

Oklahoma Cattlemen's Association Annual Convention and Trade Show July 21 & 22, 2023

Save the Date! This year's 71st Annual Convention and Trade Show will take place on July 21 and 22, 2023 in Norman, Oklahoma. Our annual convention and trade show is the premier beef cattle event in the state of Oklahoma and is by great margin the largest concentration of Oklahoma beef producers in one location. We have tiered levels of partnership, standard sessions up for title sponsor opportunities, exhibit spaces in the trade show, "Cattlemen's College" sessions aimed at specific topics, meals, socials and receptions, signage, social media promotion, and so much more.

Program and Educational Sponsorships

Opening General Session | \$5,000

The Keynote Opening Session is the most well attended event that kicks off the official OCA Convention. As the sponsor of this event, you'll share the stage with our keynote speaker(s). Your company's logo will be placed on the overhead screens, entryway signage, and in the convention program. You will have the exclusive opportunity to open session with 5-10-minute introduction.

SOLD

Cattlemen's Educational Series Sessions | \$2,000 | 4 total, 3 available

Cattlemen's College is our educational series running throughout the convention. The beef producers most looking forward to exploring new practices, management strategies, and technologies will attend, and your brand can be the presenting sponsor. As your brand will be on the agenda, you're also invited to bring a one-page advertisement to distribute amongst attendees. Opportunities for visibility include logo placement on the overhead screens and signage outside the session. Additionally, you have the exclusive opportunity to open the session with 5-10-minute introduction

Learning Lounge | \$1,000 | 4 total, 1 available

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! Your company's logo will be included in the official convention program and Learning Lounge signage.

General Business Meeting & Committee Meetings | \$2,000

Our focal purpose of the annual convention is to set the direction for the Oklahoma Cattlemen's Association for the following year. As your brand will be on the top of the agenda, you're also invited to bring a one-page advertisement to distribute amongst attendees. Be the presenting sponsor at this event and see your brand represented on the overhead screens, entryway signage and the convention program. Additionally, you have the exclusive opportunity to open session with 5-minute introduction

Closing Session | \$5,000

The final session is the chance to make your brand the last thing attendees and guests see at the 71st OCA Convention and Trade Show. You'll share the stage with our keynote speaker(s), logo placement on the overhead screens, logo placement on the entryway signage, and in the convention program.

Junior Cattlemen's Leadership Development Session | \$500 | 4 available

An opportunity to speak to the bright young faces of the Oklahoma beef industry. Your logo represented on the overhead screen, entryway signage, and the convention program. Included is an invitation to attend the steak luncheon & provide a 5-minute introduction

Entertainment Sponsorships

Kick- Off Trade Show Exhibitor Reception | \$750 +

A happy hour thank you to all exhibitors, corporate members, and OCA Leadership. Sponsorship will include recognition on all event promotions, signage in the reception area, company logo in the official program and opportunity to address attendees.

Post-Banquet Entertainment | \$2,500

Take the stage before the band and welcome attendees, then introduce the music and kick off the night! Logo displayed in the official convention program, on concert printed and digital promotional items, on the dessert tables, the table-top tents in the dining area, on entryway signage, and the screen during the concert.

Kid's Corral | \$1,500

Ranching is a family affair and the same goes for OCA Convention. The Kid's Corral is a designated spot where kids can have fun with crafts, farm toys, roping dummies and more! This year, we will introduce youth competitions such as picture contest, essay contest, and an art contest. Your logo will be placed on all promotional items as well as logo placement on the Kid's Corral area signage, entryway signage, and in the convention program. Place any branded material in or around the area and design entertainment optional

SOLD

Meals and Breaks Sponsorships

Trade Show Lunches | \$2,000 | Per Day

Attendees to the OCA Annual Convention and Trade Show are provided a delicious Food Truck meal serving none other than – *BEEF* - at lunch during both days of the event. This means, your brand will be recognized with logos around the food truck area, convention program, and paper goods for hundreds of beef enthusiasts. In addition, a two-minute audio spot of your choosing will play periodically over the PA system while we feed our entire convention. This is a great opportunity to increase your booth traffic!

Top Hand & Cattlemen's Leadership Academy Luncheon | \$500 | 10 Available

A meal honoring OCA members who are Alumni of the Cattlemen's Leadership Academy or are in the OCA Top Hand club as a recognition for their efforts to recruit new members. Your company's logo placed on entryway signage, table tents, and in the convention program. Invitation to attend the reception and be vocally recognized!

Breakfast Area Table Tents | \$1,000

Start convention attendees' day off right with your company's logo placed on the breakfast tables in the hotel dining area. A great opportunity to create booth traffic at convention!

Coffee Station | \$1,500

What is a Cattlemen's Convention without coffee? You can sponsor the coffee stations around the expo floor, receiving signage and on-site promotion, as well as your company's logo in the official convention program.

