



**CATTLE RAISERS  
CONVENTION & EXPO  
2025**

**SPONSORSHIP  
OPPORTUNITIES**

APRIL 11-13, 2025 | FORT WORTH CONVENTION CENTER



## CATTLE RAISERS CONVENTION & EXPO®

The Cattle Raisers Convention & Expo® is the largest annual ranching event in Texas and Oklahoma. The event combines an industry-leading Expo, School for Successful Ranching, renowned speakers and great parties into a single action-packed weekend. More than 4,000 cattle raisers, landowners and allied industry professionals attend the event. The Expo features more than 260 companies in 180,000 square feet of Expo space.

**2025 CATTLE RAISERS CONVENTION & EXPO APRIL 11-13, 2025  
FORT WORTH CONVENTION CENTER | FORT WORTH, TEXAS**

### CRITICAL DEADLINES

#### FEB. 14, 2025

Deadline for sponsorship commitments requiring material production or printing.

Deadline for recognition in handbook and on-site signs.

Deadline for all artwork.

#### MARCH 3, 2025

General sponsorship deadline, graphics will not be included on any materials.

### ABOUT TSCRA

**28,000 MEMBERS** representing more than **55,000 CATTLE RAISERS**

Members own or manage **30% OF THE CATTLE** in our trade area and **MORE THAN 76 MILLION ACRES** of range and pasture land.

Members annually purchase more than **\$864 MILLION** in consumables, land and pasture management services, fencing and rolling stock.

**For more information, visit  
CattleRaisersConvention.com.**

### ADDITIONAL INFORMATION

Looking for more details on a sponsorship?

**Kyle Conway**  
817.916.1746  
kconway@tscra.org

**Hally Parks**  
817.916.1744  
hparks@tscra.org

# EXHIBITOR INFORMATION

## Become an Exhibitor

**Standard Booth Space (10x10) \$995**

**Premium Booth Space (10x10) \$1,295**

**Executive Booth Space (10x10) \$1,495**

Booth purchase includes:

- Convention badges (no limit for exhibitors)
- One 8-foot-tall back panel
- Two 3-foot-tall side panels
- Sign with company name
- Garbage can in booth space

The following items are **not** included but may be purchased separately by contacting The Expo Group\*:

- Tables
- Chairs
- Carpet
- Electricity
- Wi-Fi
- Meals

## Booth Add-Ons

**Expo Drawing \$250**

The Expo drawing features 24 companies who each donate \$250 worth of merchandise or credit. Their company logo and booth number will be featured on a special card that will be distributed to all attendees. Attendees who visit each booth will be entered into a drawing for each of the 24 prizes. This is a unique opportunity to drive booth traffic and get involved in promoting the Expo.

**Aisle Sign \$500**

Aisle signs are hung from the ceiling and are visible to all Expo visitors. Each sponsorship consists of a single full color logo applied to both sides of the sign.

**Drink Tickets \$10/ticket**

**In-Booth Coffee Station** *Contact Trinity\* for Pricing.*

**In-Booth Bar** *Contact Trinity\* for Pricing.*



**To reserve booth space, please contact the TSCRA sales team at [events@tscra.org](mailto:events@tscra.org) or 817-916-1745.**

**\*View the 2025 Expo Floorplan and additional contact information at [CattleRaisersConvention.com](http://CattleRaisersConvention.com).**

# HOSPITALITY SPONSORSHIPS

## **Breakfast Taco Station**

**\$7,500**

Every cattle raiser knows the importance of starting the day with a full stomach. Don't miss the opportunity to sponsor the breakfast taco stand hungry TSCRA members will visit on their way to morning sessions. Available for Friday and Saturday.

*Sponsorship includes:*

Company logo on breakfast station.

Company logo on event signage and promotions.

Company representatives staffing the taco station to greet attendees.

## **Coffee Station on Second Floor**

**\$5,000**

Be the exclusive sponsor of the only coffee station on the second floor where the Convention programs occur. Available for Friday and Saturday. Minimum of two hour sponsorship.

