



The
**Minnesota State
Cattlemen's Association**

P.O. Box 12 - Maple Plain, MN 55359

www.mnsca.org ▪ mnsca@mnsca.org ▪ 763-479-1011

**2020 Minnesota Cattle Industry Convention
December 3 & 4, 2020
Hutchinson Event Center**

Greetings!

It is that time of year again where we are starting to plan for our Annual Cattle Industry Convention! Like the rest of 2020, our convention will look a little different this year. With the adversity and challenges the beef industry has faced this year we find it important to hold an in-person business meeting and modified convention. Our first concern will always be our producers, staff, volunteers, vendors, and the public's safety. With that in mind, we will not be offering a traditional trade show, but the opportunity for the promotion of your business or organization is still possible at this year's convention.

Although we would love to have our normal trade show, due to limited space for booths and social distancing guidelines we will not have the opportunity to have booth space for all sponsors this year. However, we are accepting banners and signage to place around the grand hall. With the reduced schedule and change in location, there are a couple ways for you to display and promote your business or organization at the 2020 Minnesota Cattle Industry Convention.

1. Break Sponsor – Your business or organization will be listed on signage during the event and in the program. Your business will also be highlighted during the breaks.
2. General Sponsorship – Your business or organization name will be listed on signage and in the program during the entire convention thanking you for your support. Banners are encouraged.
3. President's Social Sponsor - Thursday evening, prior to the banquet dinner will be a social hour for sponsors and members. Your business or organization will be listed on signage during the event and in the program. You will be provided space to set up banners and other signage to highlight your business.
4. Speaker Sponsorship - Your business or organization will be listed on signage during the event, in the program and will be provided time to introduce yourself and provide comments to the audience prior to the speaker. If you or a representative of your company is not able to attend the event, we would invite the submission of a video to be played before the speaker.

If you have a product or service special/promotion that you'd like to feature at the 2020 Minnesota Cattle Industry Convention or a giveaway you'd like highlighted, send us an ad or description of that product or service and we'll feature it in the November *Minnesota Cattleman* newspaper AND in the 2020 Minnesota Cattle Industry Convention program.

We would like to express our continued gratitude for your support of Minnesota's beef cattle industry. We understand the uncertainties this year has brought and understand if you are not able to sponsor this year. See the enclosed documents for more detailed information about the sponsorship opportunities listed above. Please feel free to call me at 507-822-5921 or email allison@mnsca.org if you have any questions!

Kindest Regards,

Allison VanDerWal - MSCA Executive Director

Location & Room Reservations

Hutchinson Event Center

1005 MN-15, Hutchinson, MN 55350

Hotel Reservations:

When making hotel reservations please mention that you will be attending the Minnesota Cattle Industry Convention. Please use the group name MN State Cattlemen Association. The MSCA hotel room block expires on November 3rd, 2020.

- Cobblestone Hotel and Suites
 - (320) 587-7777
- AmericInn by Wyndham
 - (320) 587-5515

Sponsor Information

Break Sponsorship (\$300)

Your business or organization name will be listed on signage during the event, in the convention materials and signage will be placed by the food during the break. This sponsorship will include one free registration.

- *Thursday afternoon*
- *Friday mid-morning*

General Sponsorship (\$500) – Your business or organization name will be listed on signage during the entire convention, in the convention materials thanking you for your support. This sponsorship will include one free registration.

President's Social Sponsor (\$500) – Your business or organization will be listed on signage during the President's Social prior to the Best of Beef Banquet. You will be provided space to set up pull up banners and other signage to highlight your business. This sponsorship will include one free registration.

Speaker Sponsorships (\$1,000) –

Your business or organization will be listed on signage during the event and you will be provided time to introduce yourself and provide comments to the audience. If someone is unable to attend the convention, we welcome a short 2 min video to play in place. This sponsorship will include one free registration.

- **Cow/calf council meeting speaker**
 - Profitability in the MN Cow/Calf industry: what is the market telling us?
- **Feeder council meeting speaker**
 - Fed cattle marketing options: what are they and what you need to know to make the best strategy for your operation.
- **Keynote Speaker**
 - Valuable insights into meat science research, sustainability, and consumer outreach and how each plays a crucial role in growing demand for BEEF.

If you would like to have a customized sponsorship package for the 2020 Minnesota Cattle Industry Convention, please contact Allison VanDerWal at allison@mnsca.org or (507) 822-5921.

Registration for Sponsors: Deadline October 19th for listing in the November Convention issue of the *Minnesota Cattleman* newspaper.

Online registration available at MNSCA.org

Name(s) Attending _____

Organization _____

Address, City, State, Zip _____

Telephone _____ Email _____

Registration must be paid by all who attend the convention. Registration will be required to enter all meetings and meal functions.

Sponsorships	Fee
General Convention Sponsorship \$500	
Speaker Sponsorship \$1,000	
Break Sponsorship \$300	
President's Social Sponsorship \$500	
Additional One Day Registration Fee (Per Person) \$50 Check Day: <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Additional Full Registration Fee (Both Days) (Per Person) \$75 TOTAL	

Credit Card Number: _____

Name as it Appears on Card: _____

Cardholder Signature: _____ Emailed Receipt

Expiration Date: _____ Today's Date _____

**Mail with payment to Minnesota State Cattlemen's Association, PO Box 12, Maple Plain MN 55359.
For questions call (763) 479-1011.**

The Minnesota State Cattlemen's Association (MSCA) is taking precautionary measures, including those recommended by governmental authorities, to protect the health and safety of convention attendees and to prevent the spread of the COVID-19 virus. However, MSCA cannot assure that you will not contract the virus as a result of our attendance. **Attendees will be deemed to have understood, accepted and assumed all physical, physiological and psychological risks associated with attending. MSCA shall not be held liable for harm to any attendee due to any of the foregoing, including contracting the COVID-19 virus.** In light of the pandemic and to protect the health and safety of all attendees, MSCA asks that anyone who exhibits symptoms on the days of the event not attend.