



Dear Cattle Industry Partner:

On behalf of the Missouri Cattlemen's Association, I would like to thank you for your continuous support of the cattle industry. This year's Missouri Cattle Industry Convention & Trade Show will be held January 17-18, 2025, at the Margaritaville Lake Resort in Osage Beach, Missouri. The theme of the 2025 Missouri Cattle Industry Convention & Trade Show is "Branding the Future."

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 December 18, 2024. Trade show setup starts at 8 a.m. on Friday, January 17. The trade show will kick-off Friday night at 6 p.m. and continue until 8:30 p.m. It will reopen Saturday, January 18, 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's 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 2025 Missouri Cattle Industry Convention and Trade Show, please return the attached contract by December 18, 2024. 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 2025 and getting the best bang for your buck! To become an MCA President's Council Partner, please contact Aly Francis at aly@mocattle.com.

As part of your President's Council sponsorship for 2025, you will be receiving a complimentary 8x10 booth space. Please feel free to contact Aly by phone at (660) 651-0516 or e-mail at aly@mocattle.com with any questions. We are looking forward to an outstanding convention and hope you will join us!

Sincerely,

Aly Francis
Manager of Strategic Solutions

Missouri Cattlemen's Association

Serving Missouri's Cattle Industry Since 1911

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





BRANDING THE FUTURE

57th Annual
Missouri Cattle Industry Convention & Trade Show
JANUARY 17-18, 2025 / MARGARITAVILLE LAKE RESORT / OSAGE BEACH, MISSOURI

Missouri Cattle Industry Convention & Trade Show 2025 Sponsor Packages

Platinum \$2,500

- One 8x10 booth in convention trade show
- 75% 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

Gold \$2,000

- 75% 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

- 50% 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 Cattlemen magazine and in the 2025 Convention booklet



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Missouri Cattle Industry Convention & Trade Show Event Sponsorship Opportunities

Registration- \$2,500
Leadership Dinner- \$2,500
Cattlemen's Education Series Luncheon
(Featuring Special Guest- \$2,500)
Past President's Dinner- \$2,500
Friday Council Lunch- \$2,000
Kick Off Reception and Dance- \$1,500
Collegiate Cattlemen's Showdown- \$1,250
"The Water Trough" Refreshments \$1,000
Trade Show Vendor Refreshments- \$750
Trade Show Kick Off Happy Hour- \$750

Ice Cream Social- \$750
MCA Annual Meeting- \$750
Association Honors Reception- \$500
Cow/Calf Meeting- \$500
Stocker/Feeder Meeting- \$500
Seedstock Meeting- \$500
Dairy Meeting- \$500
Allied Industry Meeting- \$500
Beef Speaking Hospitality Room- \$500
Nominating Committee Hospitality Room \$250
Trade Show Kids Corner- \$250

Convention Booklet Advertising

The convention booklet is a 4x6 size, roughly 60 pages. Please provide us with a high resolution PDF file to aly@mocattle.com by Dec. 18, 2024.

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 aly@mocattle.com with payment (check or card) and high-resolution logo no later than December 18, 2024.



Missouri Cattlemen's Association

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