



To: Potential 2010 Ohio Beef Expo Genetic Pathway Exhibitors

From: Jamie King, Trade Show & Genetic Pathway Coordinator

Date: December 15, 2009

Re: Exhibitor Contracts

The Ohio Cattlemen's Association and Ohio Beef Expo Trade Show committee would like to extend an invitation to you to participate in the 23rd Annual Ohio Beef Expo Genetic Pathway Display March 19-21, 2010, at the Ohio Expositions Center in Columbus, Ohio.

The George V. Voinovich Livestock & Trade Center provides an excellent setting for the trade show, complete with climate control, excellent lighting and extra security. The Genetic Pathway display will be housed in Heritage Hall at the front entry of the Voinovich Center.

Enclosed you will find an official contract regarding the upcoming event. Please note the sponsorship and advertising opportunities. Each of these opportunities can enhance your experience as an Ohio Beef Expo Genetic Pathway exhibitor.

The price for a 10 x 10 booth is \$450, which includes tanbark bedding or one table and two chairs. The deadline for contracting space is February 1, 2010. After this date there will be a \$150 late fee, making the cost \$600. Cattle must arrive by 12 p.m. on Thursday, March 18<sup>th</sup>.

Genetic Pathway exhibitors will be required to display, at a minimum, during the following times:

- Friday and Saturday, 10 a.m. to 1 p.m. and 3 p.m. to 5 p.m.
- Sunday, 10 a.m. to 1 p.m.

**Genetic pathway exhibitors who display through 1 p.m. on Sunday will be given a partial refund per exhibit space, up to a maximum two spots being refunded. Live animal displays will be refunded \$100 and non-animal displays will be refunded \$50. If displaying a live animal, the animal must be on display from 10 a.m. to 1 p.m. on Sunday. If the display does not include a live animal then the display must be manned from 10 a.m. to 1 p.m.**

As an added incentive to bring live animals, the Expo Committee will give Genetic Pathway exhibitors who have a live animal display a free link to their website on the official Expo website [www.ohiobeefexpo.com](http://www.ohiobeefexpo.com).

To reserve a stall for Genetic Pathway you must return a completed contract along with payment to the OCA office. Stalls will be assigned to the previous year's exhibitors first and then on a first come, first served basis. A map of the area is included in this packet and can be used in making your stall selections. All Genetic

Pathway exhibitors must be Ohio Cattlemen's Association members. If you are not a member please include an additional \$60 with the contract. An OCA membership brochure is also included in this packet.

Only one animal will be permitted per 10' x 10' area. Each exhibitor will be responsible for supplying their own side gates, additional tables, chairs, etc. \*Note – any Genetic Pathway exhibitor causing damage to the barn or not removing their entire display (with the exception of bedding) will be billed all costs incurred for removal from the Ohio Expo Center.

Our official photographer for the 2010 Ohio Beef Expo is Jerry Ballard. Jerry will be around for the entire duration of Expo weekend for all of your photography needs. Please feel free to contact Jerry at (740) 452-8821 to schedule photos to be taken at Expo.

\*Note – as the official photographer, Jerry will be the only professional photographer that will be permitted to take photos during the Expo.

Please fill out the enclosed contract and return it with payment no later than February 1, 2010. Contracts returned after February 1<sup>st</sup> must pay \$600 per 10' x 10' area. Any questions can be directed to Jamie King at the OCA office at (614) 873-6736 or [jking@ohiobeef.org](mailto:jking@ohiobeef.org).

It's a two-in-one weekend with two great promotional opportunities. In addition to putting your bull on display in Genetic Pathway, the Ohio Beef Expo Junior Show Committee invites you to publicize your sire through participation in the 2010 Junior Show Semen Sale. If you are interested in donating semen and supporting the Junior Show, please contact Jamie to get your sire included on the list of the year's best bulls.

We are looking forward to working with you to make the 2010 Ohio Beef Expo a success. Call Jamie King at the OCA office at (614) 873-6736 or e-mail [jking@ohiobeef.org](mailto:jking@ohiobeef.org) with any questions.

Enclosure(s)