



**2019 Cattle Raisers
Convention and Expo
Sponsorship Opportunities**

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Introduction

This document contains sponsorship options for the 2019 Cattle Raisers Convention and Expo. All sponsorship prices listed in this document include material production, labor, and taxes.

Partnering With TSCRA

Reaching the right audience at the right time with the right information about your company or organization and the products and services you offer is critical to success in today's competitive business environment. Likewise, ranching suppliers are a vital component of TSCRA's success, not just through your monetary support, but by helping our members with their product and service needs.

This brochure presents a snapshot of the many partnership opportunities available with prices to fit any budget. You'll receive the best return on your investment and optimum exposure – we'll help you make the connection!

If you would like more detailed information about a specific event or activity, please let us know.

About TSCRA

Founded in 1877, TSCRA is an established, trusted, high-profile brand within the agricultural community. TSCRA is a unique trade association because, in addition to traditional member advocacy, education, and communications programs, we also have a significant law enforcement presence through our staff of commissioned Special Rangers.

TSCRA values include a reputation built on integrity and heritage; bold, rational, and informed industry leadership; protection of property and individual rights; and improving the business of ranching. Our strategic partners share these values and provide the resources to assist in advancing the association.

TSCRA Facts:

- TSCRA represents more than 17,500 beef cattle producers, ranching families and businesses
- Members own or manage 30% of the cattle in our trade area
- Members own or manage more than 76 million acres of range and pasture land
- Members annually purchase more than \$864 million in consumables, land and pasture management services, fencing, and rolling stock

For More Information

For additional details on any sponsorship, please contact one of the following TSCRA staff:

Gina Bryson
817-614-3830
gbryson@tscra.org

Shawn McCoy
817-929-8597
smccoy@tscra.org

Texas and Southwestern Cattle Raisers Association
1301 West 7th, Suite 201
Fort Worth, TX 76102
www.tscra.org

TSCRA reserves the right to refuse any sponsorship which may be detrimental to TSCRA's mission.

Sponsorship Benefits

In addition to the sponsorship benefits listed above, TSCRA offers additional benefits for cumulative support during the calendar year. The benefits schedule shown below is designed to give your company maximum exposure to TSCRA members.

Platinum Sponsorship

By exceeding \$20,000 in total sponsorship (includes Expo, Sponsorships, and Allied Member dues), companies will qualify as a Platinum Sponsor for the 2019 calendar year. Additional benefits for Platinum Sponsors include:

- The opportunity to access the TSCRA mailing list twice per calendar year. The list may be segmented by operation size, zip code, county, or other criteria. The timings and cost of the mailings are the responsibility of the sponsor. *Note that the membership list is not sold to third parties. This is an exclusive benefit to Platinum and Gold Sponsors.*
- First priority booth selection for the 2019 Cattle Raisers Expo in Fort Worth, Texas.
- Ten complimentary subscriptions to *The Cattleman* magazine.
- Monthly recognition in *The Cattleman* magazine.
- Recognition on the TSCRA website, at www.tscra.org.

Gold Sponsorship

By exceeding \$10,000 in total sponsorship (includes Expo, Sponsorships, and Allied Member dues), companies will qualify as a Gold Sponsor for the 2019 calendar year. Additional benefits for Gold Sponsors include:

- The opportunity to access the TSCRA mailing list once per calendar year. The list may be segmented by operation size, zip code, county, or other criteria. The timings and cost of the mailings are the responsibility of the sponsor. *Note that the membership list is not sold to third parties. This is an exclusive benefit to Platinum and Gold Sponsors.*
- Second priority booth selection for the 2019 Cattle Raisers Expo in Fort Worth, Texas.
- Five complimentary subscriptions to *The Cattleman* magazine.
- Monthly recognition in *The Cattleman* magazine.
- Recognition on the TSCRA website, at www.tscra.org.

Silver Sponsorship

By exceeding \$5,000 in total sponsorship (includes Expo, Sponsorships, and Allied Member dues), companies will qualify as a Silver Sponsor for the 2019 calendar year. Additional benefits for Silver Sponsors include:

- Third priority booth selection for the 2019 Cattle Raisers Expo in Fort Worth, Texas.
- Two complimentary subscriptions to *The Cattleman* magazine.
- Annual recognition in *The Cattleman* magazine.
- Recognition on the TSCRA website, at www.tscra.org.

