

60TH ANNUAL *Convention*



SAVANNAH

EXHIBITOR PACKET

CONVENTION OVERVIEW

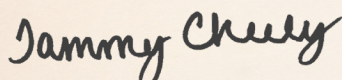
The Georgia Cattlemen's Association invites you to our Annual Convention to be held in Savannah, Georgia at the Marriott Savannah Riverfront on February 16-18, 2022, as GCA is celebrating a very special milestone! This is GCA's 60th anniversary and we hope that you can join us to celebrate.

With this convention being held in Savannah instead of Perry, it's opened up new opportunities and a new schedule. We'll begin Wednesday with our opening session featuring a legislative update and the committee meetings which will be conducting the business of our association. We'll also recognize award winners and our scholarship recipients. On Wednesday afternoon, the tradeshow will kickoff with dedicated hours. Thursday is our main educational day with many different topics and speakers who will be of great interest and timely for our members. This year, we're proud to offer a "Cattlemen's College" in which attendees can choose from four different topics to rotate through in order to select something that would be most appropriate to their needs. In addition to this rotation, we'll have a dedicated speaker and panel discussion for all attendees. We'll celebrate GCA's 60th year at our luncheon on Thursday and the main presentation of the Cattle History Book: HERDS & HERITAGE. After the tradeshow on Thursday, Our Cattlemen's Ball will be a highlight where we recognize those who have made lasting contributions to our industry, along with the magazine back cover live auction. Friday will be a great morning focused on the Southeast with a weather outlook and CattleFax outlook. The convention will wrap up with the Board of Directors meeting where our members will shape the future of our organization.

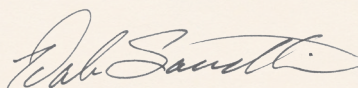
We will do our best to hold a safe and socially distanced convention and will be following any of the ordinances of the City of Savannah. We're working with the Savannah Marriott Riverfront, the official hotel of our convention, to ensure that we have a safe convention.

Be sure to check our website for registration forms, hotel information and a full schedule of events. We have included the deadlines for registration forms, as well as information about sponsorship opportunities. If you have any questions or concerns, please contact the office at (478) 474-6560. We hope you'll make plans to join us in Savannah for a great and safe convention.

Sincerely,



Tammy Cheely
2020-2021 GCA President



Dale Sandlin
Executive Vice President

INDUSTRY SNAPSHOT

**BEEF IS THE
4TH
LARGEST AG
COMMODITY**

**CATTLE ARE
RAISED IN
159
ALL COUNTIES
IN GEORGIA**

**1.1 MILLION
HEAD OF CATTLE
RAISED IN
GEORGIA**

**BEEF ACCOUNTS FOR
\$596.6 MILLION
GATE VALUE EACH YEAR**

**15,000
CATTLE PRODUCERS IN
GEORGIA**

TENTATIVE AGENDA

“SECURING BEEF’S FUTURE IN GEORGIA”

Tuesday, February 15, 2022

10:00 am Large Equipment Exhibitor Setup
1:00 pm Indoor Exhibitor Setup

Wednesday, February 16, 2022

8:00 am Attendee Registration
8:30 am Committee Meetings: Media & Communications,
Membership & Services, Tour, Youth Advisory
9:30 am Convention Opening Session &
Legislative Update
10:30 am Break
10:45 am Cattle Health & Well-Being Committee
11:45 am Break
12:00 pm Awards Luncheon
1:15 pm Tradeshow Kickoff
1:30 pm Production & Marketing Committee
3:30 pm Mr. Ernie's Reception
5:00 pm Tradeshow Closes
5:30 pm GCWA Meeting
5:30 pm YCC Meeting

Thursday, February 17, 2022

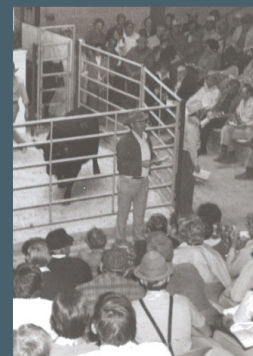
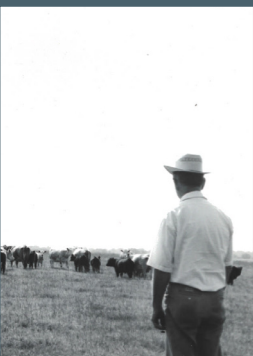
7:00 am GCA Foundation Meeting
8:00 am Registration Opens
8:30 am How Being Social About Your
Operation Matters To Consumers
9:30 am Break
9:45 am Cattlemen's College Session 1
Biosecurity: Planning For Your Operation
Processing Capacity Expansion:
What You Need To Know
Feeding For The Future: How
Grazing Improvement Improves Your Cattle
Pest Management: Techniques
For Long-Term Success
10:45 am Break

