



MINNESOTA

BEEF★EXPO

OCT. 21-24, 2021
MINNESOTA STATE FAIRGROUNDS

TRADE SHOW



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 Oct. The Expo 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. 21–24, 2021

Location:

Minnesota State Fairgrounds
St. Paul, Minn.

Trade Show Hours:

Thurs.	Noon to 5 p.m.
Fri.	10 a.m. to 5 p.m.
Sat.	9 a.m. to 5 p.m.
Sun.	9 a.m. to 3 p.m.

Admission: Free

Parking: Free

Attendance: More than 5,000 attendees and 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

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

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



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★ We invite to you to participate as a 2021 Minnesota Beef Expo Trade Show Vendor! ★

★ ★ ★ ★ ★ SCHEDULE OF EVENTS ★ ★ ★ ★ ★

Thursday, Oct. 21, 2021

6 a.m.	Barn opens for stalling
8 a.m.	Silent Auction opens
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.)
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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. 22, 2021

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: New Fashion Pork Ring
9:15 - 11:30 a.m.	Judging Contest: Warner Coliseum Sponsored by American Foods Group
10 A.M.	TRADE SHOW OPENS
10 a.m.	Sale and Junior Cattle must be in place and checked in by Expo staff
Noon - 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
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Saturday, Oct. 23, 2021

7:30 a.m.	Sale Cattle Show: Warner Coliseum
8 - 11:30 a.m.	2021 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.	18th ANNUAL SUPREME ROW Selection: Warner Coliseum
	<ul style="list-style-type: none"> • 2021 Minnesota Beef Ambassador Recognition • 2021 MYBEP Heifers Awarded • 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
6:30 p.m.	Silent Auction closes

Sunday, Oct. 24, 2021

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.

8 A.M.	TRADE SHOW OPENS
3 P.M.	TRADE SHOW CLOSES

RESERVE YOUR ROOM TODAY!

\$105 Exclusive Rate with \$8 going back to the Beef Expo
until Sept. 21, 2021, OR UNTIL BLOCK IS FILLED.



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Call 651-636-4567
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★★★ 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!
Discount has a maximum of \$50 if multiple items
are donated.*

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*

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. 21 ... noon to 4:30 p.m.
Friday, Oct. 22 10 a.m. to 5 p.m.
Saturday, Oct. 23 9 a.m. to 5 p.m.
Sunday, Oct. 24..... 8 a.m. to 3 p.m.

Commercial Exhibitor Set-Up:

Thursday, Oct. 21 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 campsite.

NEW! Minnesota Beef Expo Name or Logo

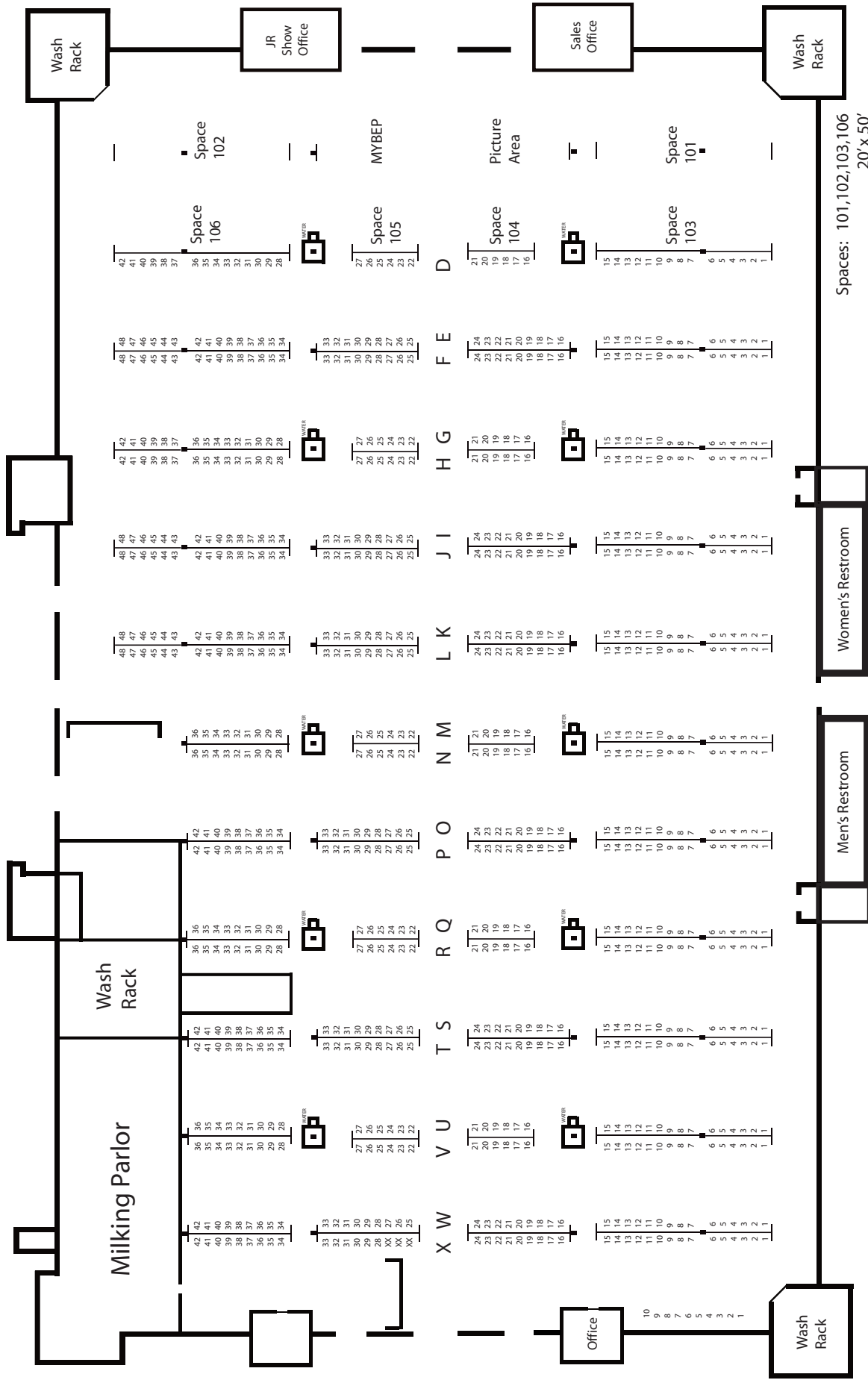
Written permission is needed to sell items featuring the Minnesota Beef Expo name or logo.