*Sponsorship includes:*

Company logo on cups, napkins and coffee bar display.



## **Friday Welcome Reception**

**\$15,000**

This event features reception food, drinks and entertainment. It is the perfect backdrop for companies looking to promote their brands and products in a relaxed, casual environment to thousands of attendees.

*Sponsorship includes:*

Company logo on event signage and promotions.

Complimentary drink tickets for company representatives or guests.

## **Saturday Expo Reception**

**\$15,000**

This event features reception food, drinks and entertainment. It's the perfect backdrop for companies looking to promote their brands and products in a relaxed, casual environment to thousands of Convention attendees.

*Sponsorship includes:*

Company logo on event signage and promotions.

Complimentary drink tickets for company representatives or guests.

## **Expo Reception Signature Cocktail**

**\$4,000**

Select and name a cocktail for attendees to enjoy.

*Sponsorship includes:*

Company logo on each bar highlighting signature cocktail.

Opportunity to supply company-branded cups, drink stir sticks or koozies provided with each drink.

# GENERAL SESSION SPONSORSHIPS

## **Keynote General Session**

**\$20,000**

Keynote speaker, to be announced.

*Sponsorship includes:*

A company representative can introduce the keynote speaker.

Pre-session meet and greet with keynote speaker.

Company provided giveaways or handouts for each attendee.

Complimentary table for organization representatives or guests (event registration included).

Company logo on event signage and promotions.

## **CattleFax Market Outlook**

**\$10,000**

Randy Blach, CEO of CattleFax, will discuss how cattle raisers might consider positioning themselves for the remainder of this decade. This session is always a favorite and very well attended.

*Sponsorship includes:*

A company representative can introduce the keynote speaker.

Company provided giveaways or handouts for each attendee.

Complimentary table for organization representatives or guests (event registration included).

Company logo on event signage and promotions.

## **Saturday Morning General Session & Annual Membership Meeting**

**\$10,000**

The General Session a great way to showcase your organization. Past featured speakers include Congressman Glenn "GT" Thompson, chairman of the House Committee on Agriculture and former committee chairman, Mike Conaway.

*Sponsorship includes:*

A company representative can introduce the keynote speaker.

Company provided giveaways or handouts for each attendee.

Complimentary table for organization representatives or guests (event registration included).

Company logo on event signage and promotions.

## **Weather Outlook**

**\$5,000**

In this highly anticipated session, leading meteorologists report on weather predictions for the upcoming season and how cattle raisers can best prepare.

*Sponsorship includes:*

A company representative can introduce the keynote speaker.

Company provided giveaways or handouts for each attendee.

Complimentary table for organization representatives or guests (event registration included).

Company logo on event signage and promotions.

# EDUCATION SPONSORSHIPS

## **School for Successful Ranching Session**

\$5,000 per session

Sponsors at the School for Successful Ranching enjoy unique recognition with school attendees.

*Sponsorship includes:*

Session sponsors may present on the educational topic of their choice if available..

Recognition in each classroom on the presenter slides and on the stage backdrop.

School for Successful Ranching offers four educational tracks. Sponsorships are available for each track: policy, cow-calf, land and wildlife, and interactive expert forums.

*Sponsorship includes:*

Recognition in each classroom on the holder slides and on the stage backdrop.

In-classroom booth.

Classroom attendee list.

## **School for Successful Ranching Educational Track**

\$5,000

## **Board of Directors Meeting**

\$5,000

Connect with 135 beef industry leaders addressing important business during the hour-long TSCRA Board of Directors Meeting.

*Sponsorship includes:*

Company logo on event signage and promotions.

Opportunity to speak during the board meeting.

## **Executive Committee Luncheon**

\$3,500

This sponsorship will place your company alongside TSCRA's Executive Committee as they work on behalf of cattle raisers in the Southwest.

*Sponsorship includes:*

Company logo on event signage and promotions.