Thursday, February 17, 2022 (continued)

11:00 am Cattlemen's College Session 2
Biosecurity: Planning For Your Operation
Processing Capacity Expansion:
What You Need To Know
Feeding For The Future: How
Grazing Improvement Improves Your Cattle
Pest Management: Techniques
For Long-Term Success
12:15 pm Industry Luncheon – Celebrating
GCA's 60th Anniversary & Cattle
History Book Presentation
1:15 pm Tradeshow Opens
1:30 pm Feeding Cattle In The Southeast:
Panel Discussion
3:00 pm Milk/Ice Cream Break
5:00 pm Tradeshow Closes
6:00 pm Cocktail Hour
7:00 pm Cattlemen's Ball
Cattleman Of The Year (2020 & 2021)
GCWA Cattlewoman Of The Year
GCWA Hall Of Fame Induction
GCA Hall Of Fame Induction
Junior Cattleman Of The Year
YCC Producer Development Award
YCC Visionary Award
Georgia Cattleman Back Cover Live Auction
GCA Foundation Auction
GCA Pac Auction
9:00 pm Concert

Friday, February 18, 2022

7:00 am GCA Executive Committee Meeting
8:00 am Closing Session - Welcome & Announcements
8:15 am Weather Outlook For The Southeast
9:00 am Break
9:15 am Cattlefax: Southeast Industry Outlook
10:00 am Break
10:15 am Board Of Directors Meeting



MEMBER PURCHASING INFO

In What Months Do You Make Purchasing Decisions For Land & Pasture Management?

	Products	Services
Year Round	60.0%	71.1%
January	13.3%	13.3%
February	15.6%	15.6%
March	26.7%	17.8%
April	11.1%	17.8%
May	8.9%	11.1%
June	4.4%	11.1%
July	2.2%	6.7%
August	8.9%	13.3%
September	20.0%	15.6%
October	17.8%	N/A
November	8.9%	11.1%
December	8.9%	2.2%

When Considering A Purchase Decision, The Most Important Characteristic Is?

Quality	88.9%
Service	68.9%
Reputation	65.9%
Price	40.0%
Convenience	42.2%
Innovation	31.1%

When Considering A Purchase Decision, What Sources Do You Use To Research The Decision?

Local Dealer or Distributor	84.4%
Friends, Family or Neighbors	66.7%
Product Expert (Veterinarian)	73.3%
General Internet Searches	42.2%
Online Company Webpage	26.7%
Technical Services Rep (Extension)	71.1%

Do You Use The Same Vaccines In Cows And Calves?

Yes	53.3%
No	46.7%

Do You Use Antibiotics Sold Over The Counter, I.e., Oxytetracycline, Penicillin, Etc.?

Yes	73.3%
No	26.7%

Do You Use Antibiotics Requiring A Veterinarian's Prescription?

Yes	68.9%
No	31.1%

How Do You Castrate Your Bull Calves?

Knife Cut	55.6%
Bloodless Castration	64.4%
Do Not Castrate	17.8%

Do You Conduct Any Of The Following Tests On Your Herd?

Pregnancy Diagnosis by Blood	26.7%
Pregnancy Diagnosis by Palpation	62.2%
Repro Tract Scoring for Heifers	26.7%
Bull Fertility Exams	53.3%
Fecal Analysis for Parasites	34.1%
BVD-PI	22.2%
Genomics-Related Sampling	17.8%

Do You Use Any Of The Following Methods To Identify Your Cattle?

Branding	22.2%
Visual Ear Tags	93.3%
Electronic Ear Tags	20%
Tattoos	24.4%

Which Of These Land Management Practices Do You Plan To Use In The Next 12 Months?

Seed Permanent Pasture	57.8%
Fertilize Pasture	95.6%
Control Weeds	95.6%

Percentage Who Plan To Purchase Any Of The Following Livestock Handling Equipment In The Next 5 Years?