Cattle Raisers Convention and Expo

The Cattle Raisers Convention and Expo is the largest annual ranching event in Texas and Oklahoma. The event combines an industry-leading Expo, School for Successful Ranching, renowned speakers, and great parties into a single, action-packed weekend.

More than 4,500 cattle raisers, landowners, and allied industry professionals from Texas and Oklahoma attend the event. The Expo features more than 260 companies in 180,000 square feet of Expo space. The Expo is also home to the Learning Lounge and cattle handling demonstrations, all available to Expo attendees.

The 2019 Cattle Raisers Convention and Expo will be held March 23 – 25, 2019 at the Fort Worth Convention Center in Fort Worth, Texas.

Full information on the Cattle Raisers Convention and Expo is available online at www.cattleraisersconvention.com.

Attendee Profile

Total Attendees:	4,700 attendees
First-Time Visitors:	34% of attendees
Average time spent in Expo:	6.4 hours per attendee

States Represented:	39 states
Texas Representatives:	90%
Oklahoma Representatives:	2.7%

Critical Deadlines

February 15, 2019:

- Deadline for sponsorships commitments requiring material production or printing.
- Deadline for recognition in Convention handbook and on-site signs.
- Deadline for all artwork

March 1, 2019: General sponsorship deadline, graphics will not be included on any materials.

Program Sponsorships

Program sponsorships provide an opportunity for companies to feature their brands in conjunction with some of our largest, best-attended programs. Sponsors will be featured in logos and from the podium at each session. A representative from the sponsoring company will have an opportunity to welcome guests and/or show a brief video overview of their company. Sponsors may also elect to place materials in each seat or place-setting.

Opening General Session

Price: \$20,000

The kickoff event of the Cattle Raisers Convention will feature FOX News Chief Political Anchor and Host, Special Report with Bret Baier.

We expect 800-1,000 attendees for this session.

Closing Brunch and Awards

Price: \$5,000

The final event of the Cattle Raisers Convention. Attendees will enjoy a hearty Sunday morning brunch while TSCRA recognizes leaders within the organization. This event will help wrap up the event and get attendees excited for 2020!

We expect 500 attendees at the brunch.

CattleFax Market Outlook

Price: \$10,000

Randy Blach, CEO of CattleFax, will discuss how Cattle Raisers might consider positioning themselves for the remainder of this decade. This session is always a convention favorite and very well attended. We expect 600-800 attendees at this session.

Information Sessions

\$5,000 per session

Information sessions are designed to bring current topics and timely information to attendees. Each program will last one hour and will host 150-250 attendees.

Will the New Congress Bring Change to Ranching?

The 2018 mid-term elections put a Democrat back in the Speaker of the House seat in Washington, D.C. We'll look at what this change means for agriculture, the beef business, trade, transportation and a host of issues that affect the lives of ranchers.

Our Off-Shore Consumers

Less than 5 percent beef consumers live in our country. The vast majority of our beef is in demand around the world. Learn about the team of professionals with the U.S. Meat Export Federation who live and work outside the U.S., promoting the beef you produce to our off-shore consumers.



Eminent Domain: Are Accountability, Transparency, Fairness Too Much to Ask?

TSCRA leaders and staff continue the battle for eminent domain reform in the 2019 session of the Texas Legislature. The work we began in 2017 to bring

accountability, transparency and fairness to eminent domain condemnation proceedings in Texas is fundamental to providing real protections to private property owners. This session will also provide updates on other important issues we're working on to protect the ranching way of life.

Meet the New Best Friends of Our Consumers – Siri, Alexa, Google, and now Chuck!

“Smart” voice-activated technology has gone from new to normal at an incredible rate. Consumers are highly literate users of technology. They customize their news, entertainment and edutainment sources to their interests and demand that information be available via every device, from their smartphones to stovetops to SUVs. Beef checkoff dollars are keeping the beef message in front of consumers and “Chuck” is helping with the conversation.

Board of Directors Meeting

Price: \$5,000

The TSCRA Board of Directors is composed of 135 beef industry leaders throughout Texas and Oklahoma. Your sponsorship of the board meetings provides your organization with credibility and an audience with this influential group of ranchers. This is another opportunity to develop relationships with TSCRA leadership.

