



**67th Annual Convention & Trade  
Show Exhibit Space Contract  
Embassy Suites | Norman, Okla.  
July 19-20, 2019**



Dear Potential Trade Show Exhibitor,

I would like to invite you to participate at the 67th Annual Oklahoma Cattlemen's Convention and Trade Show. Our convention will be July 19-20, 2019, at the Embassy Suites Hotel & Conference Center located at 2501 Conference Drive Norman, Oklahoma.

For years, our convention has been the largest gathering of Oklahoma cattle producers, farmers, ranchers, and beef enthusiasts in the state. Just like our theme this year, we are building momentum toward the biggest and best convention in our 67-year history.

We do ask that all trade show exhibitors keep their booths fully operational until the end of the pre-banquet reception at 6:30 Saturday evening. As the convention attendees have a lighter schedule just before the banquet, our final event, we truly believe staying until the official conclusion of the trade show will benefit your business with the peak of participation coming at the end of our trade show.

Below are a few key things for 2019:

- 1) The convention and trade show will take place over two days (Friday and Saturday).
- 2) Trade Show Setup:
  - Booth Set Up - Thursday, July 18th - 8 am - 4 pm
  - Large Equipment Setup - Thursday, July 18th - 8 am - Noon

Trade Show Hours:

Friday, July 19th - 8:00 am - 7:30 pm  
Saturday, July 20th - 8:00 am - 6:30 pm

Trade Show Tear Down:

Booth Tear Down - Saturday, July 20th - 7 pm - 11 pm  
- Sunday, July 21st - 8 am - Noon  
Large Equipment Tear Down - Sunday, July 21st - 8 am - Noon

A forklift will be provided for those that need it at no additional cost courtesy of Oklahoma Farm and Ranch Supply. The forklift will be available to unload on Thursday morning from 8:00 am - 12:00 pm and to load on Sunday from 8:00 am - 12:00 pm.

- 3) All exhibitors will be assigned a booth space upon size and price requested. Selection order is dependent on the order of contract receipt. All forms must be received by May 1st.



- 4) All exhibitors will be invoiced for the contract amount. Return required, paid in full, by no later than June 1 without exception.
- 5) Cancellation Policy: Notification of the exhibitor's intent to cancel or withdraw from the trade show must be received in writing on or before June 19, 2019 for a 50% refund. Any cancellation following June 19, 2019 will result in full forfeit of refund.
- 6) One complimentary ticket to each Trade Show Lunch on Friday and Saturday will be provided for each booth in your registration packet if requested. Additional tickets can be purchased in advance or at the registration desk. We do encourage you to attend the OCA Awards Banquet on Saturday night, July 20th at 7:00 pm. Tickets are available for purchase of \$50.00 each.
- 7) All Associate Members in good standing as of May 1st will receive a 10% discount on their trade show booth. (Annual Members do not qualify for the discount.)  
All forms must be received by May 1st.  
All exhibitors will be invoiced for the total contract amount in 2019.  
Invoices must be paid in full by June 1st.

The complete exhibitor packet can be accessed by clicking [here](#).

To access the online form, you will have to login or register with your email.

You can either complete the registration online or download the packet and mail it to:

Oklahoma Cattlemen's Association

Attn: Taylor Shackelford

P.O. Box 82395

Oklahoma City, OK 73148

I look forward to hearing from you as we Build Momentum toward the 67th Annual Cattlemen's Convention. If you need additional information, don't hesitate to call (903)327-5759 or email questions to: [tshackelford@okcattlemen.org](mailto:tshackelford@okcattlemen.org).

Sincerely,

Taylor Shackelford

Director of Sponsorship & Trade Shows

Oklahoma Cattlemen's Association

## INSTRUCTIONS

Booth spaces can be selected by using the drop down menu on the far right-hand side of the First, Second and Third Choice location within the PDF document as shown below.

We request that our space not be adjacent or opposite the following products or companies:

Number of booth spaces requested:

First choice:

Second choice:

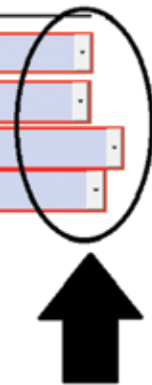
Third Choice:

Additional Outside Space Requested:  Yes  No

Complimentary Advertising:  Yes  No

Ad Copy Enclosed:  Yes  No

Forklift Required:  Yes  No



Actual cost is based on size, location and number of spaces required listed below is a legend for the trade show layout, which can also be found on the bottom of the layout map.

