



SPONSOR

Since 2014, over 16,000 attendees have met in seven different regions to conduct the business of the American Angus Association, problem solve, engage with old friends, meet new acquaintances, and equip their toolbox with cutting edge education.

On the next few pages, you will see a menu of sponsorship opportunities designed to create conversations with new leads, visit with local customers and engage with industry professions.

Outside of visiting with individuals on the trade show floor, the next biggest way to share your company's products and messaging is through unique branding opportunities.

From the halls, escalators and staircases to well-attended social functions, signage can be placed in strategic locations to get better views. Additionally, there are opportunities with numerous educational sessions through Angus University and the Learning Lounge that get you in front of the decision makers.

With questions, reach out to:
Caitlyn Brandt, Director of Events and Junior Activities
816-383-5189 or cbrandt@angus.org

SPONSORSHIP DELIVERABLES

The earlier commitments are received, the more promotion you will receive.

Logo printed listed on Angus Convention website as a sponsor, in the official Convention Guide and other areas where sponsors are recognized. Logo sent to Angus Convention by May 1.

All sponsorships must be confirmed by August 15th, 2024.

FUTURE ANGUS CONVENTION DATES AND LOCATIONS

2025 – Kansas City, MO
October 30-November 1

2026 – Louisville, KY
November 13-16

2027 – Oklahoma City, OK
November 4-6

SPONSORSHIP TYPES



Education



Food &
Beverage



Print



Branded

2024 SPONSORSHIP OPPORTUNITIES

Registration Badges

\$3,500

Every attendee is required to have a registration badge to enter and participate in the Angus Convention. Your logo will be displayed front and center on every attendee in Fort Worth.

Deliverables: Logo sent to Angus Convention by May 1.

Availability: 1 sponsor



Directional Signs

\$3,000

It's easy to get lost in the Convention Center while looking for a session or event. Directional signs help keep attendees going in the right direction. Six total directional signs.

Deliverables: Designed and provided by Angus Convention with approval by sponsoring company. Logo sent to Angus Convention by May 1.

Availability: 1 sponsor



Trade Show Floor Clings

\$400-1,250

High traffic floor clings point trade show participants to your location on the floor.

Deliverables: Designed and provided by Angus Convention with approval by sponsoring company. Logo sent to Angus Convention by May 1.

Availability: Unlimited



Registration Inserts

\$1,000

Place your company's marketing and promotional materials in the Angus Convention registration packet that is handed to each attendee as they arrive.

Deliverables: Insert(s) due to American Angus Association by October 1.

Availability: Unlimited



Hotel Key Cards

\$3,000

The first stop when arriving in Fort Worth is checking into the hotel. Placing your logo on the hotel key cards is a great way to get in attendee's back pockets.

Deliverables: Designed and provided by Angus Convention with approval by sponsoring company. Logo sent to Angus Convention by May 1.

Availability: 3 sponsors



Hotel Room Drops

Cost dependent on drop.

Welcome attendees to Fort Worth and Angus Convention with a gift for them upon arrival. Build company awareness before and during the event.

Deliverables: Materials provided to each hotel by the sponsoring company upon arrival.

Availability: Unlimited



Welcome Banner

\$5,000

Welcome all participants to the Angus Convention and Trade Show with a single sided banner to be displayed above the main entrance in the trade show and registration area.

Deliverables: Designed and provided by Angus Convention with approval by sponsoring company. Logo sent to Angus Convention by May 1. Specs below.

63" W x 93" H

Availability: 1 sponsor



Trade Show Aisle Signs

\$1,000

Attendees depend on directional aisle signs to effectively navigate through the trade show floor. Two-sided aisle signs let attendees see your logo every time they look up. The visibility doesn't get any better than this.

Deliverables: Designed and provided by Angus Convention with approval by sponsoring company. Logo sent to Angus Convention by May 1.

Availability: 6 sponsors



Mobile Scooters

\$1,000

Sponsor the mobile scooters to help individuals steer through the vast area of Angus Convention. 4 total available.

Deliverables: Signage on the front of each scooter. Logo sent to Angus Convention by May 1.

Availability: 1 sponsor



Lead Generation

\$750

Attendees have visited with your representatives, but how do you capture those leads? With Lead Generation, you receive a complete list of names and contact information for those individuals who have stopped by your booth.

Deliverables: Angus Convention will provide hand-held scanners upon arrival at Angus Convention.

Availability: Unlimited.

Cell phone charging stations

TBD

Part of staying connected means making sure your devices are charged.

Availability: 4 sponsors



Wi-Fi

\$4,000

In today's connected world, Wi-Fi is essential. Help attendees stay connected in providing trade show Wi-Fi. Attendees would need to come to your booth to scan a QR code for access. Guaranteed foot traffic!

Deliverables: Angus Convention to provide QR code signage to display in booth for login-in credentials.