Executive Committee Luncheon

Price: \$2,500

The TSCRA Executive Committee gathers at Convention to manage TSCRA's affairs. This sponsorship will place your company alongside these industry leaders as they work on behalf of Texas and Oklahoma cattle producers.

Cowboy Church

Price: \$1,000

Attendees will enjoy the singing and encouragement from Jeff Gore, cowboy minister.

Educational Programs

Educational programs are primary reasons most attendees attend the Cattle Raisers Convention. The program contains numerous educational offerings and ways for sponsors to gain recognition for delivering high value content to attendees. We specialize in practical education and giving attendees information they can take home and use right away.

More than half of Convention attendees say that education is the primary reason they attend the event. Attendees value the broad but focused educational offering and your company can be a visible part of the experience.

School for Successful Ranching

Amount: \$5,000; non-exclusive sponsorship

Sponsors at the School for Successful Ranching enjoy unique recognition with School attendees. Attendees can choose from 35 hours of practical classroom instruction and may earn Beef Quality Assurance credits. School sessions begin on Friday, March 23 and continue through Saturday, March 24.

For 2019, the School programs are once again open to all convention attendees. This means more value for the sponsorship.

Your School sponsorship includes the following:

- Recognition pre- and post-event in print, online, in mailings and the School proceedings book
- Recognition in each classroom through digital banners
- Opportunity to staff a kiosk outside the meeting rooms, complete with TV monitor and high-boy table

Cattle Handling Demonstration Area

Price: \$20,000

We bring the ranch to the convention by bringing dirt, pens, and cattle into the convention center. We will conduct sessions on Friday and Saturday. This is a high-visibility, high-attendance area on the Expo floor.

Sponsors will receive recognition in numerous ways: print, electronically, through social media, on-site, and more.

Cattle Handling Chute-Out

Price: \$10,000

Part of the cattle handling area will be set aside for hands-on demonstrations of manual squeeze chutes. The program will take place Friday and Saturday. Sponsors will be recognized in several ways both in the area and in event promotional materials. This sponsorship can be customized to fit the unique needs of your company.

Workshops

Price: \$5,000 per workshop

Hugely successful in 2018, we've kept two evening workshops for attendees, taking place Thursday and Friday from 6:00 – 8:00 PM. Sponsors will receive recognition prior to and at the event. These sponsorships can be customized to fit the unique needs of your company.

Livestock Handling Workshop with Curt Pate

Renowned clinician Curt Pate will address gathering, sorting, processing, loading, treating and moving cattle in an effective manner.

Ranch to Retail Workshop

The Ranch-to-Retail program will demonstrate the importance of producing a more consistent and high-quality beef product through a series of hands-on lessons presented by various meat scientists. Attendees will view live cattle (through video) and then follow those cattle through grading and a hands-on cutting session which will break the carcass into retail cuts.

Entertainment Options



Cattle Raisers Dinner and Dance

Price: \$50,000

The Cattle Raisers Dinner and Dance is the single largest event at the Cattle Raisers Convention and Expo, hosting more than 1,200 attendees on the final night of the Convention.

Sponsors receive extensive recognition prior to the event and on-site during the event. This is a great option for companies who want to have a big brand impact on customers and prospects.



Welcome Reception

Price: \$10,000

Attendees are welcomed to the Expo on Friday night with the Welcome Reception. This event features, reception food, drinks, and entertainment. It's the perfect backdrop for companies looking to promote their brands and products in a relaxed, casual environment to thousands of Convention attendees.

We will work with sponsors to develop a comprehensive plan to feature their products and brands.

Saturday Expo Reception

Price: \$8,000

On Saturday of Cattle Raisers Convention, the Expo floor is home to receptions with thousands of ranchers. If you want to drive traffic to your booth, this is an excellent opportunity to bring attendees to your location. This sponsor will be placed front and center for all attendees to notice.

Expo Entertainment

Price: \$1,000

Sponsorship of the entertainment in the Expo begins with strolling acts and bands during the welcome reception. The sponsorship continues with entertainers in open areas throughout the Expo hours. This sponsorship may be structured to help draw traffic into your exhibit.

