



# HOOSIER BEEF CONGRESS

## November 30-December 2, 2018

### EXHIBITOR INFORMATION



#### **EXHIBIT**

Hosting a booth at the 2018 Hoosier Beef Congress will give you the opportunity to engage, encourage, and personally connect with thousands of professionals in the beef industry. With your booth fee, each exhibitor will receive:

- Top quality exhibit space with carpet, skirted table, chairs, pipe, drape and signage
- Listing of your organization at the Hoosier Beef Congress website
- Two 3 day admissions to the Indiana State Fairgrounds (Additional passes available for purchase).
- Option to place an ad in the Indiana Beef Magazine

#### **Associate Membership in IBCA**

The Indiana Beef Cattle Association (IBCA) is offering all vendors the opportunity to join IBCA as an Associate Member and save \$200 on the non-member rate for booth fees. With the \$150.00 annual membership fee, your business will receive complimentary weekly ad placement in our e-newsletter "Beef at a Glance". This is a very professional newsletter which is distributed to over 1,300 computers each Thursday. In addition, your organization will be recognized as an Associate Member in one issue of the Indiana Beef Magazine and enjoy continual placement on the IBCA website. By joining the IBCA, members will also enjoy savings on their exhibit space during Hoosier Beef Congress. A membership application is included as an attachment and should be included along with the exhibitor application if membership is new or due for renewal. The IBCA Associate Member dues may be included in the total payment.

#### **Reserve your Booth**

The minimum booth space is 10' x 10' and includes pipe, drape, one identification sign, one 8' skirted table with two folding chairs and carpet in some locations. Larger exhibit space is available according to the needs of the exhibitor. Extra tables are available at an additional cost.

**To reserve booth space, you must complete the Exhibitor Application form, sign the liability clause, provide proof of insurance and include full payment.**

Send the completed documents along with full payment to INDIANA BEEF CATTLE ASSOCIATION. Applications that do not include all of the required documentation and payment will **NOT** be assigned exhibit space. **ALL PAYMENTS ARE NON-REFUNDABLE.**

*Returning exhibitors will be guaranteed their space from the previous year if the application, insurance information along with full payment is postmarked no later than October 1<sup>st</sup>.*

After October 1<sup>st</sup>, all open booth space will be assigned by IBCA in the order paid applications are received. A tradeshow floor plan will be sent to registered exhibitors in advance of the HBC.

## **Set-up and Removal-Exposition Hall, Indiana State Fairgrounds**

### **Exhibitor Set-up**

Monday November 26, 2018 [8:00 a.m. – 4:00 p.m. For large equipment placement ONLY-  
**Call for appointment time.**

Tuesday November 27, 2018 [8:00 a.m. – 4:00 p.m. For large equipment placement ONLY-  
**Call for appointment time.**

Wednesday November 28, 2018 [8:00 a.m. – 5:00 p.m.] General set-up  
Thursday November 29, 2018 [8:00 a.m. – 5:00 p.m.] General set-up  
**(Exhibitors will not be guaranteed access to the building for late night arrivals)**

### **Exhibitor Hours During Show**

Friday, November 30, 2018 [9:00 a.m. – 7:00 p.m.]  
Saturday, December 1, 2018 [9:00 a.m. – 7:00 p.m.]  
Sunday, December 2, 2018 [8:00 a.m. – 2:00 p.m.]

### **Installation and Dismantling**

Booths must be ready for business by 9:00 a.m. on Friday, November 30, 2018. **Exhibitors must agree to not have any part of their exhibits dismantled, packed, or removed before 2:00 p.m. on Sunday, December 2, 2018.**

### **Donate a Prize**

Build your reputation by donating a prize to be awarded at the Silent Auction conducted by the Indiana Junior Beef Cattle Association. Your generosity will be acknowledged at the time of the drawing. Donations will be accepted at the IJBCA booth during Hoosier Beef Congress. For more information contact Joe Moore at [jmoore@indianabeef.org](mailto:jmoore@indianabeef.org)

### **ADVERTISE**

IBCA offers the opportunity for Exhibitors to purchase ad space in the issue of Indiana BEEF magazine that coincides with HBC. Every Hoosier Beef Congress participant receives a subscription to the magazine! Advertising in the Indiana BEEF magazine is a great opportunity to make exhibitors aware of your presence at the trade show and promote your product or service!

**To place an ad, please contact Callie Cleveland at 317-293-2333. All ads for the Indiana BEEF magazine must be received no later than October 26, 2018.**

Full payment for ad is required at time of placement.