

TRADE SHOW



Minnesota
BEEF EXPO

2019

—> **Oct. 17–20** <—

**MINNESOTA STATE
FAIRGROUNDS**

St. Paul, Minn.

➤ **BEEF EXPO FACTS** ➤

The Minnesota Beef Expo brings cattle producers and beef specific agri-businesses together for a fun, exciting and rewarding event held annually in October. The expo, now in its 19th year, provides the perfect opportunity to network, learn and view great cattle at one of the largest beef industry events in the Upper Midwest.

Dates:

Oct. 17–20, 2019

Location:

Minnesota State Fairgrounds
St. Paul, Minnesota

Trade Show Hours:

Thursday Noon to 5 p.m.
Friday 10 a.m. to 5 p.m.
Saturday 9 a.m. to 5 p.m.
Sunday 9 a.m. to 3 p.m.

Admission: Free

Parking: Free

Attendance: More than 5,000

Participation: 1,000 head shown

Facilities:

- Two show rings in the Lee & Rose Warner Coliseum with 5,250 seats
- Cattle facilities with 1,500 head capacity
- One sale ring
- Trade show with space for dozens of commercial booths
- On site food vendors for your convenience

Events:

- Breed & club calf sales
- Trade show exhibits
- Seedstock Alley
- Judging, Fitting & Knowledge Bowl Contests
- Minnesota Youth Beef Experience Program
- Educational seminars

The four-day event provides a full schedule of events for both youth and adults:

- | | | |
|------------------------------|-----------------------------|-------------------------|
| • Breed & Club Calf Sales | • Seedstock Alley | • Educational Seminars |
| • Supreme Row Sale | • Sullivan Supply | • Breed Displays |
| • Trade Show Exhibits | Fitting Contest | • Farm & Ranch Displays |
| • Junior Heifer & Steer Show | • Premier Exhibitor Contest | • Youth Beef |
| • Judging Contest | • Knowledge Bowl | Experience Program |



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Facebook!*



**We invite to you to participate as a
2019 Minnesota Beef Expo Trade Show Vendor!**

MINNESOTA BEEF EXPO SCHEDULE OF EVENTS

THURSDAY, OCT. 17, 2019

- 6 a.m. Barn opens for stalling
- 8 a.m. - noon Trade Show set-up
- 8 a.m. - 6 p.m. Junior Show and Showmanship check-in: Show Office
- 10 a.m. Sullivan Supply Fitting Contest registration closes
- 11 - 11:30 a.m. Knowledge Bowl check-in: Warner Coliseum
- 11:30 a.m. Knowledge Bowl: Warner Coliseum
- NOON TRADE SHOW OPENS**
- Noon - 2 p.m. Sullivan Supply Stock Show University Seminar: Show Ring, Warner Coliseum

This well-attended event will be led by some of the best fitters in the Midwest and their No. 1 priority is helping you be more confident in your skills. The seminar isn't over until every question is answered.

- 2:30 - 4:30 p.m. Sullivan Supply Fitting Contest
- 4 - 7:30 p.m. MYBEP Symposium Beef Industry Ideas & Insights Symposium: CHS Miracle of Birth Center

Please join us for this incredible opportunity geared toward helping youth explore the beef industry in a fun and rewarding atmosphere filled with elite cattle people! This event was initially designed to bring together youth who submitted a MYBEP application, but did not win a heifer; MYBEP staff is proud to expand this incredible experience by inviting anyone who is interested in beefing up their industry knowledge, while enjoying the company of amazing people. Adults and kids are welcome to attend this memorable night. Note: Points can be earned for the Premier Exhibitor Award. *Sponsored by Compeer Financial.*

- 8 p.m. Barn closes for the night for stalling
(Online registration closes for showmanship.)

All cattle arriving after this time **MUST REMAIN ON TRAILERS. TIE-OUTS OR STALLS CANNOT BE TAKEN.** Stalls will be assigned when the show office opens again at 6 a.m. Friday morning.

FRIDAY, OCT. 18, 2019

- 6 a.m. Barns open for stalling
- 8 - 9 a.m. Judging Contest registration Warner Coliseum Concourse
- 8 - 11 a.m. Junior Show & Showmanship check-in
- 8 a.m. - noon Sale cattle check-in & weigh-in: Swine Barn East Ring
- 9:15 - 11:30 a.m. Judging Contest: Warner Coliseum
Sponsored by Minnesota Farm Bureau Foundation

10 A.M. TRADE SHOW OPENS

- 10 a.m. Sale and Junior Cattle must be in place and checked in by Expo staff
- 1 - 3 p.m. Junior Show Prospect & Market weigh-in (location to be announced)
- 1:30 p.m. MYBEP Interviews: Warner Coliseum
- 2:30 p.m. Judging Contest Awards: Warner Coliseum
- 3 p.m. MYBEP Showmanship: Warner Coliseum
- 4 p.m. Junior Showmanship Competition: Warner Coliseum

Showmanship has traditionally been, and will continue to be, a "no fit" show. Exhibitors will be judged strictly on their showmanship skills, with no emphasis being placed on fitting skills; exhibitors do have the option of fitting their animal for the sole purpose of personal practice.