Texas Beef Council Fun Run/Walk

Amount: \$1,000

Sponsor members of the Texas Beef Council BEEF Team for a fun walk/run around downtown Cowtown.

Youth Contests

Price: \$7,000

Youth contests are popular for attendees and kids alike. We display the art and photo entries alongside your brands, linking your company to a family-oriented activity. 100% of this sponsorship is used to support the awards for participants.

Meals and Breaks

Lunch

Price: \$10,000 each for Friday and Saturday

On Friday and Saturday of Cattle Raisers Convention, the Expo floor is home to lunches for exhibitors and attendees. If you want to drive traffic to your booth, this is an excellent opportunity to bring attendees to your location.

Each lunch will serve approximately 1,000 attendees.

Expo Coffee Booth

Amount: \$15,000

Cattle raisers love their coffee! Your company can be the exclusive sponsor of the only coffee station on the Expo floor. The cost of the sponsorship will include signage and on-site promotion.

Coffee Station on Second Floor

Amount: \$9,000

Your company can be the exclusive sponsor of the only coffee station on the second floor where the convention programs occur. The cost of the sponsorship will include signage and on-site promotion. This sponsorship has been extremely popular at previous conventions.

Drink Coolers

Amount: prices start at \$500, please call for full details

We use drink coolers that provide a cleaner, brighter distribution option for attendees. The coolers will be highly visible in function and placement. This is a great opportunity to get visibility in a high traffic area.

Breaks – Friday or Saturday

Amount: prices start at \$500 per day, please call for full details

Each afternoon during Convention we provide breaks for attendees to grab a snack and relax between meetings. If you want to drive traffic to your booth, this is an excellent opportunity to bring attendees to your location.

Booth Bars

Amount: consumption-based, call for details

Exhibitors have asked for bars in their booths and that's exactly what this sponsorship provides. On Friday and Saturday, exhibitors may sponsor a bar in their booth. Sponsors may select which type of bar

they would like. The cost of the sponsorship is only what attendees consume. This is a unique pass-through opportunity for exhibitors. Please note that the bar must be within the booth so it will take away some of your exhibit space.

Convention Amenities

The Cattle Raisers Convention offers countless ways to get noticed. If you don't see anything that you like, please call us. We're flexible and always open to new and creative ideas to help reach your sales and marketing goals.

Expo Drawing

Price: donation of merchandise or credit worth \$250

The Expo drawing is a new item and will feature 24 companies who each donate \$250 worth of merchandise or credit. Their company logo and booth number will be featured on a special card that will be distributed to all attendees. Attendees who visit each booth will be entered into a drawing for each of the 24 prizes.

This is a unique opportunity to drive traffic to your booth and get involved in promoting the Expo, with no cash investment.

This opportunity is limited to the first 24 companies to participate.

Registration

Price: \$10,000

When attendees register and arrive on-site, your company can be front and center. This sponsorship will have direct contact with all 4,500 event attendees through placement of company and brand logos.

Pre-Convention Mailing

Price: \$4,000

Prior to the convention we mail all registered attendees a confirmation letter and packet. Attendees open and take note of this mailing. This is an opportunity to get into the hands of convention attendees and help drive them to your booth.

Convention Gift Bags

Price: depends upon bag selection, call for details

All convention attendees are provided a complimentary gift bag. This sponsorship includes a counter that your team can staff to hand out the bags. This offers very high visibility at the event and years afterwards.

Convention Handbook

Price: \$4,000

We accept a limited number of advertisers in the Convention handbook which is provided to all attendees. Take advantage of this exclusivity by sponsoring the handbook.

Lanyards

Price: \$3,000

Place your company or brand logos on this simple, yet effective, convention staple.

Notepads, Pens, and Calculators

Price: depends upon selection, call for details

Attendees appreciate a dedicated convention notebook or notepad and pen to write with. This is your opportunity to fill their need and provide them with an item that will definitely make the trip back to their ranch. This sponsorship is designed to allow some flexibility to meet different budget requirements.

