



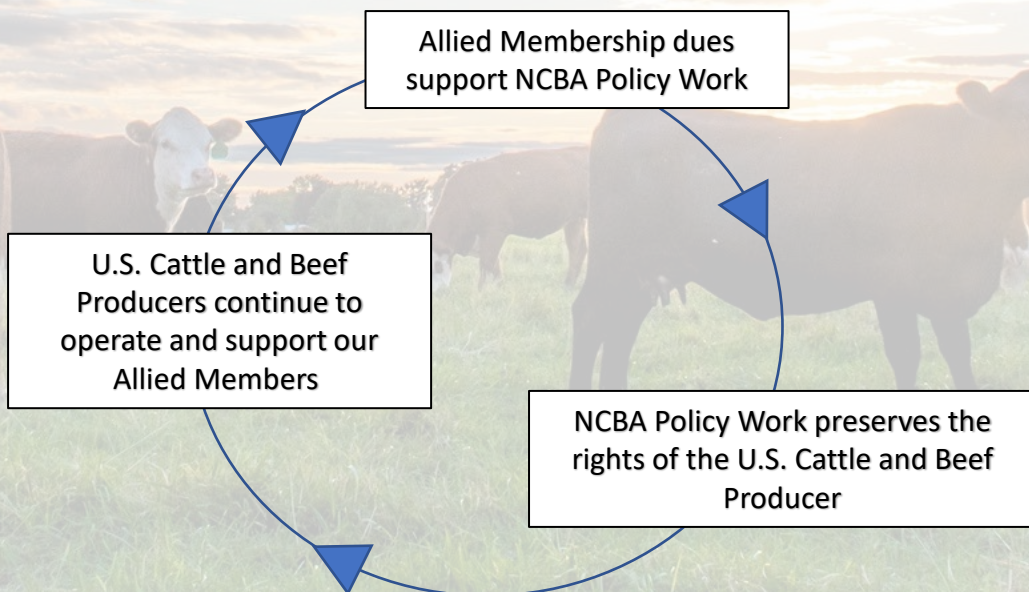
National Cattlemen's  
Beef Association

# Allied Industry Membership

The beef industry is in the middle of some of the most complex, controversial, and challenging public policy debates. Your customers, beef producers, are directly impacted by dominant legislative and regulatory agendas. The resolution of these issues will define the future of our industry.

By teaming up with NCBA, the oldest and largest national cattle association in this industry, as an Allied Industry member you are demonstrating to U.S. Cattle and Beef Producers that you also care about the direction of the beef industry. The investment you provide with dues and sponsorships goes directly back to the grassroots producer in forms of education, leadership development, and furthering our political efforts in Washington D.C.

Our industry is important to the fabric of this nation – environmentally, nutritionally, and economically.





# Reasons to Join

## **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 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 fellow 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**

NCBA is the nation's leading source on information about the cattle and beef industry. Allied Industry members receive regular communications regarding the most significant and timely legislative, regulatory, and legal issues facing the cattle industry.

# Memberships & Benefits



Convention Booth Sign Up – Before all Non-members	During Convention	Mid-Jan.	First access, Mid-Jan.
NCBA Memberships	15	50	50
Involvement in Key Policy Issues by Leadership with D.C.	Communication	Assistance	Assistance
Monthly Corporate Partner Digital Newsletter	✓	✓	✓
Company Listing at: Convention & Summer Business Meeting	✓	✓	✓
Company Listing: <i>National Cattlemen, Directions and Beef Resource Guide</i>	✓	✓	Company Logo & Link
Logo and Link on NCBA.org Allied Membership page	Company Name	✓	✓
Opportunity to use Allied Member Logo	✓	✓	✓
Convention Company Booth Allied Member Logo Floor Sticker	✓	✓	✓
Invitation to Beef Industry Forum	✓	✓	✓
Opportunity to serve as an Allied Membership representative on NCBA's Policy Committees and Board of Directors	✓	✓	✓
Nominate one representative to serve as an Ex-Officio Chair member on the NCBA Executive Committee		✓	✓
Early Hotel Registration		✓	✓
Access to the pre-registration and final registration lists for the Annual Convention		✓	✓
Opportunity to reach NCBA's membership twice a year		✓	✓
Customizable NCBA Tailgate			✓
One (1) Countdown to the Show Banner Ad			✓
Quarterly mention on Cattlemen to Cattlemen			✓
Five (5) comp. tickets to Final Night Event at Annual Convention			✓

# Become An Allied Industry Member Today



Annual Investment of \$3,400

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Annual Investment of \$28,300

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Companies that reach a total annual contribution level of \$100,000 through:

- Allied Industry Council Dues
- Sponsorships
- CattleCon Trade Show Booth
- Advertising

## Contact Us at:

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