Breaks | \$1,000 | 7 Available

Breaks are essential during conventions; we all need to refuel at some point. This opportunity includes a snack, drink, or pastry station next to your booth. Branding opportunities include additional signage, plates, and cups. Your company logo will be displayed at the station as well as in the official convention program.

Past President's Council Luncheon | \$1,000

This reception is a gathering of the wisest and most experienced minds in the Oklahoma beef business. Logo placement on the overhead screens, logo placement on the entryway signage, and in the convention program. Invitation to attend the steak luncheon & provide a 5-minute introduction

Post-Banquet Dessert | \$1,500

Following the OCA banquet, re-energize the attendees with a sweet dessert right before the music kicks off. Logo included on the dessert tables, the table-top tents in the dining area, on entryway signage, and the convention program.

Junior Cattlemen's Awards Luncheon | \$2,000

An opportunity to speak to the bright young faces of the Oklahoma beef industry! Logo represented on the overhead screen, entryway signage, and the convention program.

Convention Amenities and Display Sponsorships

Registration Sponsor | \$2,500

Every attendee at convention is required to pass through the registration station, where they will receive their welcome packet. Included will be the convention program, their name badge, and a lanyard decorated by your brand's logo. You'll share the packet, internally, with other sponsors but the packet itself will boast your logo exclusively. Don't miss the guarantee of being seen by every person in attendance.

SOLD

Phone Charging Station | \$500

Brand OCA's mobile charging station with your logo and keep it in your trade show booth for the duration of convention. When convention attendees need to charge their mobile device, they'll come by your booth for a charge.

Boot Shine Station | \$750

The boot shine station will be placed next to your booth space in the trade show and have appropriate signage to provide sponsor credit. Bonus: JJ Moore (JJ's Boot shines) will sell your company/product to anyone who sits in her chairs. She's simply the best in the business!

SOLD

Window Clings | \$500

Sponsor logo will be displayed on window clings to shade the atrium near registration and throughout the hotel entry way

Foliage Signs | \$1000 for 5

Foliage signs are 2 ft. x 3 ft. and are planted outside of the convention center. A limited number of placements are available.

Atrium Banner Sponsorship | \$350 | 15 Available

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. Sponsor is responsible for supplying artwork no later than June 1. OCA is responsible for printing, hanging, taking down, and storing the banner.

Floor Stickers | \$150 each or \$300 for 3

Product/Company logo in high foot traffic areas. Direct attendees around convention grounds or straight to your booth! Sponsor is responsible for supplying artwork no later than June 1.

Elevator Clings | \$500 each or \$750 for both

Brand the most common transportation area with your print at or product/company logo. Take advantage of captive viewers while headed upstairs. Sponsor is responsible for supplying artwork no later than June 1.

Room Drops and/or Door Hangers | \$5/room outside, \$10 /room inside

A branded room drop can be placed inside attendee rooms or outside the door (Door hanger). Sponsor can choose recipients from the registration list and date the placement. Sponsor is responsible for supplying artwork no later than June 1.

Waste Receptacles | 5 receptacles for \$500

Waste receptacles are located throughout the convention center and can include sponsor logo.

Media Opportunities

Convention Email Blasts | \$450 each or \$1,200 to sponsor | 4 available

Pre-Convention Registrants emails sent out the 4 weeks leading up to convention. E-Blasts sent all OCA members highlighting events, speakers, or activities during convention. Sponsor can provide some brand specific information or advertise and incentive to visit their trade show booth while at convention. Logo included on the sponsored e-blast& company name in subject line Sponsor picks send date from a list provided by OCA staff. Selection is first come, first served.

Social Media Package | \$1,000 | 4 Available

The easiest and best way to reach 500 Convention Attendees and 20,000+ social media followers. Package includes: four social media posts (Facebook, Instagram, Twitter), and one 2-minute Facebook Live interview from the trade show floor. Posts will be scheduled as follows: 2 prior to convention, 1 during convention and 1 following convention.

Print Advertisement in the Convention Program | \$1,000

The easiest and best way to reach 500 Convention Attendees and 5,500 Magazine Circulation. The package includes a half page 4-color advertisement printed in the July issue of the *Oklahoma Cowman* magazine, hitting, mailboxes July 1, and the 2023 OCA Convention and Trade Show program. Artwork must be provided by June 7, 2023.

Trade Show Directory Back Page Advertisement | \$1,500

The package includes a full page 4-color advertisement printed on the back page of the Trade Show Directory. Artwork must be provided by June 7, 2023.

**Critical Deadline for sponsorship commitments requiring material production or printing:
June 15th unless labeled differently in description.**

Companies committing to sponsorships of \$7,500 or more will be included in all marketing materials surrounding convention including the onsite sponsor wall and e-newsletters prior to the event and receive first trade show placement in hallway between rooms and near registration.