

Rush to Reno

2008 NCBA TRADE SHOW • TRADE SHOW TIMES

Show Theme/Colors

August 21, 2007

The theme for the 2008 NCBA Trade Show is Rush to Reno. Props and decorations in the trade show will be like an old western mine. Show colors will be burgundy and ivory. Aisle carpet will be burgundy, booth carpeting will be gray and booth drape will be burgundy and ivory.

Exhibiting Tips: Use The Three Second Rule to Avoid a Cluttered Booth Message

To gain maximum exposure and results:

- Treat your trade show booth like a billboard advertisement.
- If your message cannot be found in three seconds, your customers and prospects will walk right past your booth.
- Create messages that clearly identify who you are - assume that the customer does not know you.
- Describe what you do.
- Your message should describe a benefit statement (not a feature).

A picture (with clarity) is worth 1,000 words!

Sponsorships –

Did you know that independent research from the center for exhibition industry research proves that additional trade show marketing results in an average of **104%** increase in qualified target audience booth traffic? AND that sponsorships can help create a **62%** increase in sales conversation to your target audience.

NCBA sponsorships will help you to make the most of your exhibiting experience!

Sponsorship Opportunities

Reminders

All booth personnel for exhibiting companies MUST pre-registered by 1/4/08. A \$25 late fee will be charged to all registrations received after the deadline- No Exceptions! No company lists will be accepted. Each employee must register individually.

You must submit your 50 word company description and logo no later than November 1, 2007. Send descriptions to scronoble@beef.org

You've decided to exhibit now how do you...

- Drive traffic to your booth
- Increase your exposure
- Engage your audience
- Create brand awareness and drive sales

You become a sponsor! Now there is an excellent opportunity to increase your visibility in the cattle marketplace, while showcasing your support to the industry. It's time to get your company noticed!

[Click here](#) to view the sponsorship brochure with information on sponsoring

Sponsorships are available on a first come first served basis and once they're gone they're gone! Questions on sponsorships can be directed to your NCBA Association Marketing team at 303-694-0305 or ktorres@beef.org

59% of NCBA members say they are more likely to purchase from a convention sponsor!