Wireless Internet

Price: depends upon selection, call for details

Most convention attendees will have a smart phone or tablet and will be hungry for free wireless internet service. This premium sponsorship includes:

- Exclusive splash page to confirm wireless access for all users
- Extensive pre-event promotion
- Complimentary half-page ad in the convention handbook

Convention Photography

Price: \$3,000

The sponsorship will involve photography coverage, licensed images, and a custom website for all Convention attendees to view event photographs. The sponsorship is high-impact and will provide lasting promotional exposure post-event.

Phone Charging Station

Price: \$2,000

Attendees cite opportunities to network as a top reason for attending the convention. Sponsor an area where attendees can charge their cell phones, tablets, iPhones, and iPads. Your logo will appear on the charging station and in the final handbook on-site.

Powered Seating in Expo

Price: \$2,000

New for 2019, get noticed while attendees relax and recharge. Powered seating will be placed throughout the Expo. Your logo will appear on or near the seating and in the final handbook on-site.

Attendance List Rental

Pre- or Post-Convention Mailing

Price: \$1,500 plus mailer cost, per rental

Pre- or Post-Convention Email

Price: \$1,500 per rental

Want to send something to convention attendees? We can help you! We will work with our mail house or yours to allow sponsors to send information to convention attendees. The lists include all registered attendees and may also include exhibitors.

For emails, we will send the message on your behalf. We will provide full reporting, including delivery rates, open rates, and click-through rates.

We suggest that the all pre-event mailers are mailed by March 14, 2019. Post-event mailings can be sent as soon as one week after the event.

List will exclude all attendees who have opted out of marketing messages during the registration process.

Hotel Options

Hotel Key Cards

Price: \$3,000

Key cards are provided to all attendees within the convention room block. Your custom graphics can be used on the cards to create a lasting impression.

This option is only available at the Omni Hotel and Sheraton.

Hotel Room and/or Door Drops

Price: \$5 per room for under door drops; \$6 per room for walk-in drops

Welcome attendees to Fort Worth with a gift placed outside or inside their hotel rooms. Circulate your company logo and build awareness among more than 1,500 industry professionals and invite attendees to come by your booth. Pricing based on type of room drop (inside or outside the room).

Hospitality Suites

Price: call for price

Want to entertain guests in your own private suite. TSCRA works with the Omni Hotel to provide a first-class experience for you and your guests. Availability varies by room type and duration of stay so please act now to reserve your room.

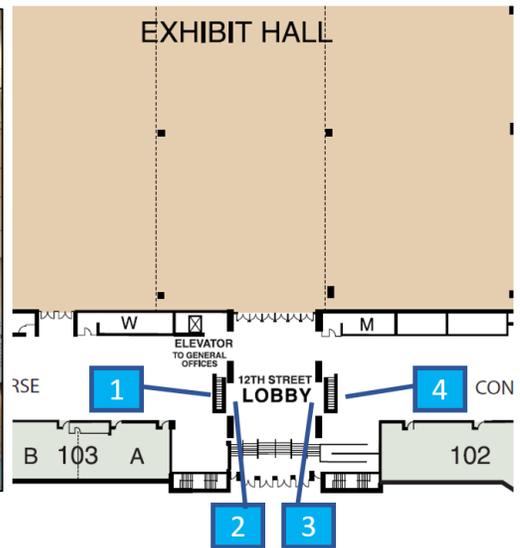
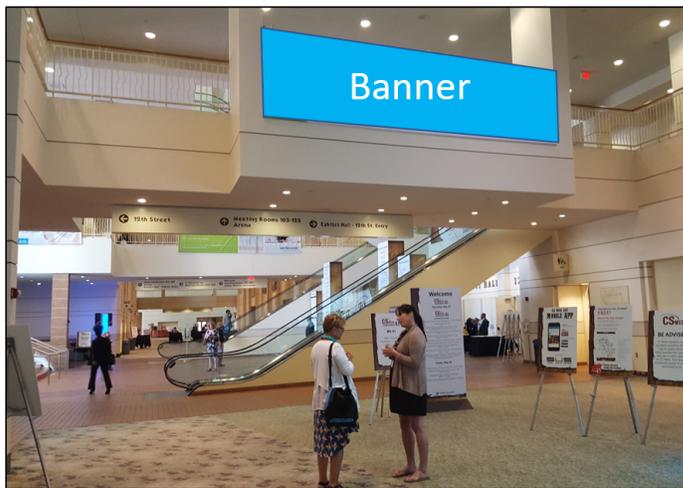
Display Sponsorships

Welcome Banner

Price: \$3,000 each, 4 location options

Make an impact while welcoming attendees to the Cattle Raisers Convention with this unique entrance banner! Sponsor's logo will appear on the directional banner flanking the convention welcome banner. Placement opportunity at the main entrance to the convention center.

