

SPONSORSHIP OPPORTUNITIES



CATTLE RAISERS CONVENTION & EXPO 2026

MARCH 27-29, 2026 | 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.

**2026 CATTLE RAISERS CONVENTION & EXPO MARCH 27-29, 2026
FORT WORTH CONVENTION CENTER | FORT WORTH, TEXAS**

CRITICAL DEADLINES

JAN. 21, 2026

Deadline for sponsorship commitments requiring material production or printing.

Deadline for recognition in handbook and on-site signs.

Deadline for all artwork.

FEB. 6, 2026

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

Contact sales@tscra.org

or visit CattleRaisersConvention.com.

BECOME AN EXHIBITOR

Standard Booth Space (10x10) \$1,200

Corner and Premium Booth Space (10x10) \$1,600

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

Available Discounts:

- Retail: 50% - Limited to retailers providing on-site sales of consumer lifestyle merchandise (e.g., apparel, accessories, home décor). Does not include exhibitors who fall into direct-to-consumer meat or food sales, ranch equipment, livestock products, agricultural supplies, or any commercial service.
- Non-profit: 50% - Limited to mission-driven, non-commercial organizations that provide community or attendee value. Groups with any for-profit arm or revenue-producing products are not eligible.



To reserve booth space and view the 2026 Expo floorplan, visit CattleRaisersConvention.com.



EXHIBITOR INFORMATION

Keynote General Session

\$30,000

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.

Reserved seating for organization representatives.

Up to five complimentary convention registrations.

Company logo on event signage and promotions.

Young Producers Party

\$20,000

Connect with emerging land and livestock leaders through an exciting off-site young producers event drawing cattle raisers aged 18 - 40.

Sponsorship includes:

Company provided giveaways or handouts for each attendee.

Reserved seating for organization representatives.

Up to five complimentary convention registrations.

Company logo on event signage and promotions.

Expo Receptions

\$15,000 per reception

These events feature 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. Two receptions available.

Sponsorship includes:

Company logo on event signage and promotions.

Complimentary drink tickets for company representatives or guests.

Branded Expo Lounge

\$15,000

Surround exhibitors and attendees alike with a comfortable, branded place to recharge and regroup in the expo lounge.

Sponsorship includes:

Company branded lounge design.

Company logo on event signage and promotions.

General Sessions

\$15,000 per session

Be front and center among thousands of attendees during the most well-attended convention sessions. Three session times available.

Sponsorship includes:

A company representative can introduce the speaker.

Company provided giveaways or handouts for each attendee.

Reserved seating for organization representatives.

Up to three complimentary convention registrations.

Company logo on event signage and promotions.



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 that 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

\$5,000

Sponsor two hour coffee stations at key locations, including School for Successful Ranching programming rooms and outside of the main ballroom. Available for Friday and Saturday.

Sponsorship includes:

Company logo at coffee bar display.

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



ADDITIONAL OPPORTUNITIES

Sponsored Cash Bar

\$5,000

Boot Shining Station

\$5,000

Expo Reception Signature Cocktail

\$2,500

Drink Tickets

\$15 per ticket (50 minimum)

Expo Floor Entertainment Sponsor

\$2,500



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.



Annual Membership Meeting

\$2,500

Be part of the action as TSCRA members receive updates from the previous year and make important decisions for the year ahead at the Annual Membership Meeting.

Sponsorship includes:

An opportunity for a company representative to speak.

Company provided giveaways or handouts for each attendee.

Company logo on event signage and promotions.



Ranching For Profit**\$10,000**

Sponsor this one-day workshop aimed at providing attendees with tools for financial sustainability, information on the relationship between ecology and grazing, and strategies to boost productivity. Ranching For Profit occurs on Thursday, March 26 and is available as an add-on event for convention attendees.

Sponsorship includes:

Company provided giveaways or handouts for each attendee.

Company logo on event signage and promotions.

Opportunity for company representative to address attendees.

School for Successful Ranching Educational Track**\$10,000 per track**

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 available screens.

Booth outside of classroom.

Classroom attendee list.

An opportunity to speak or play a short video prior to each session in the room.