Squeeze Chute	33.3%
Calf Table	6.7%
Livestock Panels	53.3%
Portable Corrals	35.6%

Percentage Who Plan To Purchase Any Of The Following Pieces Of Equipment In The Next 5 Years?

Pickup	44.4%
All Terrain Vehicle	28.9%
Stock Trailer	33.3%
Tractor	53.3%
Pasture Aerator/Renovator	11.1%
Mower/Shredder	20.0%
Brush Control Equipment	20.0%
Fence Equipment	57.8%
Hay Bailer	31.1%
Hay Rake/Tedder	31.1%
Stationary Feeders	44.4%

How Many Miles Of Fence Do You Plan To Build In The Next 2-5 Years?

1-4	33.2%
5-9	11.4%
10-14	6.8%
15-19	2.3%
20+	2.3%

Where Do You Purchase Your Supplemental Feed?

Large National Store	20.5%
Local Independent Retailer	86.7%
Direct From Manufacturer	36.4%

Where Do You Purchase Your Mineral?

Large National Store	26.7%
Local Independent Retailer	91.1%
Direct From Manufacturer	20.5%

How Do You Sell Your Cattle?

Livestock Market	84.4%
Order Buyer/Cattle Aggregator	28.9%
Private Treaty	42.2%
Video/Internet Auctions	20.0%
Special Sales	24.4%
Special Marketing Program	15.6%
Processor Sales	11.1%
Direct to Consumer/Purebred	8.9%

In What Months Do You Make Purchasing Decisions For Herd Management?

	Bulls	Females
Year Round	33.3%	44.4%
January	2.2%	8.9%
February	11.1%	8.9%
March	8.9%	11.1%
April	6.7%	8.9%
May	N/A	4.4%
June	N/A	2.2%
July	N/A	N/A
August	6.7%	8.9%
September	11.1%	8.9%
October	17.8%	8.9%
November	24.4%	6.7%
December	15.6%	6.7%

How Often Do You Buy Bulls?

As Needed	53.3%
Every Year	6.7%
Every 2-3 Years	26.7%
Every 4-5 Years	17.8%
Never	6.7%

Where Do You Buy Bulls?

Private Treaty	71.1%
Purebred Sales	53.3%
Livestock Markets	2.2%

How Often Do You Buy Replacement Females?

As Needed	51.1%
Every Year	6.7%
Every 2-3 Years	0%
Every 4-5 Years	2.2%
Never/Raise Own	42.2%

Where Do You Buy Replacement Females?

Private Treaty	48.9%
Purebred Sales	37.8%
Livestock Markets	13.3%

Do You Use Any Form Of Price Risk Management Such As Futures Or Options?

Yes	13.3%
No	86.7%

Which Publications Do You Read Regularly?

Georgia Cattleman	100.0%
Livestock Weekly	2.2%
BEEF Magazine	51.1%
Drover's Magazine	40%
Working Ranch Magazine	15.6%

Have You Purchased Ag Products/Services From Advertisements?

Trade Publications	53.3%
Internet	42.2%
Email	15.6%

A total of 30 questions were asked. Questions were assembled by Georgia Cattlemen's Association. Cattlemen were approached at GCA's Region Roundup series across the state (Summer 2019) with a paper version of the questionnaire. There were a total of 45 instruments completed and the data were analyzed using descriptive statistics.

EXHIBITOR INFORMATION

MARK YOUR CALENDAR

DATES:	February 16-18, 2022		
LOCATION:	Marriott Savannah Riverfront, Savannah Georgia		
EXHIBITOR HOURS:	Wednesday, February 16	1:15pm - 5:00pm	
	Thursday, February 17	1:15pm - 5:00pm	
MOVE IN:	Large Equipment:	Tuesday, February 15	10:00 am - 6:00pm
	General Move-in:	Tuesday, February 15	1:00 pm - 6:00pm
MOVE OUT:	Beginning:	Thursday, February 17	6:00pm - 8:00pm
	Must Be Removed:	Friday, February 18	12:00pm
IMPORTANT DATES:	December 15, 2021	Early Registration Closes	
	January 15, 2022	Hotel Reservations Close	
HOTEL RESERVATIONS:	Visit georgiacattlemen.org for more information.		