- 4 p.m. Grab & Go Burger Dinner: Warner Coliseum Concourse

SATURDAY, OCT. 19, 2019

- 7:30 a.m. Sale Cattle Show: Warner Coliseum
- 8 - 11:30 a.m. 2019 MN Beef Ambassador Team Competition: CHS Miracle of Birth Center
- 9 A.M. TRADE SHOW OPENS**
- 11 a.m. - 1:30 p.m. All sales will run concurrently in Warner Coliseum
- 2 p.m. Supreme Row Social! Warner Coliseum Concourse
Fruit and desserts will be offered
- 2:30 p.m. 17th ANNUAL SUPREME ROW Selection: Warner Coliseum
- 2019 Minnesota Beef Ambassador Recognition
 - 2019 MYBEP Heifers Awarded
 - 2018 MYBEP Achievement Award
 - Selection of Supreme Row Champions
- 4 p.m. Market Beef and Prospect Show
Ring 1: Prospect Steers (breed steers followed by crossbred steers)
Ring 2: Market Beef followed by Prospect Heifers
*Prospect Calf Championship
- 5 p.m. Grab & Go Dinner: Warner Coliseum Concourse
Sponsored by Minnesota Hereford Breeders

SUNDAY, OCT. 20, 2019

- 8 a.m. Breeding Heifer Show: Warner Coliseum
- Ring 1: TBA**
- Ring 2: TBA**
- The Supreme Champion Heifer selection will follow the last class of the show. Premier Exhibitor winners will be announced during the Supreme Heifer Selection.
- 10 A.M. TRADE SHOW OPENS**
- 3 P.M. TRADE SHOW CLOSSES**

RESERVE YOUR ROOM TODAY!

\$102 Exclusive Rate with \$8 going back to the Beef Expo until Sept. 23, 2019
OR UNTIL BLOCK IS FILLED

Radisson

MINNEAPOLIS/
ST. PAUL NORTH

Call 651-636-4567 or 800-333-3333
Radisson Hotel Roseville
2540 North Cleveland Ave. • Roseville, MN 55113



MINNESOTA BEEF EXPO TRADE SHOW EXHIBITOR RATES & HOURS

Inside Commercial Exhibit Rates

10' x 10'	\$250 (Coliseum)
20' x 20' Bulk	\$300 (Cattle Barn)
20' x 50' Bulk	\$600 (Cattle Barn)

**NEW! \$50 discount with a Silent Auction donation!*

Inside Non-profit, Breed Association, and Non-Commercial Exhibit Rates

8' x 10'	\$200 (Coliseum)
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Inside Rates Include:

- 3' x 8' table with two chairs
- 8' high backdrop drapes
- 3' high side drapes
- Identification sign
- Basic Electric* (1- 110 volt, 15 amp, duplex plug)

*more available for additional charge

Bulk Spaces Include:

- 3' x 8' table with two chairs
- Electric (1-110v, 15 amp plug)
- 3' high side and back drape
- Identification signs

Outside Commercial Exhibit Rates

\$25/front foot (25' minimum)

Outside Non-profit, Breed Association and Non-Commercial Exhibit Rates

\$20/front foot (25' minimum)

Outside Rates Include:

- 3' x 8' table with two chairs
- Basic electric* (1- 110 volt, 15 amp, duplex plug)

* more available for additional charge

Commercial Exhibit Hours:

Thursday, Oct. 17 noon to 4:30 p.m.
 Friday, Oct. 18..... 10 a.m. to 5 p.m.
 Saturday, Oct. 19 9 a.m. to 5 p.m.
 Sunday, Oct. 20..... 9 a.m. to 3 p.m.

