



59th Annual Missouri Cattle Industry Convention & Trade Show

January 7-9, 2027

Margaritaville Lake Resort
Osage Beach, Missouri

Dear Cattle Industry Partner:

On behalf of the Missouri Cattlemen's Association, I thank you for your continuous support of the cattle industry. This year's Missouri Cattle Industry Convention & Trade Show will be held January 8-9, 2027, at the Margaritaville Lake Resort in Osage Beach, Missouri. The theme of the 2027 Missouri Cattle Industry Convention & Trade Show is "Thriving in an Evolving Market."

A trade show contract and sponsor form outlining each available opportunity are enclosed with this letter. We encourage you to take a look, ask questions and respond by November 30, 2026. Trade show setup starts at 8 a.m. on Friday, January 8. The trade show will kickoff Friday night at 6 p.m. and continue until 8:30 p.m. It will reopen Saturday, January 9, from 9 a.m. to 5 p.m., with teardown beginning at 5 p.m.

The MCA Convention Committee is also seeking sponsorship for many convention activities. This is a great way for your company to stand out from the crowd and let Missouri cattle producers know how important they are to you and your company. We couldn't host this convention without our industry partners, and we appreciate your support. If you have any suggestions or innovative marketing ideas, please do not hesitate to call us. We want to hear from you!

To reserve your exhibit space at the 2027 Missouri Cattle Industry Convention and Trade Show, please return the attached contract by November 30, 2026. Please view the Margaritaville Lake Resort Exhibitor Forms if you are needing additional equipment, audiovisual, forklift, or shipping services for your booth.

We also invite you to consider becoming an MCA President's Council Partner to enjoy the many networking opportunities, advertising, and convention discounts you would receive. By becoming a partner, you will be taking advantage of promotional opportunities for all of 2027 and getting the best bang for your buck! As part of your President's Council sponsorship for 2027, you will receive a complimentary 8x10 booth space. To become an MCA President's Council Partner, please contact Lisa Stockhorst at lisa@mocattle.com or by phone at 573-499-9162 ext. 234.

We are looking forward to an outstanding convention and hope you will join us!

Sincerely,

Lisa Stockhorst

Missouri Cattlemen's Association

Serving Missouri's Cattle Industry Since 1911

2306 Bluff Creek Drive | Columbia, MO 65201 | Phone: (573) 499-9162





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Missouri Cattle Industry Convention & Trade Show 2027 Sponsor Packages

Platinum \$3,000

- One 8x10 booth in convention trade show
- **50%** off event sponsorship opportunity of your choice*
- Half page color ad in convention booklet
- 2 full convention registrations
- Logo on sponsorship sign, in MCA magazine and in convention booklet
- Facebook/Instagram feature interview

Gold \$2,000

- **50%** off event sponsorship opportunity of your choice*
- Half page ad in convention booklet
- 2 full convention registrations
- Logo on sponsorship sign, in MCA magazine and in convention booklet

Silver \$1,500

- **25%** off event sponsorship opportunity of your choice*
- 1 full convention registration
- Company name listed on sponsorship sign, in MCA magazine and in convention booklet

Bronze \$750

- Company name listed on sponsorship sign, in Missouri Beef Cattleman magazine and in the 2027 Convention booklet



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Missouri Cattle Industry Convention & Trade Show Event Sponsorship Opportunities

Registration- \$2,500	CESS Session- \$250
Leadership Dinner- \$2,500	CESS Hands-On Session- \$500
MCA Breakfast & CESS Kickoff- \$2,500	MCA & MCW President's Reception- \$500
General Session Luncheon	MCA Annual Meeting- \$750
(Featuring Special Guest)- \$2,500	Association Honors Reception- \$500
Past President's Dinner- \$2,500	Ag/ Food Meeting- \$500
Council Lunch- \$2,000	Animal Healthcare & Wellness Meeting- \$500
Welcome Reception and Dance- \$1,500	Cattle Marketing Meeting- \$500
Collegiate Cattlemen's Showdown- \$1,250	Tax & Credit Meeting- \$500
CESS "Water Trough" Refreshments- \$1,000	Property Rights, Lands, & Environmental Meeting- \$500
Trade Show Vendor Refreshments- \$750	Beef Speaking Hospitality Room- \$250
Trade Show Kickoff Happy Hour- \$750	Nominating Committee Hospitality Room- \$250
Ice Cream Social- \$750	Trade Show Kids Corner- \$250
FFA Beef Speaking Contest- \$250	

Convention Booklet Advertising

The convention booklet is a 4x6 size, roughly 60 pages. Please provide us with a high resolution PDF file to lisa@mocattle.com by **Monday, November 30, 2026.**

Full Page Advertisement - \$250

1/2 Page Advertisement - \$150

Logo in Convention Booklet- \$100

****Event sponsorship & Convention booklet advertising opportunities are on a first come, first serve basis****

Sponsor Form

Desired Sponsorship(s) _____

Amount _____

Company _____

Contact Person _____

Address _____

City _____ State _____

Telephone _____ Email _____

Signature _____ Date _____

Thank you for your support!

To ensure proper recognition, please complete and return the sponsorship form to
lisa@mocattle.com with payment (check or card) and
high-resolution logo no later than November 30, 2026.



Missouri Cattlemen's Association

2306 Bluff Creek Drive | Columbia, MO 65201 | Office: (573) 499-9162 | Fax: (573) 499-9167