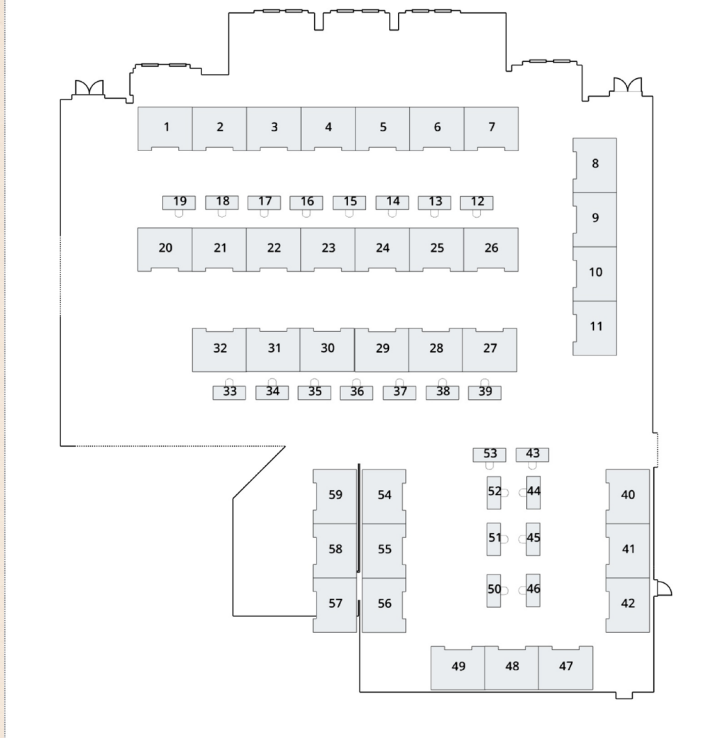
BOOTH INFORMATION

OVERVIEW:	Booth Spaces will be in the Atrium area within the lobby, the mezzanine area and the large equipment will be located in the parking area on the West side of the hotel.		
BOOTH PRICES:	8'x10' Booth	\$750	
	Table Top Display	\$500	
	Large Equipment Area	\$600	
BOOTH SPACE INCLUDES:	8'x10' Booth	1 - complimentary registration per booth space 1 - 6' table and 2- chairs	
	Table Top Display	1 - complimentary registration per booth space 1 - 6' table and 2- chairs	
	Large Equipment Area	20'x20' Booth space 1 - complimentary registration per booth space <i>(GCA may offer a complimentary indoor booth space to the large equipment exhibitors if space is available.)</i>	
ADDITIONAL OPTIONS:			
Electricity:	Electrical power will be a one time charge of \$80.00 per exhibitor. More than a 110v drop will be an additional fee and must be coordinated with the hotel's supplier.		
Banners:	Banners: The hotel will allow for banners to be hung along the mezzanine railing, but the hotel requires that they hang them up.		
Banner Cost:	\$50/ Banner 4'x6' only. All banner printing will be at the cost of the exhibitor and must be delivered to GCA's office by January 15, 2021		

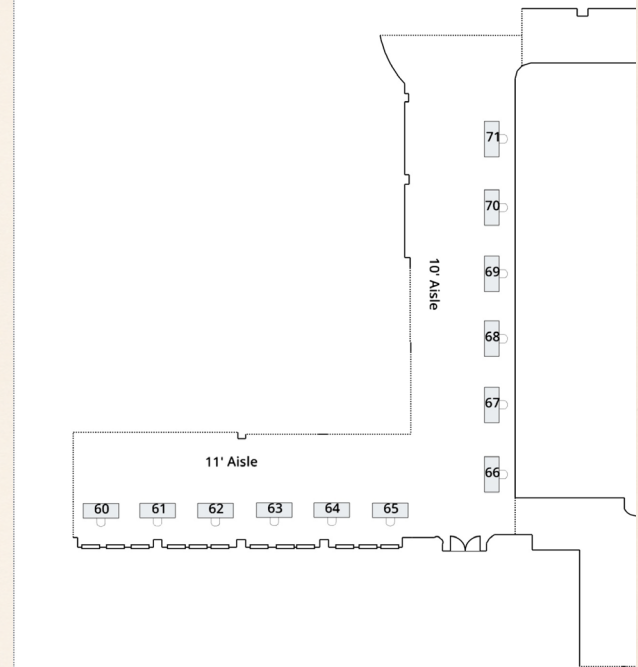
****IMPORTANT** - PLEASE NOTE:** The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims.