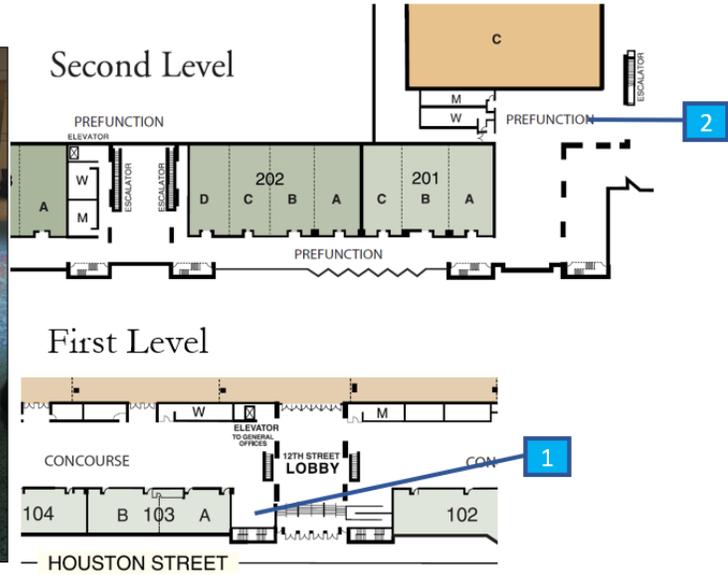
The sponsorship includes one 120" x 60" sign on the second level, for all attendees entering and exiting the Expo floor. The banner will be visible on Friday and Saturday of the event.



Lounge Areas

Price: \$4,000 each, 2 locations

Give attendees a place to relax between sessions by putting your name on one of the lounge areas. Each area will have signage, literature racks and other graphics which recognize your product or brand.

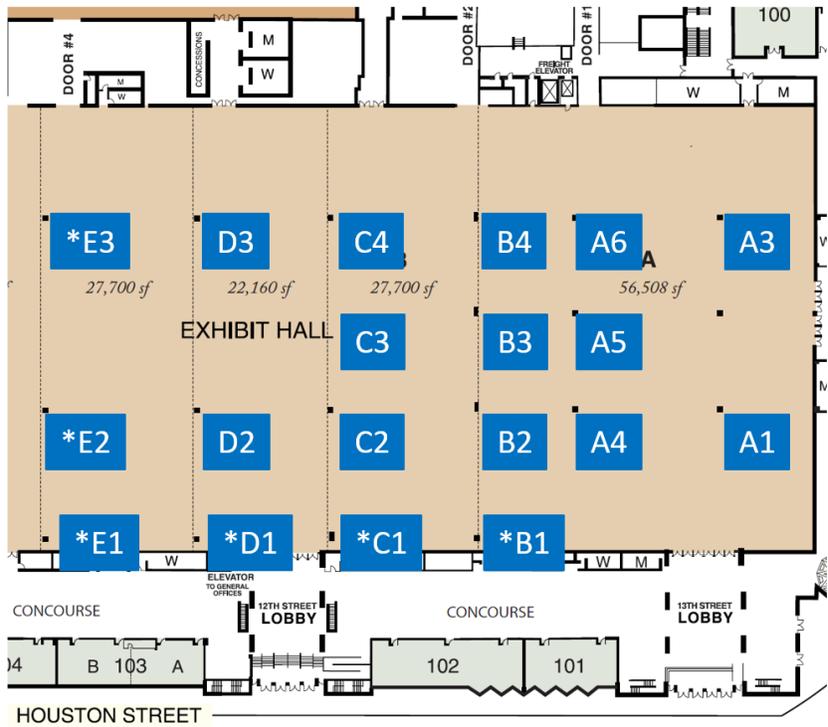


Expo Column Wraps

Price: \$3,500 for all four sides; \$1,750 if obstructed, marked with an asterisk below

Get the attention of convention attendees with custom column wraps throughout the exhibit hall. A limited number of columns are available on the Expo floor.