## **Cowboy Church**

\$3,500

Attendees will enjoy the singing and encouragement from Jeff Gore, cowboy minister.

*Sponsorship includes:*

Company logo on event signage and promotions.

# LIVE DEMONSTRATION SPONSORSHIPS

## **Cattle Handling Demonstration Arena**

**\$20,000**

The ranch comes to the convention center in the cattle handling demonstration arena, including dirt, pens and live cattle. This is a highly visible, well-attended area on the Expo floor where sessions take place Friday and Saturday.

*Sponsorship includes:*

Company logo on event signage and promotions.

Opportunity for a company representative to speak.

Product placement opportunities.

## **Cattle Handling Chute-Out**

**\$10,000**

Sponsor hands-on demonstrations of manual squeeze chutes in the demo arena on Friday and Saturday.

*Sponsorship includes:*

Company logo on event signage and promotions.

Opportunity for a company representative to speak during the event.

## **Demo Sessions**

**\$5,000 per session**

Sponsor an engaging demonstration in the demo arena.

*Sponsorship includes:*

Company logo on event signage and promotions.

Opportunity for a company representative to speak during the event.

## **Roping Demo**

**\$1,500 per session**

Sponsor this interactive demonstration where attendees learn about roping basics and get to try their hand at the trade.

*Sponsorship includes:*

Company logo on event signage and promotions.

Opportunity for a company representative to speak during the event.

# YOUTH & STUDENT SPONSORSHIPS

## Convention Interns

**\$5,000**

Impact the future leaders of the beef industry by sponsoring our Convention interns. The TSCRA Convention intern program provides an opportunity for college students to network and learn in a real-world setting.

*Sponsorship includes:*

Company logo on the shirts of 30 interns as they work throughout the convention.

Opportunity to speak to interns during orientation.



## Graduate Poster Showcase

**\$3,000**

The graduate poster showcase allows students in graduate programs at universities in Texas and Oklahoma to showcase their research. Last year 20 students participated from five universities including Tarleton, WTAMU, TAMU, OSU and ASU.

*Sponsorship includes:*

Company logo included on advertisements sent to top collegiate agriculture programs in Texas and Oklahoma.

Company logo featured in the handbook along with information on the showcase

## Youth Contests

**\$1,500**

Photo entries are displayed alongside the sponsor logo in this family-oriented activity. One hundred percent of this sponsorship is used to support the awards for participants.

*Sponsorship includes:*

Company logo on display area.

Company recognition when presenting the awards.

Company recognition in *The Cattleman* when the award winner's photograph is featured.

**For more information, visit [CattleRaisersConvention.com](http://CattleRaisersConvention.com)**



# ENTERTAINMENT SPONSORSHIPS

## **Cattle Raisers Dinner & Dance**

\$75,000

(SOLD)

This Saturday evening event of the Cattle Raisers Convention & Expo is an annual tradition and a favorite for our members.

*Sponsorship includes:*

Company logo on event signage and promotions.

Reserved complimentary table for company representatives or guests.

The opportunity for a company representative to kick off the event.

## **Dinner & Dance Mechanical Bull**

\$5,000

Stand out with the top attraction at the Dinner & Dance by sponsoring the mechanical bull for the night.

*Sponsorship includes:*

Company logo on signage and promotions.

VIP tickets to be first in line.

## **Young Producer Event**

\$5,000

Connect with emerging land and livestock leaders through a young producers event drawing cattle raisers aged 18 - 40 for a networking-style reception.

*Sponsorship includes:*

Company logo on event signage and promotions.

Opportunity to supply company-branded cups, drink stir sticks or koozies provided with each drink.



# REGISTRATION SPONSORSHIPS

## **Registration**

**\$10,000**

Be front and center when attendees arrive and register on-site.

*Sponsorship includes:*

Company logo on event signage and promotions.

Company logo on registration confirmation emails.

## **Lanyards**

**\$5,000**

Place company or brand logos on every lanyard for high visibility during the event as well as countless pictures after the event.

