



# Trade Show & Sponsorship Packet

**R-CALF USA 22nd Annual Convention, August 18<sup>th</sup> - 20<sup>th</sup>, 2021**  
**Rushmore Plaza Civic Center, 444 Mount Rushmore Road, Rapid City, SD 57701**

**Hotel Reservations: Holiday Inn (605) 348-4000 or Howard Johnson (605) 737-4656. Ask for the 'R-CALF USA' rate.**

**In addition to the chosen benefits listed below, all Trade Show Booth, Convention and Membership Sponsors registered by the July 1, 2021 deadline will receive:**

- ◆ Recognition in the *Tri-State Livestock News' R-CALF USA Official Convention Program* read by over 20,000 producers. Additional special advertising rates available (see TSLN flyer).
- ◆ Recognition in the *Cattlemen's Newsletter* sent to over 5,700 R-CALF USA Members.
- ◆ Recognition on R-CALF USA's website: [www.r-calfusa.com](http://www.r-calfusa.com).
- ◆ Recognition in 2021 Convention materials.
- ◆ A 1-year R-CALF USA Associate Membership or renewal to an existing membership.

## **Trade Show Booth Packages Deadline July 1, 2021**

- ◆ 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 200-word business description and link on our website and in our newsletter.

\_\_\_ **Platinum - \$1,500** – (2) 8' x 10' booths. Full convention registration (includes meals) for 4 people. Includes a 200-word business description and link on our website and in our newsletter. Also includes a post about your business and link on R-CALF USA's Facebook.

\_\_\_ **Diamond - \$5,000** – (2) 8' x 10' booths. Full convention registration (includes meals) for 6 people. Includes a 500-word business description and link on our website and in the newsletter. Includes a post about your business and link on R-CALF USA's Facebook.

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

## **Convention Sponsorships Deadline July 1, 2021**

\_\_\_ **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.

\_\_\_ **Registration - \$1,500** – Recognition via nametags and registration bags. 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-Only Sponsorships Deadline July 1, 2021**

\_\_\_ **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 *Tri-State Livestock News' R-CALF USA Official Convention Program*.

\_\_\_ **Legacy - \$5,000** – Full convention registration (includes meals) for up to 6 people. Can be dedicated to the memoriam or honorarium of a special person. Ranch/farm name, 5 photos (ranch life, family, and/or brand/logo), and a 500-word history/description showcased via poster display and in the *Tri-State Livestock News' R-CALF USA Official Convention Program*.

- ◆ All Trade Show Vendors 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 Vendor's and Sponsor's 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 office **by July 1, 2021**.

# 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	Sub-total
Property Rights Day Wed. 8 am - 4 pm	\$50 X	_____	_____
Full Convention (Prop. Rights Day not included)	\$200 X	_____	_____
1 Day (Circle:) Thurs. or Fri.	\$100 X	_____	_____
(Optional) 1 Year Membership Renewal	\$100 X	_____	_____

Trade Show Packages		Package Includes:	Sub-total
Silver	\$500	Full Registration for 1 person	_____
Gold	\$1,000	Full Registration for 2 people	_____
Platinum	\$1,500	Full Registration for 4 people	_____
Diamond	\$5,000	Full Registration for 6 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	_____
Registration	\$1,500	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	_____

Additional Meals, Pre-Register** by August 1, 2021		Cost	Quantity	Sub-total
Breakfast	Thurs., Aug. 19	\$15.00 X	_____	_____
Lunch	Thurs., Aug. 19	\$25.00 X	_____	_____
Dinner	Thurs., Aug. 19	\$35.00 X	_____	_____
Breakfast	Fri., Aug. 20	\$15.00 X	_____	_____
Lunch	Fri., Aug. 20	\$25.00 X	_____	_____
Banquet/Keynote	Fri., Aug. 20	\$50.00 X	_____	_____

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

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

\*R-CALF USA Room Rate starts at \$119/night call Holiday Inn 605-348-4000 or Howard Johnson 605-737-4656.

\*Trade Show, Convention & Member Sponsorship Packages do not include Property Rights Day.

\*\*Pre-Registration ends **Aug. 1, 2021**, 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, 2021**.

\*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: \_\_\_\_\_