Commercial Exhibitor Set-up:

Thursday, Oct. 17 8 a.m. to Noon

Commercial Exhibitor Tear-down:

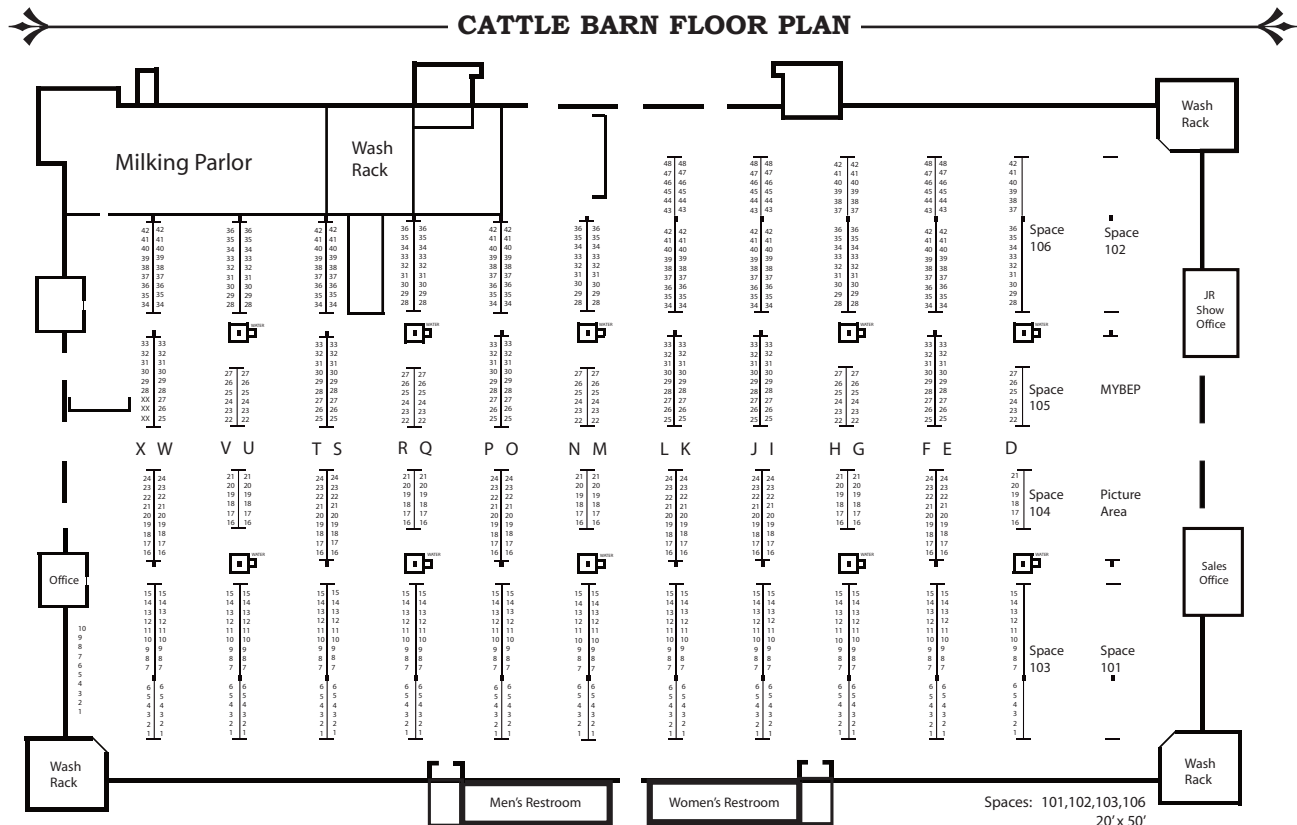
Saturday after 7 p.m. **OR** Sunday after 3 p.m.

Please let us know your intentions.