Each wrap includes a 10' tall, full color wrap on each sponsored column. The bottom of each wrap will be approximately 5' off the ground.



Aisle Signs

Price: \$500 per aisle, 13 aisles available

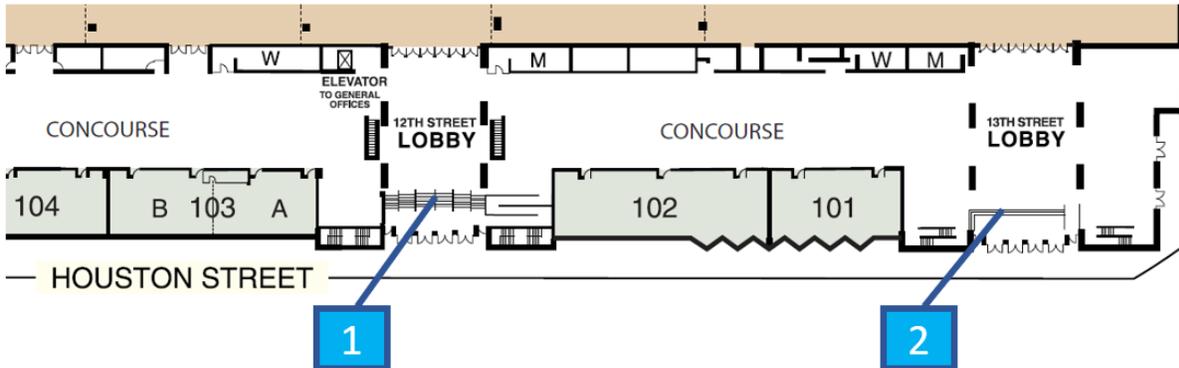
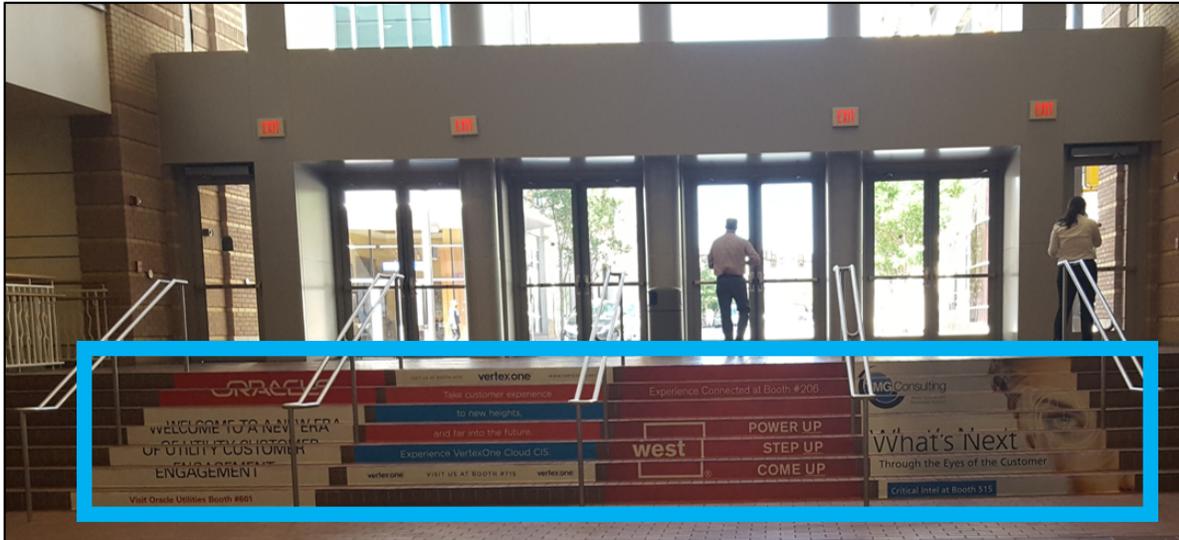
Aisle signs are visible to all Expo visitors. Each sponsorship consists of a single full color logo applied to both sides of the sign and both sides of the intersecting sign.



Stair Graphics

Price: \$2,000 per section, two location options

Each stair graphic is approximately 20' wide x 4' tall. Graphics will be visible Friday through Sunday.