TRADE SHOW LAYOUT

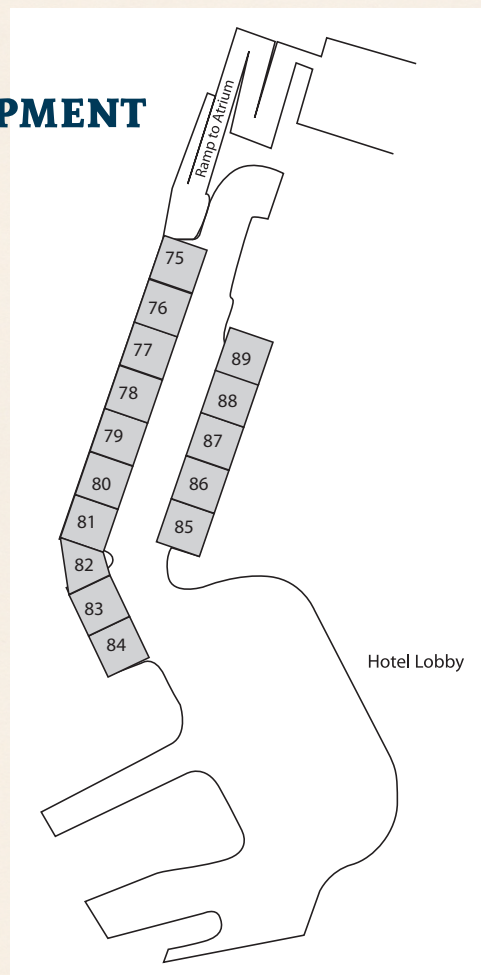
MAIN ATRIUM



MEZZANINE



LARGE EQUIPMENT



8'x10' Booth



6' Table



Large Equipment Area
20'x20' Booth space

EXHIBITOR DETAILS

1. The purpose of the trade show is to educate and inform members of the latest developments, supplies, and services which are available to industry members.
2. Space assignment will be based on a first come, first serve basis as contracts are received. The association will do our best to assign space according to the applicant's preference, but reserves the right to assign a substitute space if requested space is not available.
3. Standard booth equipment consists of an eight foot high back drape, 36 inch high side rail, six foot table, and two chairs.
4. There will be no cattle allowed as a trade show booth.
5. All exhibits must be setup by noon on Wednesday, February 16, 2022. Exhibitors may begin breaking down their exhibits for move-out at 6:00pm on February 17th and all exhibits must be removed by 3:00pm on February 18th.
6. Exhibitors will be required to complete a waiver to attend due to COVID-19. GCA will make every attempt to provide for a safe event.
7. COVID Statement - Our staff is navigating the decisions for the event day-by-day and we take the safety, health, and well-being of cattle producers and attendees seriously. We will continue to monitor the situation moving forward providing regular updates. Please be assured that if the conference is canceled due to safety concerns from COVID, refunds or credit options towards the 2023 GCA Annual Convention for each exhibitor and sponsor will be available and addressed at such time. Should you have any questions or concerns please reach out to our office by email at gca@gabeef.org or by phone at 478-474-6560. Statutory language from Georgia Revised Statutes will be provided to each exhibitor.
8. ACCOMMODATIONS - Take advantage of special room rates for the 2022 GCA Annual Convention by making your reservations before Saturday, January 15, 2022. The Savannah Riverfront Marriott is offering room rates for those attending the convention from Wednesday, February 16 through Friday, February 18, at \$174.00/room for single and double occupancy rooms. Individuals are requested to call the hotel at 800-285-0398 for reservations or visit our website. Please mention that you are with the "2022 Cattlemen's Convention" when making your reservation to ensure that you receive the discounted room rate. PLEASE NOTE: Any reservation received after the cut-off date will be based on hotel's space and rate availability. Availability and pricing cannot be guaranteed after the cut-off date.
9. PARKING & WIFI - Parking at the Savannah Riverfront Marriott has been reduced to \$22 per day for those attending the Georgia Cattlemen's Annual Convention.
10. ENJOY SAVANNAH - Savannah is one of the most historically rich cities in Georgia. During the Conference, be sure to enjoy some of the historic landmarks and local culture. Learn more online at: www.visitsavannah.com
11. SHIPPING - All incoming packages should be specifically labeled and addressed to the Exhibitor or guest receiving the package and marked with the name and date of your meeting. Because there is limited storage space, boxes can be accepted no more than three (3) working days prior to your meeting. Storage fees will apply if packages arrive prior to the 72-hour grace period or are left more than 72 hours following the conclusion of your function. Any items remaining after one week will be discarded. Delivery and/or shipping charges will also apply for all group-related packages. Exhibitors will be charged directly for any applicable storage, delivery or shipping fees and are responsible for providing a method of payment with the hotel.
12. All Exhibitors will be required to complete the exhibitor agreement with their application.
13. The Marriott Savannah Riverfront is the headquarters hotel for the 2022 GCA Annual Convention.