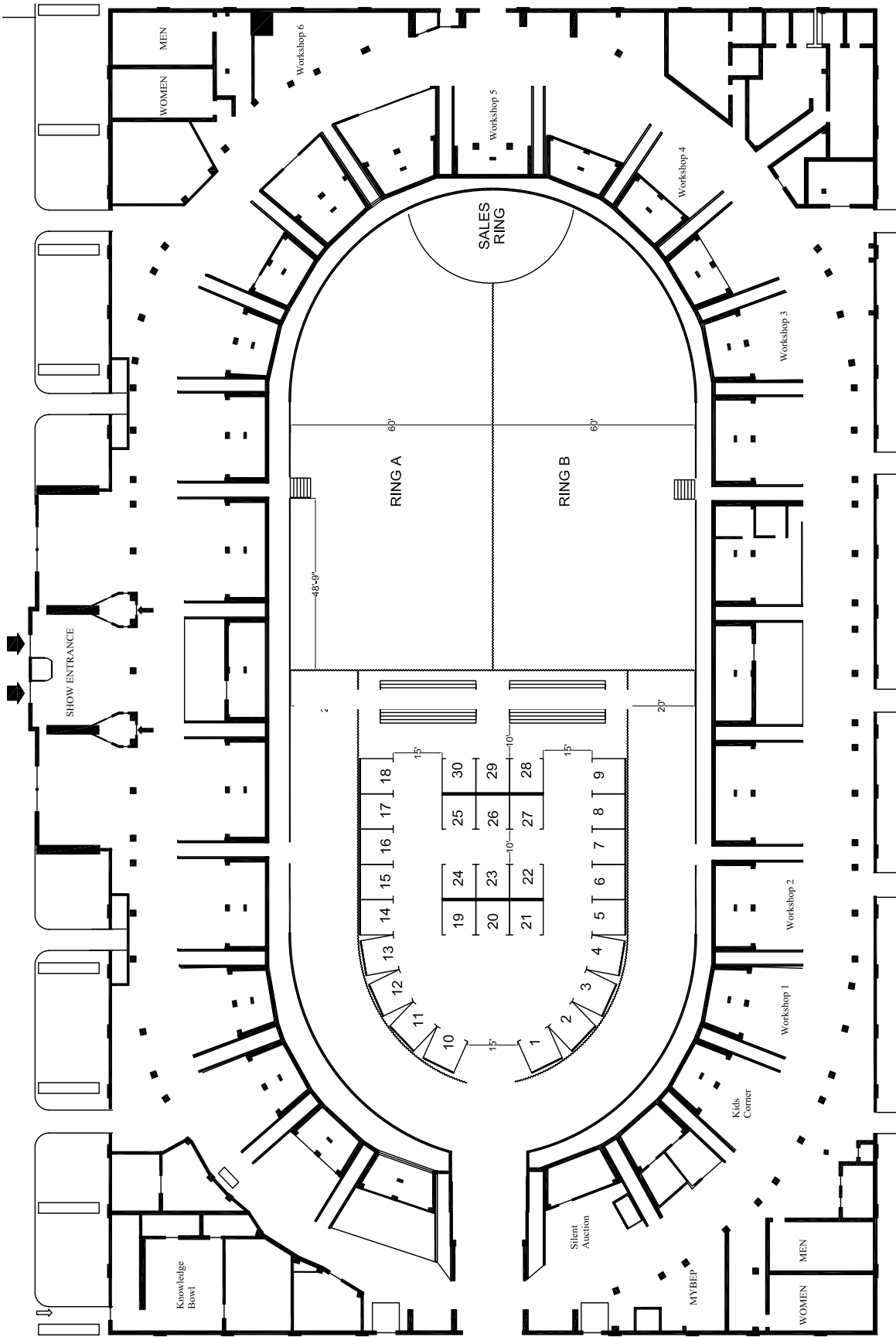
*Absolutely no tear-down during exhibit hours.

The Exposition Service will provide on-site decorating services. There is no charge for vehicle, exhibitor trailer or livestock trailer parking.

A limited number of fairground campsites providing electricity, sewer and water are available for \$30 per night. All self-contained units will be accommodated free of charge. Please stop by the Junior Show office in the cattle barn upon arrival to reserve your campsites.



COLISEUM FLOOR PLAN





2019 MINNESOTA BEEF EXPO

VENDOR LICENSE REGISTRATION

Firm, Organization or Individual Name _____
(You may include a booth photo and/or brochure of your product or service. Do not send samples.)

Contact Mr./Ms. _____

Address _____

City/State/Zip _____

Phone (include area code) _____ Fax _____

email: _____

Please check any boxes that apply:

- ☐ I will need a 3' x 8' table ☐ I will not need a 3' x 8' table
☐ I will need two chairs ☐ I will not need two chairs
☐ I'm interested in donating the following item(s) to the Silent Auction (**\$50 booth rate deduction!**)

We are a (check one):

- ☐ Commercial Enterprise
☐ Non-profit Organization
☐ Other (specify below)

Type of site desired:

- ☐ Indoor
☐ Outdoor
An electrical outlet (110 volt,
15 amp) is provided in booth rental
fee. If additional power is required,
please specify:

Site Size:

(include all awnings, tie-outs,
overhangs, trailer hitches, etc.)

	Minimum	Maximum
Frontage	_____	_____
X	_____	_____
Depth	_____	_____

Two expos or shows with recent participation (contact person, address, phone & email for each):

1. _____

2. _____

One business reference and one bank reference (contact person, address, phone & email for each):

1. _____

2. _____

"I acknowledge that this registration is not a license agreement and does not constitute an offer or guarantee of same for the Minnesota Beef Expo."

Signature and date: _____

Registrations due by Sept. 23 • Pay with card by calling 651-643-6476 or make check payable to:

Minnesota Beef Expo • 1265 Snelling Ave. N., St. Paul, MN 55108-3003

Phone: 651-643-6476 • E-mail: beef.expo@mnstatefair.org • Fax: 651-642-2456