



## 2024 Minnesota Cattle Industry Convention December 6 & 7, 2024 River's Edge Convention Center St. Cloud, MN

Greetings!

The Minnesota State Cattlemen's Association is excited to announce the Minnesota Cattle Industry Convention is in St. Cloud at the River's Edge Convention Center for 2024! We would like to invite you once again to meet our members and promote your business or organization at our annual convention. There are many exciting ways for you to display and promote your business or organization at the 2024 MSCA Cattle Industry Convention.

### **Exhibitor Information**

**Exhibitor Booth (\$500)** – This a great way to get face to face contact with convention goers. Our attendees are the decision makers on their farm or ranch!

- The price to exhibit is \$500 for a standard 8'-10' booth.
- One individual complimentary registration is included with the booth cost (please list their name when you register). If you plan on having additional people attend, they will need to register separately.
- If you need a bigger space or have any special requests, contact Angie Ford at 507-360-7937.
- Electricity is included with booth fee – please note if you would like electricity.
- Trade show set up is during the afternoon on Thursday and 8-10:30 a.m. Friday.
- Dedicated trade show time Friday afternoon and Saturday morning.
- Trade show opens at 10:30 a.m. Friday and 9 a.m. Saturday.

### **Sponsor Information**

**General Sponsorship (\$250)** – Sponsorship helps cover advertising, venue costs and convention materials. Your business or organization name will be listed on signage during the entire convention, in the convention materials and trade show thanking you for your support.

**Educational Session Sponsorship (\$450)** – Sponsorship helps cover speaking fees, travel & lodging. 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 you choose.

**President's Social Sponsorship (\$500)** – Your business or organization will be listed on signage during the President's Social prior to the Best of Beef Banquet.

**Meal Sponsorship (\$500)** – Sponsorship helps cover meal costs. Your business or organization will be listed on signage the entire event – specifically during the meal.

**Entertainment Sponsorship (\$1,000)** – Your business or organization will be listed as a sponsor with signage on stage during the event and recognition as a sponsor prior to the event.

Visit <https://forms.gle/wqqVxfNZkqZi8wir7> to register as a vendor or sponsor.

**ADDITIONAL ADVERTISEMENT OPPORTUNITY!** If you have a product or service special/promotion that you'd like to feature at the 2024 Minnesota Cattle Industry Convention in your trade show booth 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 edition.

**November 1 deadline for listing in the November Convention issue of the *Minnesota Cattleman* Newspaper.**

We would like to express our continued gratitude for your support of Minnesota's beef cattle industry. As a small token of our appreciation, we invite all exhibitors and sponsors to attend a special appreciation social on the evening of Thursday, December 05, 2024, with MSCA members and guests. This will be held in our hospitality room at the Best Western Plus in St. Cloud.

Please feel free to call me at 507-360-7937 or email [mnscomembership@gmail.com](mailto:mnscomembership@gmail.com) if you have any questions!

**MARK YOUR CALENDAR:**

2025 Convention – St. Cloud River's Edge Convention Center – Dec. 5-6, 2025

Kindest Regards,

Angie Ford

Chair of Membership and Industry Relations  
Minnesota State Cattlemen's Association

**Location & Room Reservations**

Best Western Plus, St. Cloud, MN  
(320) 253-0606

Direct Booking Link:

[https://www.bestwestern.com/en\\_US/book/hotel-rooms.24113.html?groupId=4R1MP6F4](https://www.bestwestern.com/en_US/book/hotel-rooms.24113.html?groupId=4R1MP6F4)

\$139 Standard Rooms

The room block will be reserved until **11/05/24**, so be sure to reserve your room before then.

**For Reservations:**

Mention the Minnesota Cattle Convention to reserve the group rate.