



January 10, 2025

Dear Prospective VA Beef Expo Vendor:

Thank you for your interest in the 2025 VA Beef Expo scheduled for April 16-19 at the Rockingham County Fairgrounds in Harrisonburg VA. Enclosed in this packet of information you will find information about the 2025 Virginia Beef Expo Trade Show and sponsorship opportunities. **Please note that the VA Beef Expo begins on Wednesday, April 16<sup>th</sup> due to Easter weekend.**

The Virginia Cattlemen's Association (VCA) and the Virginia Beef Council (VBC) are excited to partner with the Virginia Beef Expo again for this year's event. Both VCA and VBC will be hosting our Annual Meetings during the Expo.

The Virginia Beef Expo continues to be a premier cattle event for cattle folks in the entire Mid-Atlantic region, with Breed sales, a large junior show and of course the trade show. We are excited to have a full slate of events and activities this year.

More information about this year's event can be found on our website [www.vabeefexpo.org](http://www.vabeefexpo.org).

We look forward to seeing you in April!

Sincerely,  
Virginia Beef Expo Committee  
Virginia Beef Council  
Virginia Cattlemen's Association

## **2025 Virginia Beef Expo Trade Show/Sponsorship Information**

**When:** VA Beef Expo Trade Show will be held:

- Wednesday , April 16<sup>th</sup> (4:00pm-6:00pm)
- Thursday , April 17<sup>th</sup> (9:00am-6:00pm)
- Friday and Saturday, April 18<sup>th</sup> and 19<sup>st</sup> (optional; indoor vendors may be asked to relocate, potentially outside to accommodate the show ring for the Junior Show).
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**Exhibit Space:**

- Inside Booth (10x10): \$400.00
- Additional 10x10 Space Inside: \$250.00
- Outside Space (20x30): \$400.00
- Additional 20x30 Outside Space: \$250.00
- Electric Hook-ups: \$50.00 (available for inside or outside booths)

**Additional Sponsorship Opportunities:**

- **Virginia Cattle Industry Outlook Educational Sponsorship: \$500.00**
  - o Recognized at VCA Annual Luncheon and at Industry Outlook Meeting on April 16<sup>th</sup>
  - o Recognized on website/print and social media publications
- **Virginia Cattle Foundation Reception Hospitality Sponsorship: \$500.00**
  - o Recognized at the Virginia Cattle Foundation Reception on April 16<sup>th</sup>
  - o Recognized on website/print and social media publications
- **VCA Annual Meeting Hospitality Sponsorship: \$500.00**
  - o Recognized at the VCA Annual Meeting on April 16<sup>th</sup>
  - o Recognized on website/print and social media publications
- **Virginia Cattle Foundation Live/Silent Auction Sponsorship: Monetary Donation OR Donation of Items to be Auctioned**
  - o Recognized at Virginia Cattle Foundation Reception, Auction and VCA Annual Luncheon on April 18<sup>th</sup>
  - o Recognized on website/print and social media publications

**How to register:** Go to [www.vacattlemen.org/field-day/](http://www.vacattlemen.org/field-day/) for an application form or to register online!

## **2025 Virginia Beef Expo Trade Show Rules/Agreement**

**Standard Booth Information** – Rental fees will be in accordance with those listed in the exhibit package or other written communication. All space applications must be accompanied by a check or payment in full. No requests for cancellations will be accepted or refunds issued after March 31, 2025

**Exhibit Dates & Times** – The trade show is for one evening and one day, Wednesday and Thursday 16-17. **Booths must be set up by noon Wednesday April 16.** The trade show will open at 4:00 p.m. on Wednesday the 16th and will open at 9:00 am on Thursday the 17<sup>th</sup>. Optional: Vendors are welcome to stay for the Junior Show on Friday and Saturday April 18-19, but indoor vendors may be required to move their booth to accommodate the show ring.

**SET UP:** A telehandler will be available beginning on Monday for large vendors. And will be available thru the weekend. Vendors that don't require assistance of a telehandler may arrive Wednesday morning. We ask that all vendors please be set up and ready by noon on Wednesday, April 16<sup>th</sup>.

**Subletting of Space** – No exhibitor may assign, sublet or apportion the whole or any part of space allotted, nor exhibit therein any goods other than those manufactured or handled by the exhibitor in the regular course of business, nor permit any representative of any other firm to solicit business, take orders or sublet in exhibitor's space.

**Shipping & Drayage** – All shipping whether by freight, railway express, motor freight or air MUST BE PREPAID.

**Safety & Security** – All materials and installations must conform with the requirements of the building and inspection authorities have local jurisdiction. Exposition Management does not guarantee security and urges exhibitors to take necessary precautions to protect their own interest and product.

**Matters Not Covered** – The trade show chairman of the Virginia Beef Exposition shall be responsible for ruling on any questions, disputes, problems, etc. which may arise pertaining to matters not specifically covered in this contract or the exhibit package of which this is a part. Such rulings shall be final and binding upon exhibitors and the Virginia Beef Exposition.

**Live Animal Displays** – All live animal displays must be approved by Virginia Beef Exposition prior to the show.

**LIABILITY** – It is expressly understood and agreed between exhibitors and sponsors of the Virginia Beef Exposition, that the Virginia Beef Exposition and individual breed associations, the Virginia Cattlemen's Association, and individual members, directors, officers, representatives and sponsors shall have no liability for loss of or damage to goods or property of exhibitors or for personal injury to exhibitor representatives; and that each exhibitor upon signing this contract for exhibit space expressly releases and agrees to hold harmless the Virginia Beef Exposition and individual breed associations, the Virginia Cattlemen's Association, and their members, directors, officers, representatives and sponsors from all liability for any such losses or injuries, and agrees to indemnify and save them harmless against all claims whatsoever.