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, pending approval.

Recognition in each classroom on available screens.

COLLEGIATE SPONSORSHIPS**Convention Intern Program****\$10,000**

Impact the future leaders of the beef industry by sponsoring the collegiate intern program. 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 select apparel worn by 30 interns as they work throughout the convention.

Opportunity to speak to interns during orientation.

Graduate Poster Showcase**\$10,000**

The graduate poster showcase allows students in graduate programs at universities in Texas and Oklahoma to showcase their research in livestock and wildlife management.

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.

Company representative to serve on judges panel.



Expo Floor Mini Golf

\$15,000

Get in front of fun-loving attendees of all ages through the multi-hole mini golf install on the expo floor.

Sponsorship includes:

Company logo on event signage and promotions.

Company logo prominently located at mini golf course.

*Single hole sponsorships available for \$1,500.
Contact for details.*

Expo Floor Kids Zone

\$7,500

Create a custom family friendly activation on the expo floor to engage the youngest convention attendees.

Sponsorship includes:

Company logo on event signage and promotions.

Opportunity to fully customize the space.

Expo Activation Zone Sessions

\$5,000 per session

An on-the-floor activation area built for sponsor-driven food and beverage activations and interactive, hands-on engagement not currently offered elsewhere in the show.

Sponsorship includes:

Company logo on event signage and promotions.

Recognition during sponsored session.

Zone naming rights available. Contact for details.

Demonstration Arena Sessions

\$5,000 per session

Sponsor an engaging session in the Live Demonstration Arena. From cattle handling to nutrition, and best pharmaceutical practices to selection, live demonstrations offer a hands-on visual to attendees on the expo floor.

Sponsorship includes:

Company logo on event signage and promotions.

Opportunity for a company representative to speak during the event.

ADDITIONAL OPPORTUNITIES

Cattle Dog Demo

\$5,000

Cutting Horse Demo

\$5,000

Roping Demo

\$5,000

Demonstration Arena Banner

\$2,500

Aisle Signs

\$500



REGISTRATION



Registration

\$20,000

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

Sponsorship includes:

Company logo on event signage and promotions.

Company logo on registration reminders and 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.

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.

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.



For more information, visit CattleRaisersConvention.com.

50/50 Raffle Sponsor

\$10,000

Gain high-visibility exposure by sponsoring a major raffle featured on-site at the Expo, through social media, and event signage. Includes logo recognition on raffle materials and on-floor activation promotion.

This sponsorship may be processed through one of TSCRA's 501(c)(3) foundations to allow for potential tax-deductible treatment in accordance with IRS guidelines.

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.

Branded Phone Charging Station

\$5,000

Provide attendees with a place to recharge themselves and their devices for the remaining event ahead.

Custom Photo Backdrop

\$5,000

Live on in attendee memories long after convention by providing the perfect photo opportunity for families and friends to commemorate their experience.

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.

Seat Drop

\$2,500 per session

Reach all general or keynote session attendees by providing company flyers to be placed in mainstage area chairs prior to the session start.

Expo Floor Announcement

\$500

Reach expo attendees in real time with an announcement over the loud speakers in the expansive expo hall.

Floor Cling

\$500

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

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. Materials provided to each hotel by the sponsoring company.



TSCRA Membership Registration Mailer

\$10,000

Reach TSCRA members directly in their mailbox through the annual registration reminder mailer.

Direct-to-Attendee Pre- or Post-Convention Email

\$4,000

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

Full Page Print Advertisement in *The Cattleman* Convention Preview

\$2,000

Promote expo booth attendance with a full-page ad in the Cattle Raisers Convention & Expo special section printed in the March edition of *The Cattleman*.

Artwork due by Jan. 21, 2026.

Pre-event Leaderboard Banner Ad

\$500 per email

Reach TSCRA members and registered attendees prior to the event with a leaderboard ad displayed across promotional and reminder convention emails.

Social Media Spotlight

\$500

TSCRA will feature and share your booth, product or activation across official social media channels during convention.

Convention Handbook Ad

\$500 per full page ad

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





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TSCRA reserves the right to refuse any sponsorship.