

Exhibitor Invitation

TO: Commercial Trade Show Exhibitors
FROM: Jason Cleere, Associate Professor and Extension Beef Cattle Specialist
SUBJECT: 2012 Texas A&M Beef Cattle Short Course

THE 58th Annual Texas A&M BEEF CATTLE SHORT COURSE AND TRADE SHOW Rudder Complex - August 6-8, 2012

The Texas AgriLife Extension Beef Cattle Specialists and the TAMU Department of Animal Science invite you to participate in the 58th Texas A&M Beef Cattle Short Course and Trade Show in support of the beef industry.

Our beef cattle specialists, researchers, and teaching staff have worked closely with agriculture industry personnel to develop a program to fit today's producer needs. To make the program more meaningful, we are inviting you to again be a part of this year's program and help in its financial support for the attending producers. Year after year, participants rate the exhibitor trade show as one of the most beneficial parts of the course.

The Texas A&M Beef Cattle Short Course and Trade Show will be held at Texas A&M University in the Rudder Complex, August 6-8, 2012. There continues to be high visibility and participant contact time due to program format, breaks, program location, and exhibit area layout.

The Beef Cattle Short Course Cattleman's College is conducted on Monday, Tuesday, and Wednesday and is attended on average by over 1,400 producers each year. These are exciting training seminars, mini-symposiums, and workshops developed by the Texas A&M University System. The programs add traffic in the trade show area early on Monday morning, therefore, you should set up by Sunday, August 5th, at 5:00 p.m.; however, due to your travel schedule, you may set up early Monday morning as well (before 7 a.m.). **Set up time begins Sunday from 8:00 a.m. until 5:00 p.m.**

The exhibits will be located in the Rudder Theatre Complex Exhibit Hall. Due to anticipated shortage of space (110 booths), exhibitors will be confirmed based upon numerical receipt of requests and paid fees, with last year's exhibitors receiving first priority. All of Monday, Tuesday, and some of Wednesday morning's seminars, workshops, and mini-symposiums will be held in the Rudder Complex. **All booths must be removed from the Exhibit Hall by 5:00 p.m. Tuesday afternoon. All outside exhibitors must have equipment moved off of the grounds by 7:00 p.m. Tuesday evening. Booth locations are awarded on a first-come basis beginning Sunday at 8:00 a.m. Sponsors will be assigned spaces.**

Please fill out the enclosed contract or you may also download your exhibitor contract at <http://beef.tamu.edu>. In addition, we would appreciate you advertising this program to your clients and encouraging their attendance. **Please register early to ensure your participation.** After July 16th, spaces will be assigned from the waiting list.

IMPORTANT INFORMATION

- **Booth Sizes & Specifications:** The Rudder Theatre Complex Exhibit Hall allows for 110 booth spaces, 6 feet deep by 8 feet wide. **This is smaller than many of you are used to.** One table, two chairs and electricity will be furnished. This space will allow for standing room area only for visiting guests. Additional tables are \$50.00 each. A limited number of Internet lines are available for an additional \$75. Make sure you request these on the registration form. **Internet requests must be received by July 16, 2012.**
 - **Outside booth space size will be limited to: 25' x 30'.** If you would like a larger area, each additional outside space (25' x 30') can be purchased for \$400. Outside exhibits will be located in front University Parking Garage and G. Rollie. A fork lift (5000 lb. capacity) will be available for unloading and loading equipment. If you need electricity outside, please make this request by July 16, 2012. If you have questions or concerns about outside space allotment please call Jason Cleere at 979-845-6931.
- **Set Up:** You are encouraged to set up on Sunday, August 5th (8:00 a.m.-5:00 p.m.) and must be in place by 7:00 a.m. on Monday morning, August 6th. **Outside exhibitors must be in place by 5:00 p.m. on Sunday August 5th.** Participants arrive early on Monday morning and the traffic and visits usually begin at 6:30 a.m. with this group of producers. Booth spaces are assigned "first come, first served" beginning on Sunday, August 5, 2012; from 8:00 a.m. to 5:00 p.m. Sponsors will be assigned spaces.
- **Fees:** Your exhibitor's booth fee (\$700.00) includes registration fees for two (2) attendants (\$320 value) to all activities. Additional attendant's fees will be \$160.00 each. A Beef Cattle Short Course nametag will be issued and must be worn for participation in all activities and meals.
- ***Parking*:** TAMU Parking & Transportation Services has allocated a new parking lot (Lot 62 or lot 61 for overflow) for BCSC Participant use on the West side of Kyle Football Field. A flat **event rate of \$15** has been negotiated for this parking lot. This also covers parking at campus based BCSC sessions on Wednesday at Rudder (Lot 62 or lot 61 for overflow), Rosenthal (Lot 74) and the Veterinary School (Lot 36). Simply select the parking option on the Exhibitor registration form and we will email you a parking pass. Be sure to bring this pass with you!!! Lot 62 is a short walk to Rudder or there is a "free shuttle bus" that runs to and from Rudder. Parking is also available at Koldus (University Center) parking garage, located directly across the street from the Rudder Complex, where the Short Course is held, for a maximum of \$15.00 per day. There is no "pre-pay" option for parking in the garage. Payment can be made with either cash or credit card each day upon exiting the garage. Parking in lots other than those listed above may result in fines. For additional questions or information, visit <http://transport.tamu.edu/parking/visitor.aspx>.
- **Contracts:** Contracts are due by July 16th and no refunds will be honored after July 16th. Refunds before July 16th will be honored, less \$200.00 administrative fees. Remember you can download contracts at <http://beef.tamu.edu>

ADDITIONAL SPONSORSHIPS – NOT BOOTHS

PLEASE LET US KNOW AS SOON AS POSSIBLE ABOUT CONTINUING YOUR SPONSORSHIP

We always have inquires about sponsorships or additional financial support for speakers, whole sessions, topics, workshops, breaks, meals, proceedings, and etc. (other than the exhibitor booths). We want to make sure everyone has the opportunity to participate as a sponsor. If you or your company would like to receive additional recognition and financially support any activity, please let us know as soon as possible. If you have any questions please call Jason Cleere at (979) 845-6931. If you have an interest, please note on the attached Additional Financial Support Form.