Floor Clings

Price: \$26 per square foot

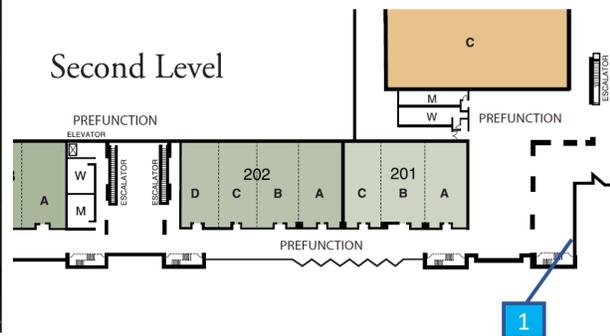
Drive traffic directly to your booth with these unique stickers. Clings can be in the shape of your logo, foot prints, or even hoof prints! Clings may be located in many locations throughout the convention center. Let us know what you'd like to do!



Second Floor Glass Clings

Price: \$1,000

This full color cling is on the second floor and very visible. Four panels total, each is approximately 2 feet wide and 4 feet tall. Graphics will be visible Friday and Saturday. Space is limited so act quickly!



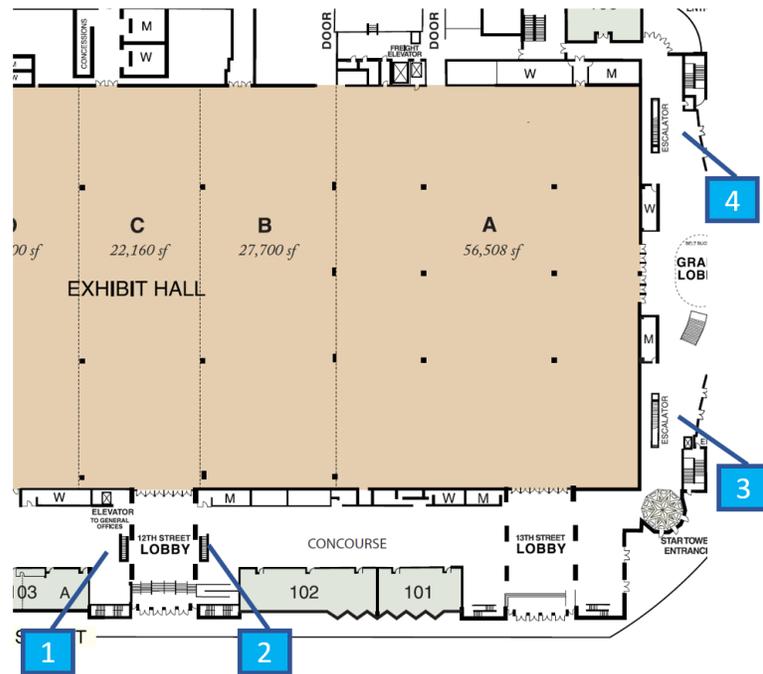
Escalator Clings

Price: clings are \$3,500 per side or \$3,000 per runner

Location Options:

- Escalator 1: 1st to 2nd floor
- Escalator 1: 2nd to 3rd floor
- Escalator 2: 3rd to 2nd floor
- Escalator 2: 2nd to 1st floor
- Escalator 3: 1st to 2nd floor
- Escalator 3: 2nd to 3rd floor
- Escalator 4: 3rd to 2nd floor
- Escalator 4: 2nd to 1st floor

Escalators provide great visibility for the duration of the convention. An escalator may not have both a glass cling and runner unless they are for the same sponsor. Please call us to discuss placement and graphic options.



Additional Cling Options

Price: \$26 per square foot

Interior walls, washrooms, and many other surfaces are available to be branded with your company logo, brand information, promotion, booth numbers, or any other message you'd like.

Trash Can Wraps

Price: special order, call for details and pricing

Trash cans may be covered in your graphics. This is a unique option and must be special ordered. Please call for full details.



Gobos

Price: \$500 per gobo if the sponsor provides the gobo lens; \$750 if we make a gobo lens

Gobos provide a large, high-visibility placement of your logo. Gobos may be placed in Expo, placing your logo on the wall for the duration of the event.

