \$1,000   | Full Registration for 2 people | _____ |
| Meal Sponsor \$2,000  | Full Registration for 4 people | _____ |
| (Circle:) Thurs. or Fri. (Circle:) Breakfast, Lunch, Dinner |                                |       |

| Member Sponsorship Packages   |                                |       |
|---|--------------------------------|-------|
| Riding for the Brand \$1,000  | Full Registration for 2 people | _____ |
| Legacy \$5,000  | Full Registration for 6 people | _____ |
| Optional booth: (Circle:) Yes or No. If Yes, (Circle:) 1 or 2 8'x10' booths |                                |       |

| Additional Meals, Pre-Register by August 1, 2022 | Cost      | Quantity | Subtotal |
|--|-----------|----------|----------|
| Prayer Breakfast Thurs., Aug. 18                 | \$15.00 X | _____    | _____    |
| Lunch Thurs., Aug. 18                            | \$28.00 X | _____    | _____    |
| Chuck Wagon Dinner Thurs., Aug. 18               | \$38.00 X | _____    | _____    |
| Breakfast Fri., Aug. 19                          | \$15.00 X | _____    | _____    |
| Lunch Fri., Aug. 19                              | \$28.00 X | _____    | _____    |
| Banquet/Keynote Fri., Aug. 19                    | \$50.00 X | _____    | _____    |

**PRE-REGISTRATION TOTAL:** \_\_\_\_\_

List Additional Nametags: \_\_\_\_\_

\*R-CALF USA Room Rate starts at \$129/night call The Lodge at Deadwood (877) 393-5634 or the Travelodge Inn Suites Deadwood (605) 717-7181. Ask for the "R-CALF USA Room Block" with rates starting at \$129/night. The Travelodge will provide a shuttle service to and from The Lodge.

\*Pre-Registration ends Aug. 1, 2022, on-site registration may be subject to price increase and/or availability.

\*Refunds for cancellations will be at the discretion of R-CALF USA, we advise if you are sick please don't come.

\*Sponsors must submit all logos, photos and/or descriptions to [r-calfusa@r-calfusa.com](mailto:r-calfusa@r-calfusa.com) by July 1, 2022.

\*I agree that the Convention/Trade Show Rules at [www.rcalfconvention.com](http://www.rcalfconvention.com) is part of my registration.

Return to R-CALF USA, PO Box 30715 Billings, MT, 59107. Circle: Check Enclosed or Credit Card Payment.

Card Number: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Expiration: \_\_\_\_\_ Security (3 digit # on back): \_\_\_\_\_ Signature: \_\_\_\_\_