



Washington Cattlemen's Association

P.O. Box 96 ♦ ELLENSBURG, WA 98926 ♦ 509-925-9871 ♦ Fax 509-925-3004
WACATTLE@KVALLEY.COM ♦ WWW.WASHINGTONCATTLEMEN.ORG

2017 CONVENTION THEME “CONVERSATION BEGINS ON THE TAILGATE”

August 1, 2017

Dear Vendor/Sponsor:

The Washington Cattlemen’s Association (WCA) and the Washington CattleWomen’s Association (WCW) would both like to formally invite you to the 92nd Annual WCA/WCW Convention and Tradeshow that will be held at the Three Rivers Convention Center in Kennewick, WA on November 8, 9 and 10. This year’s Tradeshow will have a slightly different schedule. We encourage you to set up Wednesday afternoon as that evening, November 8, will be a KICKOFF PARTY, ending early enough for you to take customers to dinner. Open all day Thursday, November 9, and Friday, November 10, until 3:00 pm. Following trade show takedown will be the Annual Banquet and ETF auction, A Cowboy Gala. We would enjoy you joining us for this event.

A successful Tradeshow is the key to a successful Convention. We continue to receive positive comments from WCA members regarding the quality of the Tradeshow and how important it is to have the vendors there in attendance. Listening to our vendors and members, we have changed the format a little. In this facility, we have a large grand room where we will have the tradeshow, meals, coffee breaks, and learning lounge. The learning lounge will have guest speakers Thursday and Friday morning (they will no longer be in committee meetings). We have scheduled Exclusive Tradeshow Breaks and an Exclusive Thursday Tailgate Party as well as the Wednesday night Kick Off Party. Convention attendees will have ample time to visit the Tradeshow and talk with you at your booth and learn about your service or product.

In order to improve flow and vendor exposure during the tradeshow this year, a few changes have been made:

- Donation options:
 - Endowment Trust Fund, your support is greatly appreciated!
 - To be sold on Friday night
 - Kick off Party and Tailgate prizes
 - Thursday night co-sponsored by WCA Allied Industries
- Wednesday and Thursday nights attendees can earn tickets to win prizes by either playing tailgate games (feel free to bring one to have at your booth) or by talking to vendors.
- For our Allied and Choice Members, there will be a continuous loop slide show featuring your logo. If you have photos of cattlemen using your products please submit them! Cattlemen will also be asked for pictures from around their ranches. Please email them to wacattle@kvalley.com.
 - If you are interested in upgrading from an associate membership to Allied or Choice please see the enclosed membership flyer.
- Early bird registration – registration due by September 15, 2017. During the early bird period a booth will cost \$400 for WCA members and \$450 for non-WCA members. The extra \$50 will be for your WCA membership which will include the *Ketch Pen* and weekly email updates. All booth spaces will be 10 x 10.
- ***If you do not participate in the early bird registration, the fee will be \$450 for WCA members and \$500 for non-WCA members. This registration is due by October 13, 2017, while spaces last.***

We also offer the opportunity to advertise in the program, please see enclosed information for rates. Please review the enclosed Convention Information and return or fax the enclosed Registration Form as soon as possible. A packet will be provided at the Convention containing your registration, name badges, drawing tickets, and meal tickets.

Please feel free to contact us at the WCA office at (509) 925-9871 or by email at wacattle@kvalley.com. We are looking forward to working with you to make the 2017 WCA/WCW Annual Convention and Tradeshow a huge success!

Best Regards,

Sarah Ryan, WCA Executive Vice President; Allen Miller, WCA Vice President; Marica Perry, Allied Industry Representative

**Washington Cattlemen's Association
Washington CattleWomen's Association
TENTATIVE 2017 Annual Convention Information**

WHEN: Wednesday, Thursday and Friday - November 8, 9 and 10, 2017
(*set-up is available Wednesday starting @ 2:30 p.m.*)

WHERE: Three Rivers Convention Center, Kennewick, WA

Early Bird \$400.00 for WCA members
BOOTH COST: \$450.00 for Non WCA Members (Includes a membership)
Registration deadline: Friday, September 15, 2017

BOOTH COST: \$450.00 for WCA members
\$500.00 for Non WCA Members (Includes a membership)
Registration deadline: Friday, October 13, 2017 (for inclusion in program) while spaces last

TENTATIVE Wednesday, November 8, 2017

SCHEDULE: 1:00 PM - 8:00 PM Registration Desk Open
2:30 PM - 5:30 PM Tradeshow Exhibitor Setup
5:30 PM - 7:30 PM Kickoff Party in Tradeshow
9:30 PM - ? Hospitality Suite hosted by Allied Industry