Internet Availability

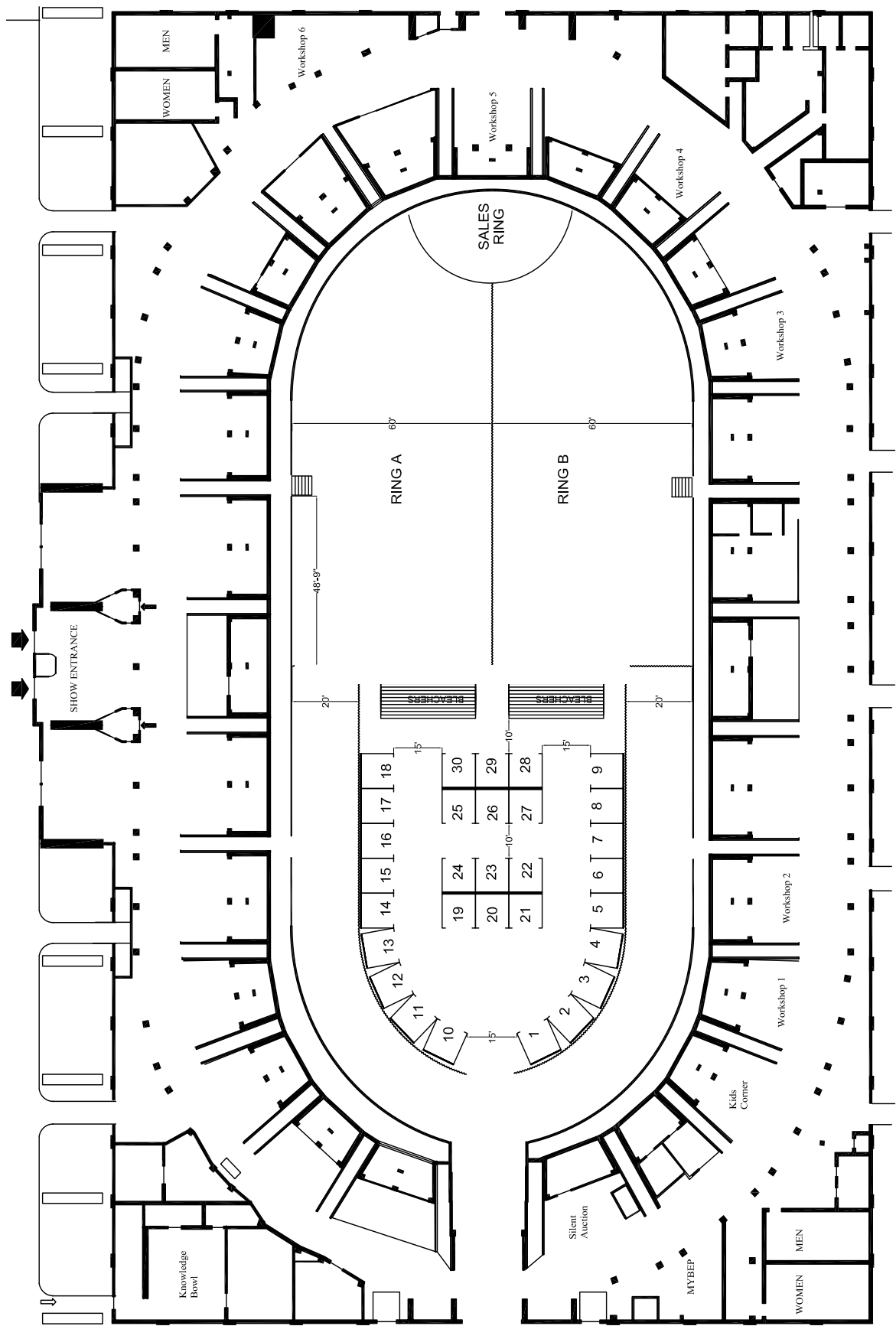
Internet (wired, wireless or DSL) options can be purchased. Contact data@mnstatefair.org for more information.



CATTLE BARN FLOOR PLAN



COLISEUM FLOOR PLAN



★ ★ VENDOR LICENSE REGISTRATION ★ ★

Firm, Organization or Individual Name _____
(You may include a 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:

- | | |
|---|--|
| <input type="checkbox"/> I will need a 3' x 8' table | <input type="checkbox"/> I will not need a 3' x 8' table |
| <input type="checkbox"/> I will need two chairs | <input type="checkbox"/> I will not need two chairs |
| <input type="checkbox"/> 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. 24 • 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: info@mnbeefexpo.com • Fax: 651-642-2456