AN INVITATION TO JOIN NCBA

Simply stated, NCBA is the oldest and largest national cattle association in this industry and is vital to preserving the rights of the American Beef Producer and profitability in the beef industry. Our industry is important to the fabric of this nation – environmentally, nutritionally and economically.

The beef industry is in the middle of some of the most complex, controversial and challenging public policy debates. Issues relating to:

- Trade
- Food safety and nutrition
- Energy
- Taxes
- Environment

Your customers, beef producers, are directly impacted by dominate legislative and regulatory agendas. Resolution of these issues will define the future of our industry.

For NCBA to succeed, we need your support. Success on Capitol Hill requires a comprehensive and unified effort by all service providers and suppliers to the beef industry. Every company that has a stake in the future of this industry should become a member of NCBA.

JOIN TODAY!

To learn more about NCBA and find out how your company can get involved, please contact the Corporate Relations team at 303-694-0305 or sponsorships@beef.org.

NCBA Membership Has Its Benefits!

Access to NCBA members, your customers
A voice on Capitol Hill
Setting industry policy
Educational programing
Priority booth space and housing at Annual Convention
AND SO MUCH MORE!
REASONS TO JOIN TODAY

Exposure to 25,000 of the Largest Cattle Producers in the Country
As an NCBA Allied Industry member, you will be listed in each edition of the National Cattlemen, receive recognition at the Cattle Industry Convention & NCBA Trade Show and your company and website will be displayed on NCBA’s web page.

Powerful Advocacy
NCBA works to fight against excessive regulations and defend the cattle business on Capitol Hill. These efforts help keep our members and your company in business!

Priority Booth Selection
Be a part of the largest, national trade show for the beef industry. NCBA Allied Industry members receive substantial discounts to participate and priority in booth selection for the NCBA Trade Show.

Priority Hotel Housing
As participation increases at the Cattle Industry Convention & NCBA Trade Show, so does the need for housing. Companies joining at the Allied Industry Council level can take advantage of early room blocks to make sure they have the accommodations they need.

Advertising Opportunities
Reach our members — your customers — through a variety of advertising opportunities available in our monthly National Cattlemen publication, Directions magazine, Beef Resource Guide directory, NCBA.org, NCBA’s weekly television show Cattlemen to Cattlemen and our social media platforms.

Invaluable Networking Opportunities
With a membership base of 25,000 that represent all segments of the beef industry, NCBA is a one-stop networking shop! From the Annual Convention, Summer Business Meetings, Legislative Conference and regional meetings, NCBA provides many ways for you to meet up and build relationships with follow professionals, customers and suppliers.

Access to Expert Advisors
Wouldn’t it be great to have a team of beef industry experts at your disposal to address your specific business questions? When you become an Allied Industry Council level member, you get access to our distinguished research staff and regulatory specialists.

Timely Industry Information
Knowledge is your best defense in this rapidly changing industry. NCBA is the nation’s leading source on information the beef industry. Allied Industry members receive regular communications regarding the most significant and timely legislative, regulatory, and legal issues facing the cattle industry. Allied Industry members are also kept informed of the lastest checkoff research and programs.
$3,000 ALLIED INDUSTRY PARTNER (AIP)

- Priority sign-up for prime booth location at NCBA’s annual trade show as well as discounted exhibit space (this excludes island booth space)
- AIP members will select their 2021 booth space onsite in San Antonio ahead of all other non-member exhibitors
- Communication on key policy issues as well as checkoff research and programs
- Opportunity to vote for an AIP representative to serve on NCBA’s policy board and committees
- Special Cattle Industry Convention and Summer Business Meeting recognition
- Company Listing in every issue of the National Cattlemen, Directions and Beef Resource Guide
- 15 complimentary National Cattlemen subscriptions
- A complimentary link to your company’s website on NCBA.org
- Opportunity to use the Allied Industry Partner logo

$25,000 ALLIED INDUSTRY COUNCIL (AIC)

AIC members receive ALL the PARTNER benefits, as well as the following:

- Access to early hotel registration at Annual Convention
- Assistance with key issues by leadership in D.C.
- Opportunity to vote for an AIC representative to serve on NCBA’s policy board and committees
- Priority sign-up for prime booth location at NCBA’s annual trade show as well as discounted exhibit space (this excludes island booth space)
  - AIC members will select their 2021 booth space in January prior to arriving in San Antonio
  
- AIC may also appointment one representative to serve as an ex-officio member on the NCBA Executive Committee
- Access to the Beef Industry Forum Meeting at Annual Convention and Summer Business Meeting
- Access to the pre-registration and final registration lists for the Annual Convention
- Opportunity to reach NCBA’s membership twice a year
  - Information is distributed through NCBA’s mailing house
  - 50 complimentary National Cattlemen subscriptions
- Opportunity to use the Allied Industry Council logo

$100,000 GOLD LEVEL

Those companies that reach a total annual contribution level of $100,000 (including Allied Industry Council dues, sponsorships and advertising via print, television and digital media) will be considered a Gold Level member.

Gold Level members receive ALL the COUNCIL benefits, as well as the following:

- Beef Day
  - NCBA can set up a program to fit each company’s needs
  - Can be an educational session for company personnel or key customers
  - May include sessions on market information, forecasting or public policy issues
- Gold Level members receive special priority in the trade show booth drawing
- Opportunity to use the Gold Level member logo

GET A BETTER BOOTH!
AT THE 2021 NCBA TRADE SHOW
NASHVILLE, TN • FEBRUARY 3-5, 2021

MOVE UP in the trade show booth draw in Nashville by becoming an Allied Industry Partner member! As a member, you will be among the first to select your booth. With over 300 exhibitors, you can ensure your exhibit space will be in a high-traffic area. Companies that become an Allied Industry Partner will receive this button (right) to wear during convention, as well as a member floor sticker onsite, to promote their upgrade.

Allied Industry Partner members will select booth space the morning of Thursday, February 6.
NCBA ALLIED INDUSTRY MEMBERSHIP

YES! Our company would like to support the mission of the National Cattlemen’s Beef Association by joining as an Allied Industry member.

Please enroll our company at the following level:

- Partner Member Benefit Package Annual Investment $3,000
- Council Member Benefit Package Annual Investment $25,000

GOLD LEVEL: Those companies that reach a total annual contribution level of $100,000 (including Allied Industry Council dues, sponsorships and advertising via print, television and digital media) will be considered a Gold Level member.

COMPANY INFORMATION

Company Name (For publications): ____________________________________________________________

Company Address: _________________________________________________________________________

General Phone: ____________________________________________________________________________

Website: _________________________________________________________________________________

Primary Contact: ___________________________________________________________________________

Address (if different): _______________________________________________________________________

Phone: Email: ______________________________________________________________________________

Secondary Contact: _________________________________________________________________________

Address (if different): _______________________________________________________________________

Phone: Email: ______________________________________________________________________________

CONTACT INFORMATION

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Centennial, CO 80112
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sponsorships@beef.org • ncba.org