**CONTACT OUR OFFICE TO
RESERVE YOUR BOOTH
SPACE TODAY!**
GCA@GABEEF.ORG
(478) 474-6560

SPONSORSHIP OPPORTUNITIES

All sponsorship levels receive exposure in the convention program, presentations and recognition during event

OVERALL CONVENTION SPONSOR

\$10,000

- Company logo on attendee name badges
- Official trade show sponsor
- Complimentary trade show exhibit space
- 4 complimentary registrations

CONCERT SPONSORSHIP

\$10,000

CATTLEMEN'S BALL SPONSORSHIP

\$5,000

COCKTAIL HOUR

\$2,500

CATTLEMEN'S COLLEGE SPONSORS

\$2,500

- Biosecurity: Planning for Your Operation
- Processing Capacity Expansion: What you Need to Know
- Feeding for the Future: How Grazing Improves your Cattle
- Pest Management: Techniques for Long-term Success

SOUTHEAST WEATHER OUTLOOK SPONSORSHIP

\$1,500

CLOSING SESSION CATTLEFAX SPONSORSHIP

\$1,500

BOARD OF DIRECTORS MEETING SPONSORSHIP

\$1,500

SPEAKER PRESENTATION: AMANDA RADKE

\$1,500

60TH CELEBRATION LUNCHEON

\$1,500

CONVENTION OPENING SESSION & LEGISLATIVE UPDATE

\$1,500

AWARDS LUNCHEON SPONSORSHIP

\$1,500

ATTITUDE ADJUSTMENT HOUR

\$1,250

GCWA MEETING SPONSOR

\$1,000

FEEDING CATTLE IN THE SOUTHEAST PANEL DISCUSSION

\$1,000

EDUCATIONAL SESSION SPONSORSHIP

\$1,000

COMMITTEE MEETINGS SPONSOR

\$750

- Media and Communications Committee
- Membership and Services Committee
- Tour Committee
- Youth Advisory Committee
- Cattle Health and Well-Being Committee
- Production and Marketing Committee

ATTENDEE REGISTRATION

\$500

- Signage at Registration

LANYARD SPONSORSHIP \$500 + SUPPLIED LANYARDS

- Lanyards can feature sponsor's logo



EXHIBITOR REGISTRATION FORM

Early Registration Until December 15, 2021. | Additional Fees & No Refunds Beginning/After December 15, 2021.

Name: _____

Business/Organization: _____

Street Address: _____

City, State Zip: _____

Phone: _____ Email: _____

BOOTH PREFERENCE

1st Choice _____

2nd Choice _____

NAMES FOR REGISTRATION BADGES

Please Print

BOOTH, EVENTS & REGISTRATION FEES

8'x10' Booth (Includes One Full Registration & Pipe and Drape) _____ x \$750 = _____

Each additional staff requires an additional registration.

Table Top Booth Fee (Includes One Full Registration) _____ x \$500 = _____

Each additional staff requires an additional registration.

20'x20' Outdoor Booth (Includes One Full Registration) _____ x \$600 = _____

Outdoor Booth Space. Each additional staff requires an additional registration.

OPTIONAL: Electrical Power To Booth _____ x \$80 = _____

(Interior Only, Outdoors or more than 110v Call For Details)

OPTIONAL: Mezzanine Banner - Advertiser To Supply (4'x6') _____ x \$50 = _____

ADDITIONAL STAFF REGISTRATIONS

Early Registration

On/Before December 15

Regular Registration

Beginning/After December 15

Full Registration: All Wednesday - Friday Events _____ x \$150 _____ x \$200 = _____

Total Enclosed: \$ _____

PAYING BY CHECK: Make checks payable to **Georgia Cattlemen's Association** and mail to our office at the address below.