**Dark Blue - 10'x6' Corner Booth - \$525**

**Light Blue - 10'x6' Center Booth - \$500**

**Green - 8'x6' Corner Booth - \$500**

**Yellow - 8'x6' Gold Booth - \$550**

**Gray - 8'x6' Silver Booth - \$500**

**Orange - 8'x6' Bronze Booth - \$450**

**Purple - 8'x4' Booth - \$475**

**Red - 6'x6' Booth - \$475**

**Tan Labeled - 12'x20' Booth - \$1,600**

**Large Tan Areas - Bulk Space (300 sq ft minimum) - \$4.25/sq ft**

Please select the booth size and price that you would like and staff will assign physical booth locations. Thanks.



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Company: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

Booth Name: \_\_\_\_\_  
*(Sign to be furnished by OCA)*

Representatives Attending Trade Show: *(Name badges will be provided by OCA)*  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Product Description: \_\_\_\_\_  
\_\_\_\_\_

We request that our space not be adjacent or opposite the following products or companies:  
\_\_\_\_\_

Number of booth spaces requested: \_\_\_\_\_  
First choice: \_\_\_\_\_  
Second choice: \_\_\_\_\_  
Third Choice: \_\_\_\_\_

Additional Outside Space Requested: \_\_\_\_\_ Yes \_\_\_\_\_ No

Forklift Required: \_\_\_\_\_ Yes \_\_\_\_\_ No

**The company listed above hereby applies for exhibit space at the Annual OCA Convention & Trade Show.**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



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**AUDIO VISUAL REQUEST FORM**

<i>ITEM</i>	<i>PRICE</i>	<i>PRICE AFTER JULY 1</i>	<i>QUANTITY</i>	<i>TOTAL</i>
<b>Connectivity</b>				
High Speed Internet (Wired)	\$400	\$470		
Wireless Internet	\$70	\$95		
<b>Electrical</b>				
Electrical connection to include:				
5 amps, power strip & extension cord	\$30	\$40		
<b>Contact hotel for specific power requests</b>				
<b>Packages</b>				
The AV Sales department can be reached at 405-253-3525				
			<b>Total:</b>	

**CONTACT INFORMATION**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

*Please complete all information as this form will be submitted to the hotel so your requests can be fulfilled.*



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Company: \_\_\_\_\_

**PRICING ADJUSTMENTS**

*All booth costs will be calculated in the OCA office and exhibitors will receive a separate invoice after May 1, 2019. You do not need to send any payment with your contract.*

- OCA Associate Members in good standing as of May 1 will receive a 10% discount off initial booth space.
- Exhibitors purchasing more than one booth will receive a \$50 discount off each additional booth.
- **\$20** will be added to the total price for each company to fund two Allied Industry/Trade Show scholarships to be awarded during the convention.

*Please do not write below this line.*

Booth Space Cost (number of spaces x rate)	:	\$ _____
OCA Associate Member Discount (10% off top line)	:	\$ ( _____ )
Audio Visual Request Total (from page 2)	:	\$ _____
Allied Industry/Trade Show Scholarship Fund	:	\$ <b>20.00</b> _____
<b>Total Booth Fee :</b>		<b>\$ _____</b>

Date received: \_\_\_\_\_  
 Payment received: \_\_\_\_\_  
 Booth(s) Assigned: \_\_\_\_\_

Date Invoiced: \_\_\_\_\_  
 Amount Paid: \_\_\_\_\_  
 Accepted: \_\_\_\_\_



67th Annual Convention of the  
Oklahoma Cattlemen's Association



# *Building* MOMENTUM

## *Trade Show Exhibitor* OPPORTUNITIES

### **Atrium Banner - \$250**

In the convention center rotunda, our atrium banners are possibly the most visibility a brand can get without committing to a title level of sponsorship. See your brand suspended from the highest walls with these unique 10' x 4' signs drawing your eyes up from the floor of the complex. Space is limited, so make sure you sign on early.

### **Learning Lounge - \$750**

A new attraction to our trade show this year, the Learning Lounge will feature 30-minute educational sessions on the topic of the sponsor's choosing. Located in the high-traffic space between the trade show and the designated dining area, expect an intimate opportunity to connect with 30+ potential customers at once. Availability is first come, first served. So, don't wait on this exciting new offer!

