

2017 ALLIED INDUSTRY TRADE SHOW
California Cattlemen's Association, California CattleWomen

John Ascuaga's Nugget
1100 Nugget Avenue
Sparks, NV 89431

November 29 - December 1, 2017

Booth Cost:

\$500 per 10'x10' space for CCA members \$600 per 10'x10' space for non-member

This fee includes backdrape, side rail, ID sign, one six foot skirted table, two side chairs and one wastebasket.

If a second booth is needed, it can be purchased at the discounted rate of \$350. If you are interested in purchasing a 3rd or 4th booth, they are \$150 each. Exhibitors are limited to 4 booths.

Not a Member? You may take advantage of the member rate by including member dues with your booth payment and indicating so on your registration form.

TENTATIVE SCHEDULE:

Wednesday, November 29, 2017

7:00am-10:30am	Exhibitor Move-In
10:30am-11:00am	Mandatory Exhibitor Meeting
11:00am-12:00pm	Young Cattlemen Networking Hour
12:00pm	Tradeshow Opens to All
5:00pm - 6:00pm	Allied Industry Wine and Cheese Reception
6:00pm - 9:00pm	Tradeshow Welcome Reception & Party (Possible NFR Viewing based on schedule)

Thursday, November 30, 2017

7:00 am - 6:00 pm	Tradeshow Open to All
7:00 am - 8:00 pm	Wakeup! Coffee Break
7:00 am - 10:00 am	Bloody Mary Bar
12:00 pm - 1:00 pm	Lunch in the Tradeshow
5:00 pm	Tradeshow Closes/Exhibitors Dismantle and Move Out

Booth Assignments

- Initial booth space reservations will be taken through **FRIDAY, SEPTEMBER 9TH**.
- Booth assignments will then be made based on membership status and participation in Association events throughout the year including event sponsorship, attendance at Allied meetings, participating in scholarship interviews, assisting with fundraisers for scholarships or serving in a leadership role. While we value all industry partners, organizations that participate more in the Association are given priority in terms of booth placement.
- Once space is assigned, you will be notified of your booth assignment and sent a Service Manual to be used to order any extra services or booth furnishings you will need. The manual will also provide shipping information to you.

Questions?

Meeting & Trade Show Questions:

Lisa Pherigo (916) 444-0845 lisa@calcattlemen.org



RULES FOR EXHIBITING AT 2017 CCA/CCW CONVENTION

1. All exhibitors must complete an Exhibit Booth Order Form and include check or credit card payment.
2. Each individual company must purchase their own booth space. Sharing booth space is not permitted.
3. Pre-registration fees for **FOUR** individuals are included for each exhibiting company. This only applies if the application is received and paid on time. Late and on-site registrations will be charged on a per person basis. Companies with more than **FOUR** individuals will be asked to pay a convention registration fee for each additional person.
4. Phone orders and verbal commitments will not be accepted or honored. If such commitments are assumed, they will not be binding upon the California Cattlemen's Association or the Nevada Cattlemen's Association.
5. All exhibitors must pick up their name badge and tickets before setting up in the exhibit area. These can be picked up (BY EXHIBITORS ONLY) at the CCA registration desk onsite beginning Wednesday, November 29, 2017.
6. All exhibitors will adhere to the exhibit booth set-up and teardown times, no exceptions.
7. All exhibitors agree to attend a mandatory pre-show meeting on Wednesday, November 29, 2017 at 11:30 a.m.
8. The decorating/exhibitor firm is Freeman. They will furnish each exhibitor with information on booth set-ups and costs for additional equipment. The booths will be 10' X 10' in size.
9. Any exhibitor selling or promoting counterfeit or bogus goods will be reported to the authorities and then asked to leave without refund.
10. CCA, CCW and NCA assumes no liability for theft or damage to any exhibitor's property.
11. Exhibit space is assigned based on membership status and participation in association events throughout the year.
12. Exhibitors must abide by rules of Association, and the laws of Washoe County, the State of Nevada and the United States.