



HOOSIER BEEF CONGRESS

December 3-5, 2021

EXHIBITOR INFORMATION



EXHIBIT

Hosting a booth at the 2021 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 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 1st.

After October 1st, 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 29, 2021 [8:00 a.m. – 4:00 p.m. For large equipment placement ONLY-
Call for appointment time.

Tuesday November 30, 2021 [8:00 a.m. – 4:00 p.m. For large equipment placement ONLY-
Call for appointment time.

Wednesday December 1, 2021 [8:00 a.m. – 5:00 p.m.] General set-up
Thursday December 2, 2021 [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, December 3, 2021 [9:00 a.m. – 7:00 p.m.]
Saturday, December 4, 2021 [9:00 a.m. – 7:00 p.m.]
Sunday, December 5, 2021 [8:00 a.m. – 2:00 p.m.]

Installation and Dismantling

Booths must be ready for business by 9:00 a.m. on Friday, December 3, 2021. **Exhibitors must agree to not have any part of their exhibits dismantled, packed, or removed before 2:00 p.m. on Sunday, December 5, 2021.**

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

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 the IBCA office at 317-293-2333. All ads for the Indiana BEEF magazine must be received no later than October 18, 2021.

Full payment for ad is required at time of placement.