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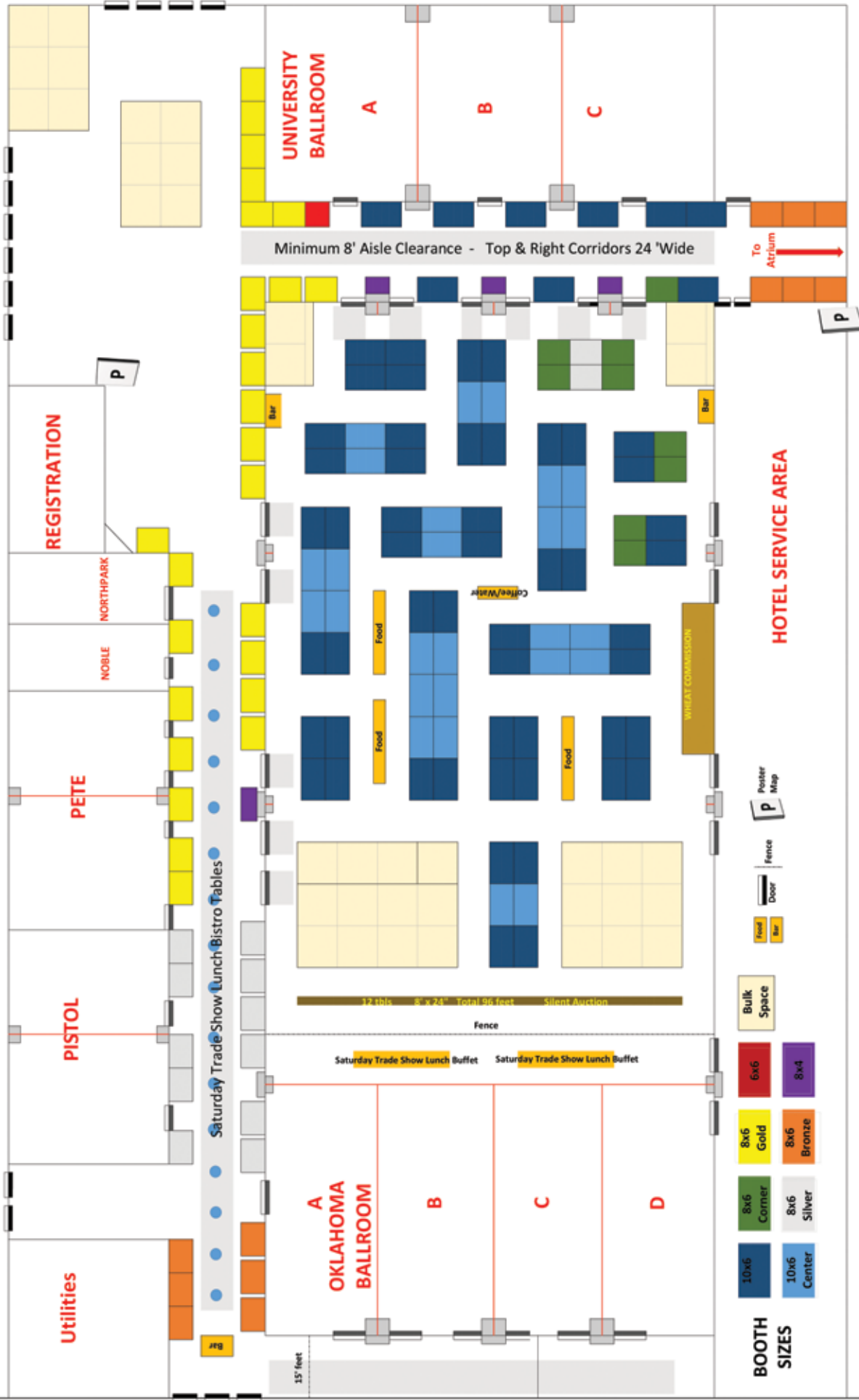
*Secure your spot today!*

Contact Taylor Shackelford, OCA Marketing & Trade Show Coordinator  
tshackelford@okcattlemen.org 405-235-4391





# OCA Annual Convention & Trade Show | July 19 & 20, 2019 | Embassy Suites, Norman, OK



For Booth Information: Taylor Shackelford, tshackelford@okcattlemen.org or 405-235-4391



**LEGEND**

E N S  
W



EMBASSY SUITES™ NORMAN HOTEL & CONFERENCE CENTER  
2501 Conference Drive, Norman, Oklahoma 73069, USA