Thanks to our 2011 Sponsors: Ag Workers, AgriLand, Alexander Livestock, Allflex USA, American Akaushi Association, American Breeds Coalition, Bayer Animal Health, Boehringer Ingelheim, Bovine Elite, Inc., BV Convention, Capital Farm Credit, Cargill Right Now Mineral, Cattlesoft, Inc., Circle Land & Cattle Co., Country World Newspaper, Dow AgroSciences, Dupont, Eagle Land and Livestock, Farmers Friend Newspaper, Gold Standard Labs, Graham Land & Cattle Co., Gulf Coast Cattleman, Hargrove Crop Insurance, Helena Chemical Company, Heritage Land Bank, Houston Livestock Show & Rodeo, Idexx, Independent Cattlemen's Association, Merial, Inc., Micro Beef, Mule Barn & Anderson Bean Boots, Nolan Ryan All Natural Tender Aged Beef, Pennington Seed, Pfizer Animal Health/Genetics, Producers Cooperative/Land O'Lakes, RA Brown Ranch, San Antonio Livestock Exposition, Inc., San Antonio Steel, Scherring Plough, Southern Livestock Standard, Southwestern Exposition & Livestock Show, Sunbelt Custom Mineral, Temple Tag, Texas and Southwestern Cattle Raisers, Texas Beef Council, Texas Cattle Feeders Association, Westway Feed Products, Z Tag, Zinpro

Commercial Exhibitor Registration Contract



I, or we, the undersigned, agree to pay \$700.00 for each commercial exhibit space at the Texas A&M Beef Cattle Short Course and Trade Show, held August 6-8, 2012 at the Rudder Theater Complex in College Station, Texas. The merchandise product, or service we intend to exhibit is described as follows: _____

It is understood and agreed that in no case shall Texas A&M be held responsible for any loss, damage, or injury while exhibitor is at the Texas A&M Beef Cattle Short Course and Trade Show. Booth space may not be used for any political purpose. Exhibitor booths must be manned at all times during the Texas A&M Beef Cattle Short Course (Monday 8:00 a.m. to Tuesday 3:00 p.m. unless released early by BCSC management). Set up time is from 8:00 a.m. to 5:00 p.m. Sunday, August 5th. Booths must be in place by 7:00 a.m. August 6th, and may be dismantled and removed August 7th, by 5:00 p.m. Security will be in place Sunday, Monday, & Tuesday.

COMPANY NAME: _____

ATTENDANT'S NAME: (Two participants included with \$700.00 registration fee.) *Must have nametags to participate.*

1. _____ 2. _____

Additional attendants' or affiliates' that will attend: (\$160.00 each) *Must have nametags to participate.*

3. _____ 4. _____

ADDRESS: _____ **CITY:** _____ **STATE:** _____ **ZIP:** _____

TELEPHONE: _____ **FAX:** _____

E-MAIL: _____ **WEB SITE:** _____

Guaranteed reservations will not be effective until payment has been made in full. Reservations and payments are due as soon as possible and will be awarded "first-come, first-served" to the first 110 booths, due to limited space. Last year's exhibitors have first priority, and new exhibitors will be added to a waiting list after July 16th. Cancellation requests must be made in writing to Kay Sanders. No refunds will be made after July 16th. Refunds before July 16th will be less \$200 administrative fees.

_____ Inside Booth Space(s): \$700 each	_____ @ \$ 700 each = _____
_____ Outside Booth Space(s) (25' x 30'): \$700 each	_____ @ \$ 700 each = _____
_____ Parking Pass: (Sun. – Wed. for lots 36, 62, 74)	_____ @ \$ 15 each = _____
_____ Inside & Outside Booth Space: \$1100	_____ @ \$1100 each = _____
_____ Additional Outside Booth Space (25' x 30'): \$400	_____ @ \$ 400 each = _____
_____ Extra Tables: \$50 each	_____ @ \$ 50 each = _____
_____ Extra Attendant(s): \$160 each	_____ @ \$ 160 each = _____
_____ Internet Access: \$75 per line	_____ @ \$ 75 each = _____
	Total Amount Owed: _____

Check Enclosed Make Payment to TAM BEEF CATTLE SHORT COURSE

Credit Card: Visa Mastercard American Express Discover

Card Issued To: _____ Card Number: _____

Expiration Date: _____ Authorized Signature: _____

Additional Information Online:
<http://animalscience.tamu.edu/bcsc>

MAIL THIS FORM TO: Conference Services
TAM Beef Cattle Short Course
1232 TAMU
College Station, TX 77843-1232

-or- FAX FORM TO: (979) 845-2519. Attention: Kay Sanders

Questions?

- For registration questions, call Kay Sanders at 979-845-7694.
- For trade show or program questions, call Dr. Cleere's office at 979-845-6931 and speak to Alyx Tschirhart.