PAYING BY CREDIT CARD: ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card#: _____ Expiration date: _____ CVV Code: _____

Cardholder: _____ Signature: _____

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims.

Please Complete And Return To Our Office

100 Cattlemen's Drive • P.O. Box 27990 • Macon, GA 31221 • (478) 474-6560 • www.georgiacattlemen.org



1. Management and Exhibitor. The term "Management" as used herein shall define the personnel, its agents and event partners, including but not limited to Georgia Cattlemen's Association. (GCA) acting on behalf of, or in concert with Management to produce this event. The term "Exhibitor" shall define the company and its personnel and agents selecting to participate in the exposition. Once Exhibitor has executed this agreement by means of a signature, all terms shall become binding.
2. Table and Exhibit Space. The space contracted for is to be used solely by the exhibiting company whose name appears on this Exhibitor Contract and it is agreed that the exhibitor will not sublet or assign any portion of the same. Space is assigned after a completed Exhibitor Contract when payment is received by GCA and is subject to availability of space preferences, special needs and compatibility of exhibitors. If during the event, the exhibitor is in violation of these rules and regulations, GCA has, at any time, the right to regain the immediate possession of any space. Further, GCA reserves the right to interpret these rules & regulations and determine eligibility of any company or product for inclusion in this exhibition.
3. Payment. Full payment must accompany the contract for exhibit space. Exhibit displays cannot be set up unless all fees are paid in full. Any space not claimed or occupied may be reassigned by GCA without refund of rental fee paid.
4. Cancellation. All cancellations must be in writing. GCA reserves the right to consider an Exhibitor's downsizing of booth space as a cancellation of original space and purchase of new booth space. Accordingly, the Exhibitor may be required to move to a new location after requesting downsized space.

Date Written Notice Is Received by GCA

On or before December 15, 2021

After January 15, 2022

After February 1, 2022

Show Cancellation Fee

10% of exhibit fee

50% of exhibit fee

100% of exhibit fee

5. Booth Design and Floor Layout. GCA reserves the right to assign, designate or change booth locations. The aisles belong to GCA unless otherwise noted. Neither exhibits nor advertising materials will be permitted to protrude into the aisles.
6. Banners and Custom Exhibits. The hotel must hang all banners of any size. Should an Exhibitor wish to utilize banners, please notify our office at least 45 days in advance and ensure delivery of banners to Hotel Convention Services Department at least 72 hours prior to the event. Group will not be allowed to affix their own banners in anyway. A fee of \$25.00 per banner (for banners up to 4' x 6') will apply for installation and removal.
7. Deliveries. All incoming packages should be specifically labeled and addressed to the Exhibitor or guest receiving package and marked with the name and date of your meeting. Because there is limited storage space, boxes can be accepted no more than three (3) working days prior to your meeting. Storage fees will apply if package arrive prior to the 72-hour grace period or are left more than 72 hours following the conclusion of your function. Any items remaining after one week will be discarded. Delivery and/or shipping charges will also apply for all group related packages. Exhibitors will be charged directly for any applicable storage, delivery or shipping fees and are responsible for providing a method of payment.
8. Installation and Dismantling. Large Equipment Exhibits may be installed beginning Wednesday, February

15, 2022, at 10:00 a.m. and Interior Exhibits may begin installation at 1:00 p.m. on Wednesday, February 15, 2022. All exhibitors must be completed with their setup by February 16, 2022 at 12 p.m. Exhibit dismantling may begin at 6:00pm on Thursday evening, February 18, 2022. No exhibitor shall have the right to pack or remove articles on display prior to Thursday evening at 6:00 p.m. without prior approval from GCA.

