

**INDEPENDENT CATTLEMEN'S ASSOCIATION OF TEXAS
36TH ANNUAL CONVENTION
JUNE 9-11, 2010
HILTON COLLEGE STATION & CONFERENCE CENTER
COLLEGE STATION, TEXAS**

TRADE SHOW SPECIFICATIONS

- Booths are available on a first-come, first-served basis. The trade show is expected to sell out.
- Fees are \$450 for an 8 ft. x 10 ft. booth. Corner booths are \$500. This fee includes the pipe-and-draped space (back and side), a 6 ft. draped table, 2 chairs, identification sign and inclusion in the Trade Show Guide. Drape color is black.
- One-half (\$225) of the booth fee is due when the exhibit space is reserved. The remaining \$225 must be paid by May 1, 2010. Fee's collected after May 15, 2009 will incur a \$50 late fee. *If the contract is signed after May 1, 2010, full payment must be enclosed with your contract.*
- No refunds will be provided after May 1, 2010.
- Each sponsorship option includes two complimentary convention registrations. Additional registrations and meal tickets may be purchased. An order form for additional registrations will be sent with your booth confirmation.
- All exhibiting sales personnel must be fully registered as an exhibitor to gain entrance to the trade show.
- Exhibitors are eligible for special ICA hotel rates of \$119.00 plus applicable taxes. Please call the Hilton directly (979-693-7500) and ask for the Independent Cattlemen's Association room block to make your reservations no later than **May 10.**

Exhibition Hours (Tentative)

Thursday, June 10 8 a.m. to 7:30 p.m. (activities continue until 8:30 p.m.)
Friday, June 11 7:00 to 10:30 a.m.

Set-up is available beginning on Wednesday, June 9, at 5 p.m., and exhibitors must be in place by 8 a.m., Thursday, June 10. If you have special requests or requirements for set-up, you must contact the ICA office in advance for approval and coordination. We ask that your booth and display remain up until the Trade Show closes at 10:30 a.m. on Friday.

A Trade Show Guide will be distributed to all attendees with their registration packets. You are invited to include contact information and a short paragraph about your company in the guide.

Exclusive Trade Show Door Prizes

The Trade Show Guide also will be the key to attendees winning special prizes. In the trade show guide, each listing will have a space to be stamped by exhibitors. ICA will provide you with the pre-inked stamp. Attendees who fill their book with stamps will then take their book to the registration desk to be added to the Exclusive Trade Show Door Prize drawing. If you would prefer not to participate in the stamping, you can indicate so on your exhibit space contract and your listing will be pre-stamped when the guides are printed.

TERMS & CONDITIONS

- All exhibits must conform to the size of the space and must not be of such nature or arrangement as to obstruct the view of or interfere with exhibits of others. Should there be any questions as to obstruction or interference of any exhibit with other exhibits in the area; the Lessor's President will make the final judgment.
- Lessee's contract must be paid in full before erection of the booth will be permitted.
- Lessee is not permitted to sublet any part of its space, or to display merchandise of other manufacturers or dealers where no direct business conditions exist between them.
- Lessor assumes no responsibility for the property of Lessee. Loss to property of Lessee from theft, vandalism, fire or other cause is solely the responsibility of Lessee. However, Lessor will provide security thru the facility for Wednesday and Thursday evenings.
- It is expressly understood and agreed that Lessee will hold harmless and make no claim of any kind against Lessor or any of its members or employees for any loss, damage to or destruction of property, nor for any injury that may occur to himself, his or its agents or employees while in the exhibit facility, nor for any damages of any nature or character whatsoever, including direct or indirect damage as a result of loss of business arising out of the exhibition or cancellation of it.
- Lessor will not knowingly violate any law or municipal ordinance, rule or regulation, but if such should occur, Lessor assumes no liability of any nature, including making refunds, if the exhibition hours are required to be shortened.
- All rubbish is to be placed in the aisles at the close of the show each night.
- If insurance is desired, **it is up to the Lessee to obtain it.**
- Due to the short time period of the exhibition, the frequently crowded condition of the exhibit facility, and the vital importance of avoiding any disruption in the orderly operation of the exhibition which might adversely affect other Lessees, Lessor reserves to itself the sole right to resolve any dispute or disagreement among Lessees and Lessor's decision shall be final.
- Lessor reserves the sole right to cancel the exhibition for any reason satisfactory to it. If the exhibition is cancelled, Lessor will refund to Lessee all monies paid by Lessee.

