

# INDUSTRY SHOWCASE



## ACCESS TO AN EXCLUSIVE AND INFLUENTIAL GROUP OF LIVESTOCK INDUSTRY PROFESSIONALS

Increase awareness of your business, brand or product while building relationships with 500+ livestock auction market owners, dealers/order buyers, auctioneers, producers and other livestock professionals.

### BE PART OF THE CELEBRATION

The Livestock Marketing Association (LMA) will host the 54<sup>th</sup> World Livestock Auctioneer Championship (WLAC), the premier contest for livestock auctioneers. The event will take place in conjunction with the LMA's Annual Convention June 14-18, 2017.

### THE PERKS

- Booth set-up
- One adult registration and one adult ticket to all meals (June 15-16, 2017)
- Entry to meetings and WLAC events
- Name and description in official WLAC program
- Marketing materials in guest registration packets\*
- \$20 discount on adult tickets to WLAC Awards Banquet (maximum = 2)

*Electrical and Internet connections, as well as other services available. Additional charges will apply.*

### ENHANCEMENTS

- Add food or drinks
- Add a charging station
- Add a seating area
- Exhibit at Public Auction Yards during the WLAC (June 17, 2017)

### DETAILS

#### DATES

##### **Exhibit Set-Up**

June 14: 1:00 p.m. – 10:00 p.m.

##### **Exhibits Open**

June 15: 7:00 a.m. – 7:00 p.m.

June 16: 7:00 a.m. – 3:00 p.m.

*Tear-down begins on June 16 at 3:00 p.m. and exhibitors must be out by 6:00 p.m. on June 16.*

#### COST

##### **8' x 4' booth**

LMA Members: \$500

Non-Members: \$600

##### **Table-top booth**

LMA Members: \$400

Non-Members: \$500

#### LOCATION

All meetings and the Industry Showcase will be at the Double Tree.

##### **Host Hotel**

Double Tree by Hilton Hotel  
Room Block: Livestock Marketing Association

##### **WLAC Host Market**

Public Auction Yards  
Billings, Montana

#### DEADLINE

To receive all of the listed perks and have access to enhancements, the exhibitor form must be received by **APRIL 28, 2017.**

### FOR MORE INFORMATION

Contact Lindsay Graber Runft, LMA Director of Marketing and Communications, with questions or inquiries — phone (800) 821-2048 • e-mail [lrnft@lmaweb.com](mailto:lrnft@lmaweb.com). Registration form may be found at [www.LMAweb.com/WLAC](http://www.LMAweb.com/WLAC).

*\*Content not provided and subject to final approval by LMA.*

# 2017 REGISTRATION FORM INDUSTRY SHOWCASE



**THIS FORM AND PAYMENT IN FULL MUST BE RECEIVED BY APRIL 28, 2017.**

COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

PHONE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

WEBSITE \_\_\_\_\_

The exhibitor fee does not permit the Exhibitor to have any rights or responsibilities in the operation of the WLAC contest or LMA Annual Convention. Nothing herein shall make us partners or joint ventures.

The Exhibitor and LMA are independent contractors with respect to one another, and neither shall have any authority to represent or bind the other in any matter or to any extent whatsoever, except as specified herein.

In return for its investment the Exhibitor will receive the following advertising and promotional recognition (table-top or 8' by 4' booth space per selection below, 6' table with skirt and 1 chair; one adult registration and one adult ticket to meals (June 15-16, 2017); entry to all meetings and WLAC events; exhibitor name and description in the 2017 WLAC program, marketing materials included in guest registration packets that must be provided by Exhibitor and are subject to approval by LMA; discounted adult tickets to the 2017 WLAC Award Banquet with a maximum of 2). The Exhibitor is responsible for providing the appropriate materials for these efforts by established due dates. Electrical and Internet connections, as well as other services, will be available. Additional charges will apply.

Exhibit set-up is on June 14 from 1:00 p.m. – 10:00 p.m.

Exhibits are open June 15 from 7:00 a.m. – 7:00 p.m. and June 16 from 7:00 a.m. – 3:00 p.m.

*Tear-down begins on June 16 at 3:00 p.m., and exhibitors must be out by 6:00 p.m. on June 16.*

*Please select booth type.*

**MEMBER 8' X 4' BOOTH** \_\_\_\_\_

**MEMBER TABLE TOP** \_\_\_\_\_

**NON-MEMBER 8' X 4' BOOTH** \_\_\_\_\_

**NON-MEMBER TABLE TOP** \_\_\_\_\_

Return this form and check payable to Livestock Marketing Association to:  
Livestock Marketing Association  
10510 N. Ambassador Dr.  
Kansas City, MO 64153

**Accepted and agreed to:**

**By:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Exhibitor Authorized Signature*