



**INVEST IN THE  
FUTURE OF THE BEEF INDUSTRY**

**April 15-18, 2026**

The Virginia Beef Expo is one of the premier beef cattle events in the Mid-Atlantic region, drawing breeders, producers, youth, and agri-businesses from across the region. Your support ensures the continued success of our programs and showcases your commitment to the beef industry.

## **2026 Virginia Beef Expo Trade Show/Sponsorship Information**

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

- Wednesday, April 15<sup>th</sup> (1:00pm-6:00pm)
- Thursday, April 16<sup>th</sup> (9:00am-6:00pm)
- Friday, April 17<sup>th</sup> (9:00am-6:00pm)
- Saturday, April 18<sup>st</sup> (8:00 am-12:00 pm).

\*\*Trade Show hours subject to change once final schedule is published.

**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)

**\*\*NEW THIS YEAR\*\* Sponsorship Packages, which include booth space. Please see the next page for details.**

**How to register:** Complete the form at the end of this packet and mail with payment to VCA or visit [www.vacattlemen.org/field-day/](http://www.vacattlemen.org/field-day/) to register and pay online!

Direct link to online form & payment by March 31: <https://form.typeform.com/to/GYLQeXde>

Direct link to online form and payment AFTER MARCH 31: <https://form.typeform.com/to/XJwRAZ5F>

Questions? Email [VABeefExpo@gmail.com](mailto:VABeefExpo@gmail.com) or call 540-992-1992

# 2026 Virginia Beef Expo Sponsorship Packages



## Prime Sponsor

- Sponsor name/logo on Entry Signs and Gates with VBE logo
- Premier outdoor display locations (2)
- Vendor space: Outdoor (20x40) or indoor (10x20)
- Premier logo placement on Expo website with hyperlink to sponsor's website
- Social media recognition as Prime Sponsor
- Sponsor/logo included on digital e-mail
- Stage (1-4) high traffic area during the event
- Logo featured in Virginia Cattlemen newspaper ads and other states ads
- Verbal recognition during all major events

PRICE: \$500

**SOLD OUT**



## Choice Sponsor

- Sponsor name/logo included on (1) sale ring
- Premier outdoor display location (1)
- Vendor space: Outdoor (20X20) or Indoor (10X10)
- Logo on VBE website sponsor page as Choice Sponsor
- Social media recognition as Choice Sponsor
- Name listed in Virginia Cattlemen newspaper ads
- Verbal recognition during select events

PRICE: \$1250



## Select Sponsor

- Sponsor Logo/Name on Sponsor Arena sign
- Vendor space: indoor (10X10) or outdoor (20X20)
- Select Sponsor designation on VBE Website sponsor page
- Social media recognition as Select Sponsor

PRICE: \$750



## Youth Educational Event Sponsor

- Sponsor Logo/Name on specific contest or event signage
- Vendor space: Outdoor (20X20) or Indoor (10X10)
- Social media acknowledgement
- Recognition in Expo Youth Section in VCA Newspaper

PRICE: \$750

## **2026 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, 2026

**Exhibit Dates & Times** – The trade show starts Wednesday, April 15 and is open until noon on Saturday, April 18th. Exhibits must be set up by noon Wednesday, April 15.

**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 15<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.

# 2026 VIRGINIA BEEF EXPO TRADE SHOW EXHIBIT/SPONSORSHIP FORM

April 15-18, 2026\*Rockingham County Fairgrounds\*Harrisonburg, VA

I/We wish to reserve and contract for the following exhibit space and/or sponsorship of the 2026 Virginia Beef Expo/Virginia Cattlemen's Association Annual Meeting in accordance with, and in agreement to, the terms, conditions, rules and regulations governing exhibitors and sponsors as set forth by this contract and the exhibitor/sponsor package.

**NOTE:** We will make every effort to honor location requests, but we reserve the right to assign exhibitors to the best alternative location in the event that the exhibitor's choice(s) are not available, or make reasonable changes in space assignments for the benefit of exhibitors or for the betterment of the exposition.

**EXHIBIT SPACE/SPONSORSHIP REQUESTED: (Please fill out completely)**

			# of Spaces	Total
Inside	First 10'x10'	@\$400 (\$475 after March 31)	_____	\$_____
	Additional 10'x10'	@\$250 (\$300 after March 31)	_____	\$_____
Outside	First 20'x30'	@\$400 (\$475 after March 31)	_____	\$_____
	Additional 20'x30'	@\$250 (\$300 after March 31)	_____	\$_____
Electrical Hook Up (available for Inside or Outside) @\$50				\$_____

**SPONSORSHIP OPPORTUNITIES (ALL INCLUDE 1 VENDOR SPACE, SEE PACKET FOR DETAILS):**

- Prime Sponsor - SOLD OUT SOLD OUT
- Choice Sponsor \$1250
- Select Sponsor \$750
- Youth Educational Event \$750

**Total amount enclosed with our check** (payment in full is required to hold space) \$\_\_\_\_\_

**Make Checks Payable to Virginia Cattlemen's Association and Mail to:**

Virginia Cattlemen's Association, PO Box 9, Daleville, VA 24038

Company Name: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_

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

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

Products to be exhibited: \_\_\_\_\_

If you plan to use any specific traffic-builder activity, please describe: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_

**PLEASE RETAIN A COPY FOR YOUR RECORDS**

**Exhibit Space/Sponsorship Form and full payment must be received by March 31, 2026. After March 31, exhibit space may not be guaranteed and a \$75 late fee (\$50 for additional space) will be added.**