EXHIBIT SPACE CONTRACT & LEASE AGREEMENT

INDEPENDENT CATTLEMEN'S ASSOCIATION OF TEXAS
36TH ANNUAL CONVENTION AND TRADE SHOW
COLLEGE STATION, TEXAS • JUNE 9-11, 2010

Company Name: _____

Primary Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ Web Site: _____

Include this contact information in the Trade Show Guide: yes no

Product/service to be exhibited: _____

Paragraph to be included in Trade Show Guide (max. 50 words): _____

- I **do** want attendees to stop by our booth to have their guide stamped.
- I **do not** want to stamp each guide, so please print our listing with the stamp pre-printed.

Please indicate the booth numbers in order of preference. Booth choices are not guaranteed. See attached floor plan.

First Choice _____ Second Choice _____ Third Choice _____

One half of payment (\$225 per booth) is due when exhibit space is requested, with the balance due by May 1, 2010. No refunds will be made after May 1, 2010. Full payment must be enclosed if contract is signed after May 1, 2010.

I have read the attached Terms and Conditions for Exhibitors and agree to abide thereby.

Signed by: _____ Title: _____

Amount of Check Enclosed \$ _____

Credit Card Payment:

Name on Card: _____ Amount \$ _____

Card Number: _____ Expiration Date: _____

Signature Required: _____ CV Code: _____

Please sign and return to:

Independent Cattlemen's Association
Attn: Trade Show
PO Box 1168
Lockhart, Texas 78644-1168

For ICA Use ONLY

Booth Assignment: _____

Date Form Received: _____

Amount Received: _____

ANY QUESTIONS?

SPONSORSHIP AGREEMENT

INDEPENDENT CATTLEMEN'S ASSOCIATION OF TEXAS
 36TH ANNUAL CONVENTION AND TRADE SHOW
 COLLEGE STATION, TEXAS • JUNE 9-11, 2010

Company Name: _____
 Primary Contact: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ Fax: _____
 E-mail Address: _____ Web Site: _____

- | | | | |
|--------------------------|---|--------------------|---|
| <input type="checkbox"/> | President's Circle | \$1750 | Includes: |
| | | | <ul style="list-style-type: none"> • 1 booth space • 2 full registrations • 2 Family Fun night tickets • 1 golf tournament registration • 1 Executive Meal Sponsorship • Speaking opportunity (15 min) |
| <input type="checkbox"/> | Director's Circle | \$1550 | Includes: |
| | | | <ul style="list-style-type: none"> • 1 booth space • 2 full registrations • 2 Family Fun night tickets • 1 golf tournament registration • 1 Meal or Golf Tournament Sponsorship |
| <input type="checkbox"/> | Officer's Club | \$800 | Includes: |
| | | | <ul style="list-style-type: none"> • 1 booth space • 2 full registrations • 2 Family Fun night tickets • 1 golf tournament registration • 1 Break Sponsorship |
| <input type="checkbox"/> | Advocate's Club | \$550 | Includes: |
| | | | <ul style="list-style-type: none"> • 1 booth space • 2 full registrations • 2 Family Fun night tickets • 1 golf tournament registration |
| <input type="checkbox"/> | Basic Exhibitor | \$450 | Includes: |
| | | | <ul style="list-style-type: none"> • 1 booth space • 2 full registrations • 2 Family Fun night tickets |
| <input type="checkbox"/> | Corner Booth | \$50 (\$500 total) | |
| | <i>(Refunded if not granted corner booth)</i> | | |

Amount of Check Enclosed \$ _____

OTHER OPPORTUNITIES

(Special Recognition Given)

Auction Items: _____

Door Prizes: _____

Souvenir Gifts: _____

ICA Convention Attendees

Friday Lunch?

(Please list as you would like name tag to read)

1. _____ Yes/ No

2. _____ Yes/ No

Additional Attendees (paid @ \$145 each)

3. _____ Yes/ No

4. _____ Yes/ No

5. _____ Yes/ No

Please FAX back to 512-620-0610, or call Christy 512-620-0162, or email the names to tica@icatexas.com no later than May 1. Thank you!

SPONSOR OPPORTUNITIES CONVENTION 2010

Wednesday June 17

- Registration (Executive Level-includes Thursday)
- Lunch
- ICA Golf Tournament

Family Fun Night (Executive Level)

Thursday June 18

- Registration (Executive Level-includes Wednesday)
- Coffee in Trade Show
- Cattlemen's Conference
- Lunch
- Break (in trade show)

Social, Auction and Drawdown (Executive Level)

Friday June 19

Break

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- Coffee in Trade Show
- Cattlemen's Conference
- Lunch
- Break (in trade show)

Social, Auction and Drawdown (Executive Level)

Friday June 19

Break