Thursday, November 9, 2017

7:00 AM - 6:00 PM Registration Desk Open
7:30 AM - 9:00 PM Tradeshow Open
7:30 AM - 12:00 PM Learning Lounge in Tradeshow
10:30 AM - 11:00 AM Coffee Break in Tradeshow
12:00 PM - 1:30 PM Welcome Lunch in Tradeshow
2:00 PM Allied Industry Meeting (in Tradeshow)
6:00 PM - 9:30 PM Tailgate Party in Tradeshow
This evening is partially sponsored by the Allied Industries
9:30 PM - ? Hospitality Suite hosted by Allied Industry

Friday, November 10, 2017

7:00 AM - 6:00 PM Registration Desk Open
7:30 AM - 3:00 PM Tradeshow Open
7:30 AM - 12:00 PM Learning Lounge in Tradeshow
10:30 AM - 11:00 AM Coffee Break in Tradeshow
12:00 PM - 1:30 PM Lunch in Tradeshow
3:00 PM - 4:00 PM Tradeshow takedown
5:30 PM - ? Cowboy Gala and ETF Auction

HOTEL INFORMATION: (Must make your own reservations)

SpringHill Suites, Kennewick, WA
Reservations: 1-509-820-3026
(request WA Cattlemen's Association special rates)
Room Rates: \$109 (+tax) includes breakfast
(deadline for room rate is Friday, October 6th)

ADDITIONAL INFORMATION:

Call the WCA at (509) 925-9871 or wacattle@kvalley.com

Please fill out and return this page.

**Washington Cattlemen's Association (WCA)
Washington CattleWomen's Association (WCW)
2017 Annual Convention Booth/Sponsor Reservation Form**

When: Wednesday evening, Thursday and Friday – November 8, 9 and 10, 2017

Where: Three Rivers Convention Center, Kennewick, WA

- YES!** Please reserve my **Tradeshow Exhibitor** booth for the 2017 Annual Convention Tradeshow 10' x 10' space with an 8 foot skirted table. No pipe and drape.

Booth Cost: **\$400 WCA Member per booth – Early Bird Registration**

\$450 Non-WCA per booth – Early Bird Registration

Please note, registrations received after September 15, 2017 will increase \$50.

- Additional Meals** (Booth registration includes 1 ticket for each meal other than Friday night.)

Wednesday evening kickoff	How many: _____	@ \$15 = \$ _____
Thursday Lunch	How many: _____	@ \$25 = \$ _____
Thursday Dinner	How many: _____	@ \$35 = \$ _____
Friday Lunch	How many: _____	@ \$25 = \$ _____
Friday Gala & ETF Auction (<i>not</i> included in pkg.)	How many: _____	@ \$50 = \$ _____

- YES! Event Sponsorship** – recognition in program and during event (signage and announcement)

Keynote Speaker	<input type="checkbox"/>	\$1,000	1 of these available
Thursday Lunch	<input type="checkbox"/>	\$500	4 of these available
Friday Lunch	<input type="checkbox"/>	\$500	4 of these available
Thursday All day trade show break*	<input type="checkbox"/>	\$2,000	1 of these available
Friday All day trade show break*	<input type="checkbox"/>	\$2,000	1 of these available
Breakout Session - learning lounge	<input type="checkbox"/>	\$250	8 of these available
Breakout Session - committee meetings	<input type="checkbox"/>	\$250	10 of these available
General Donation	<input type="checkbox"/>	\$	
	<u> </u>	\$	Total

* All day trade show break:

Morning: pastries, fruit, yogurt, orange juice, coffee, hot tea, water *Mid-Morning:* Juice, water and coffee refresh

Afternoon: Kashi bars, trail mix, cookies, whole fruit, coffee, tea, and assorted 12oz Coke & Dasani products

- YES! Program Advertising**

○ \$250 Full Page (5 X 8)

○ \$150 Half Page (5 X 3.5)

○ \$100 Quarter Page (5 X 2)

*Ads must be to the WCA office by **October 13, 2017**. For color, please add an additional \$100.*

Please fill out and return this page.

Washington Cattlemen's Association (WCA)
Washington CattleWomen's Association (WCW)
2017 Annual Convention Booth/Sponsor Reservation Form

Registration Information (please type or print clearly)

Company: _____
Contact: _____
Address: _____
City: _____
State: _____
Zip: _____
Phone Number(s): _____
Email: _____
Names for Badges: _____

Payment Information (please type or print clearly)

Due on or before Friday, October 13, 2017 for inclusion in Program
Method of Payment:

Check # _____
 Direct Bill to: _____
Address: _____
 VISA/MC/AM
Card Number _____
Name on Card _____
Signature _____
Expiration Date _____
V-Code _____

	<u>Amount Due:</u>
Booth Amount	\$ _____
Additional Meals	\$ _____
Sponsorship	\$ _____
Program Advertising	\$ _____
TOTAL AMOUNT DUE	\$ _____

Make Check Payable to and mail to:

W.C.A. Convention
P O Box 96
Ellensburg, WA 98926