Availability: In shares of 4.

E-blast message to all attendees

\$1,500

Reach potential customers while maximizing your presence before even arriving in Fort Worth! Sending an e-blast message to all attendees will serve as a resource for participants to learn more about your company and any trade show promotions.

Deliverables: HTML provided by sponsoring company by September 15.

Availability: Unlimited



Learning Lounge Sessions

\$2,500

The Learning Lounge is an in-trade show educational area featuring quick, easy-to-understand educational sessions relevant to any cattle operation. The half-hour session allows you time in front of the Angus membership.

Deliverables: Title, synopsis, speaker, and AV needs submitted by August 1.

Availability: 6 sponsors



Convention Guide Advertising Dependent on size.

Angus Convention offers advertising in the Official Convention Guide to heighten your reach and provide optimal visibility among convention participants. As the primary tool for participants to navigate the Angus Convention's educational, networking and exhibitor offerings, the Official Guide is distributed at registration for reference throughout the day. Guide is also posted online for additional distribution and reference.

Deliverables: PDF advertisements due to Angus Convention by September 1. Specs below.

Full Page

Regular Area: 4" x 9"
Live Area: 3.5" x 8.5"
Bleeds: 0.125"

Half Page

Regular Area: 3.5" x 4"
Live Area: 3.5" x 4"
Bleeds: None

Availability: Unlimited



Candidate Forum Snack Break \$2,500

Take a seat and grab a snack while listening to the candidates for the American Angus Association Board of Directors vie for their chance to serve in a leadership position for the Association.

Deliverables: Cost includes graphics, installation, and removal. Designed and provided by Angus Convention with approval by sponsoring company.

Availability: In shares of 2.



Hydration Stations \$4,000

Showcase your brand and provide attendees with complimentary water hydration.

Deliverables: Cost includes graphics, installation, and removal. Designed and provided by Angus Convention with approval by sponsoring company.

Availability: 6 sponsors
(Angus University, Trade Show Floor, Candidate Forum, General Session)



Coffee Bar \$7,500

Keep attendees energized with exclusive hot coffee outside of your trade show booth. Guaranteed to drive traffic on an early Saturday morning!

Deliverables: Cups and napkins due to Association by Oct 1.

Availability: 1 sponsor



Sunday Morning Donuts and Coffee \$1,000

Right before attendees break out in Angus University sessions, attendees are about recharge and refuel before partaking in cutting-edge educational sessions.

Deliverables: Cups and napkins due to Association by Oct 1.

Availability: In shares of 10.



Awards Dinner Social and Bar \$2,500

The Awards Dinner is the premier event that recognizes the accomplishments of many breeders throughout the year. Celebrate the success of our Angus breed.

Deliverables: Drink ticket designed and provided by Angus Convention with approval by sponsoring company. Pop-up banners to flank bar due upon arrival to Angus Convention.

Availability: 4 sponsors



Booth Bars TBD on bar details.

Bars to draw traffic to your booth are available. Sponsors may select which type of bar they would like and set the price limit on how much they want to spend.

Availability: Unlimited



Escalator Clings

\$8,000

From the tradeshow floor to the General Session and Angus University Breakout Sessions, escalators are the primary modes of transportation. Share your message with attendees.

Deliverables: Sponsor to provide double-sided graphics by September 1. Specs below.

33.75" W x 22.75" H per panel (4 panels total)



Availability: 2 sponsors



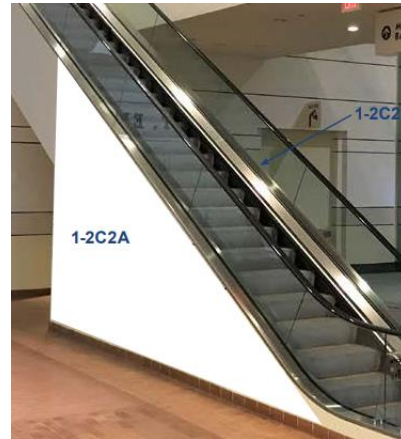
Branded Wall

\$6,000

From the tradeshow floor to the General Session and Angus University Breakout Sessions, escalators are the primary modes of transportation. Share your message with attendees.

Deliverables: Sponsor to provide graphics by September 1. Specs below.

19' W x 11' H, 22' diagonal



Availability: 2 sponsors



Small Branded Wall

\$500/each

Put your brand front and center in the main hall of the Fort Worth Convention Center.

Deliverables: Sponsor to provide graphics by September 1. Specs below.

68.25" W x 81.25" H



Availability: 3 sponsors



Trade Show Booths

Prices vary on size.

The trade show floor is the best way to promote products and messaging while having conversations with Angus breeders from across the country and varying sizes of operations.

Types of trade show booths: academic, breeder, commercial, retail.

Reach out to Caitlyn Brandt, Director of Events and Junior Activities for more information.