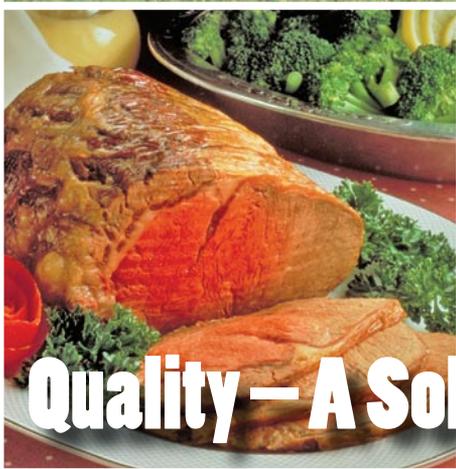


Join us for the 3rd annual
BEEF Quality Summit!



BEEF

QUALITY  SUMMIT

PRESENTED BY BEEF MAGAZINE

Quality – A Solution to



RISING

Costs



NOVEMBER 6-7, 2008
Antlers Hilton
COLORADO SPRINGS, CO

EXHIBITOR PROSPECTUS



Topics will include:

- **The long-term effects of rising costs on industry profit and beef demand.**
- **The retail angle — balancing quality, price and consumer preference.**
- **The producer perspective — managing costs, product quality and profit.**
- **The global outlook — keeping U.S. beef competitive.**
- **2008 election aftermath — what the week's results might mean for the beef industry.**

Sponsorship opportunities are available for speaking sessions.



Now in its third year, the BEEF Quality Summit is your opportunity to reach the nation's top beef producers as they gather to learn how to capture the value in the beef cattle they produce.

Speakers will consist of producers, consultants and beef industry experts. Throughout the meeting there will be ample opportunity for producers to network with experts, vendors and other producers to discuss increasing cattle value.

The BEEF Quality Summit targets serious producers with over 100 head of cattle. According to our past survey results, these producers are interested in learning about economics, animal health issues, production technologies, producing quality beef and more. Take advantage of this opportunity to reach beef producers from all segments of the industry through BEEF Quality Summit sponsorship and exhibitor packages!



What do exhibitors get?



- Six and a half hours of exhibition time
- In person access to a *prime* audience of beef producers
- An opportunity to create product awareness to a premium audience spanning all segments of the beef industry
- Listing in the Conference program and Web site.
- One FREE registration along with each 10' x 10' booth space
- 6-foot table, 1 chair and basic electric

SPONSORSHIP OPPORTUNITIES

Platinum \$15,000

- All of the sponsor benefits received by gold sponsors
- Sponsor of the evening reception – your logo on signage and cocktail napkins at the reception. Includes menu cards with short company profile and product description
- 2 page 4C ad in the conference program
- Mentions in promotional ads in BEEF (100,000 circulation) and Cow Calf Weekly, an e-newsletter serving over 40,000 beef producers
- 2 complimentary booth spaces in the exhibit hall
- Platinum Sponsor banner in the Trade Show
- 4 FREE exhibitor registrations + 4 FREE VIP registrations
- Mention from the podium during the conference
- Major signage during the conference

Gold \$10,000

- All of the sponsor benefits received by silver sponsors
- Sponsor of a conference meal – your logo on signage at the meal. Includes menu cards with short company profile and product description
- 728 x 90 Internet banner ad on the Conference Web site
- 1 page 4C ad in the conference program
- 3 FREE exhibitor registrations + 3 FREE VIP registrations

Silver \$5,000

- 1/2 page 4C ad in the conference program
- Mentions in promotional ads in BEEF (100,000 circulation)
- Mention in pre-conference promotions and pre-registration materials
- 1 complimentary booth space in the exhibit hall
- Opportunity to insert a brochure in the registration materials
- 2 FREE exhibitor registrations + 2 FREE VIP registrations
- Recognition as sponsor on a PowerPoint slide displayed during the General Sessions
- Opportunity to post sponsor supplied video on the BEEF Quality Summit presentation page
- Signage at the conference

Bronze

- | | |
|----------------------------|----------------------|
| ■ Coffee Breaks: \$1,000 | ■ Notebooks: \$3,500 |
| ■ Speaking Sessions: \$750 | ■ Pens: \$1,000 |
| ■ Attendee Bags: \$3,500 | ■ Lanyards: \$1,000 |

If you have an idea for a sponsorship not listed above, please contact your sales representative so we can help you maximize your trade show presence and meet your marketing objectives and budget.

APPLICATION FORM & AGREEMENT

CONTACT INFORMATION

Name _____
 Company _____
 Address _____
 City _____ St _____ Zip _____
 E-mail _____
 Phone _____
 Web site _____
 Signature x _____

SECURITY/LIABILITY WAIVER It is mutually agreed that the BEEF Quality Summit and Antlers Hilton Hotel, shall not be liable for any damage to, or loss or destruction of, exhibit displays or injuries resulting from any cause. All claims for any such loss, damage or injury are expressly waived by the exhibitor.

SPONSOR

(check one)

- Platinum — **SOLD**
 Gold (please specify) _____
 Silver
 Bronze (please specify) _____

Amount: \$

EXHIBITOR

10-FT. x 10-FT. BOOTH SPACE

	EARLY BIRD DISCOUNT RATE*	STANDARD RATE
■ 1-2 booths	\$675	\$750
■ 3-5 booths	\$625	\$700
■ 6+ booths	\$550	\$630

*Early Bird Deadline: September 1st

Number of booths

PAYMENT OPTIONS

Make checks payable to **BEEF Quality Summit**

Credit cards: (circle one) VISA MASTERCARD AMERICAN EXPRESS DISCOVER

Account number _____

Exp. date _____ Amount \$ _____

Name on card _____

Signature x _____

Return by fax to 952.851.4601 or mail:
BEEF Quality Summit
 7900 International Drive
 Suite 300
 Minneapolis, MN 55425

REQUIRED INFORMATION

Please return the items below with your application form and agreement to: lindsey.ruth@penton.com or fax to 952.851.4601 to be included in the conference program.

- Company logo
- Company or product description, 50 word maximum
- Web site URL