9. Photo Release. We occasionally use photographs or videos of our exhibitors in promotional materials. By virtue of your attendance, you automatically agree to usage of your likeness in such materials in perpetuity.
10. Insurance. Exhibitor assumes entire responsibility, and hereby agrees to protect indemnify, defend and save GCA, the Savannah Riverfront Marriott, other show vendors and its employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines, and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence or intentional acts or omissions of the hotel, its employees or agents. GCA and the hotel does not maintain insurance covering an exhibitor's property. It is the sole responsibility of the exhibitor to obtain the appropriate amount and type of insurance to cover their property, agents or employees from theft, damage by fire, accident or any other cause. GCA will not be responsible for any injury to, any material from any cause whatsoever, whether in transit, or during the Trade Show, regardless of whether GCA furnishes attendants, guards or night watchpersons.
11. Security and Uncontrollable. Reasonable precaution against damages or loss by fire, water, theft and other emergencies will be taken, including 24-hour security, but GCA does not guarantee, nor insure the exhibitor against loss by reason thereof. In case the premises to be used by the exhibit shall be destroyed by fire or elements, or by any other cause, or in case any other circumstances shall make it impossible for GCA to permit the said premises to be occupied by said exhibitor for use, herein specified, then and thereupon this agreement shall terminate and the said exhibitor shall and hereby does waive any claim for damages or compensation. It is agreed that GCA reserves the right to retain such part of the payments made by exhibitors for booth space as would be necessary to cover all expenses incurred by GCA incidental to the opening of the Trade Show, up to the time of cancellation.
12. Exhibitor's Responsibility. Exhibitor booths must always be staffed during dedicated Trade Show hours. Exhibitors shall abide by and observe all laws, rules and regulations of the federal, state and city governments, hotel as well as the facilities. This includes regulations regarding labor jurisdictions. All decorations and electrical wiring and fixtures must comply with local fire laws; state and local fire regulations must be followed. Exhibitors planning to serve food and/or beverages from their booths must contact GCA. All food and beverages must be purchased and cleared through the Savannah Riverfront Marriot.
13. Rules and Regulations Changes. GCA reserves the right to change or modify these rules and regulations as deemed appropriate to improve the Trade Show. All policies and procedures stated herein and as detailed within the Exhibitor Packet will be in effect until further notice.
14. GCA will be following state and local ordinance guidelines regarding COVID-19 and each exhibitor will be provided the statutory language regarding COVID-19 liability.

By signing below, exhibitor acknowledges they have read the Terms and Conditions. We understand that this contract shall be legally binding between GCA, Savannah Riverfront Marriot and the Exhibitor. We also understand that any change in the information in the contract must be made in writing.

Signature

Date

Printed Name

Company Name



SPONSORSHIP REGISTRATION FORM

Please Return By January 1, 2022

Name: _____ Phone: _____
Organization: _____
Street Address: _____
City, State Zip: _____
Email Address: _____

AVAILABLE EVENT SPONSORSHIPS

Georgia Cattlemen's Association Reserves The Right To Offer Sponsorships To Multiple Entities For Single Events

Overall Convention Sponsorship	_____ x \$10,000	= _____
Concert Sponsorship	_____ x \$10,000	= _____
Cattlemen's Ball Sponsorship	_____ x \$5,000	= _____
Cocktail Hour Sponsorship	_____ x \$2,500	= _____
Cattlemen's College Sponsors	_____ x \$2,500	= _____
Closing Session Weather Outlook Sponsorship	_____ x \$1,500	= _____
Closing Session CattleFax Sponsorship	_____ x \$1,500	= _____
Board of Directors Meeting Sponsorship	_____ x \$1,500	= _____
Convention Opening Session & Legislative Update Sponsor	_____ x \$1,500	= _____
Awards Luncheon Sponsorship	_____ x \$1,500	= _____
Speaker Presentation: Amanda Radke	_____ x \$1,500	= _____
Industry Luncheon Sponsorship	_____ x \$1,500	= _____
Attitude Adjustment Hour	_____ x \$1,250	= _____
GCWA Meeting Sponsor	_____ x \$1,000	= _____
Feeding Cattle in the Southeast Panel Discussion	_____ x \$1,000	= _____
Educational Sponsorships	_____ x \$1,000	= _____
Committee Meeting Sponsorships	_____ x \$750	= _____
Attendee Registration Sponsorship	_____ x \$500	= _____
Lanyard Sponsorship+ provide the lanyards	_____ x \$500 + provide the lanyards	= _____
No Preference	_____ (Any Amount)	= _____

Total Sponsorship Amount: _____

PAYING BY CHECK: Make checks payable to **Georgia Cattlemen's Association** and mail to our office at the address below.

PAYING BY CREDIT CARD: ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card#: _____ Expiration date: _____ CVV Code: _____

Cardholder: _____ Signature: _____

Please Complete And Return To Our Office