*Sponsorship includes:*

Logo co-branded with TSCRA logo on each lanyard.

## **Photo Booth**

**\$5,000**

Professional headshots are a great way to update LinkedIn, social accounts, email signatures and resumes.

*Sponsorship includes:*

Company logo on signage.

One hour for company employees to have professional headshots.

## **Hotel Key Cards**

**\$5,000**

Keycards are provided to all attendees within the Convention room block at the host hotel. Custom graphics can be used on the cards to create a lasting impression.

*Sponsorship includes:*

Company logo on hotel keycard.

## **Attendee Bags**

**\$5,000**

Attendee bags are provided at registration. These bags can feature custom graphics and will be used by attendees throughout the event.

# PRE & POST CONVENTION ADVERTISING

## Pre or Post-Convention Ad in The Cattleman

\$2,000

Promote expo booth attendance with a full-page ad in the Cattle Raisers Convention & Expo special section printed in the April edition of *The Cattleman*. Exhibitors can also thank attendees by advertising in the May magazine.

Artwork due by Feb. 12, 2025.



## Pre- or Post-Convention Email Blast Ad

\$975

Banner ad inside emails promoting the Cattle Raisers Convention & Expo to TSCRA members. A minimum of eight emails will be sent beginning in December. *Limited availability.*



## Pre- or Post-Convention Email

\$5,000

Send a message to past and present convention attendees with a dedicated email blast. Companies must provide an HTML email design. *Limit one per company.*



## Social Media Package

\$2,500

*Sponsorship includes:*

Two Facebook or Instagram posts (sponsor choice).

One post before the convention and one after the convention.

One two-minute Facebook Live or Instagram Live interview from the show floor.

*Limited availability.*

# SIGNAGE & ADVERTISING

## Floor Cling

\$30 per square foot

Drive traffic directly to sponsor booth with these unique stickers. Clings can be in the shape of a company logo, footprints or even hoofprints.

## Welcome Banner

\$4,000 each, three location options

Welcome attendees to the Cattle Raisers Convention & Expo with this unique entrance banner prominently featuring the sponsor logo.

## Escalator Clings

\$4,000 per side

Escalators provide great visibility for the duration of the Convention.

## Hotel Room and/or Door Drops

Call for price

Welcome attendees to Fort Worth with a personalized, branded gift placed outside or inside their hotel rooms.

*Sponsorship includes:*

Materials provided to each hotel by the sponsoring company.

**For more information, visit  
[CattleRaisersConvention.com](http://CattleRaisersConvention.com)**

## Convention Handbook

\$5,000

Every attendee will receive a handbook upon registration. This exclusive sponsorship is a great way to get in the hands of a large audience.

## Convention Handbook Ad

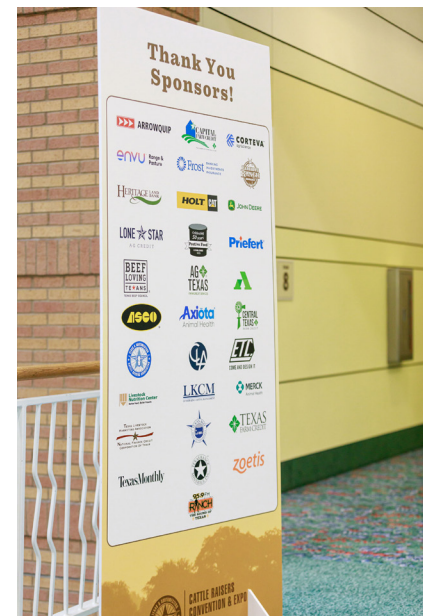
\$500 per full page ad

We accept a limited number of advertisers in the Convention handbook, provided to all attendees.

## Aisle Signs

\$500 per aisle

Aisle signs are hung from the ceiling and are visible to all Expo visitors. Each sponsorship consists of a single full color logo applied to both sides of the sign.





# CATTLE RAISERS CONVENTION & EXPO 2025

*TSCRA reserves the right to refuse any sponsorship.*