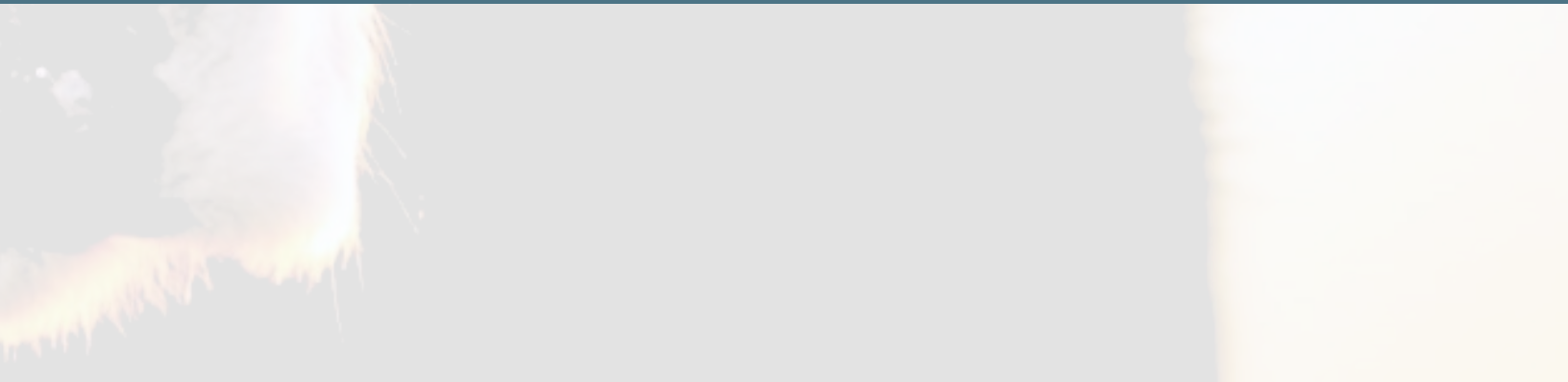




# **Virginia Beef Cattle University**

**SPONSOR AND TRADESHOW INFORMATION**



Virginia Beef Cattle University is a collaborative effort between Virginia Cooperative Extension, The Virginia Cattlemen's Association, Virginia Tech School of Animal Sciences, and Virginia-Maryland College of Veterinary Medicine, is a three-day educational program conference designed to provide invaluable educational and networking opportunities within the agriculture industry. This event will be held at the Inn at Virginia Tech and Skeleton Conference Center, ensuring a comfortable and conducive environment for productive discussions and interactions. Our conference will offer a plethora of engaging activities and sessions tailored to meet the diverse needs and interests of beef producers. From keynote speeches by top experts in the field to informative breakout sessions and hands-on educational workshops, attendees will have access to cutting-edge knowledge and resources essential for success in the beef cattle industry.

Additionally, our trade show exhibit provides an excellent platform for showcasing products and services, coupled with a networking happy hour to foster meaningful connections with fellow industry leaders. A program highlight will be the prime rib dinner scheduled for Thursday evening. The Virginia Beef Cattle University is not only an educational endeavor but also a celebration of our shared passion for excellence in beef cattle management, sustainable practices, and continued innovation. Please see the enclosed information or visit the website: [www.vabeefcattleu.com](http://www.vabeefcattleu.com) for complete details of the program.



Join us in shaping the future of the nation's beef cattle industry! At The Virginia Beef Cattle University, we're committed to fostering collaboration between industry associations, businesses, and stakeholders. Our comprehensive packet offers a spectrum of opportunities, including trades how exhibits to showcase your products and services, sponsorship opportunities, and tailored business and association meetings to facilitate networking and innovation. Let's work together to drive success and growth in Virginia's beef cattle sector.

**For more information, please  
visit [www.vabeefcattleu.com](http://www.vabeefcattleu.com)  
or contact Emily Bowman at  
[emilyebowman@vt.edu](mailto:emilyebowman@vt.edu)**



Dear Allied Industry Members,

I hope this letter finds you well. I am excited to extend an invitation to you and your organization to participate and consider hosting your next business or association meeting in conjunction with the 3<sup>rd</sup> annual Virginia Beef Cattle University July 8-10, 2026.

Virginia Beef Cattle University is a collaborative effort between Virginia Cooperative Extension, The Virginia Cattlemen's Association, Virginia Tech School of Animal Sciences, and Virginia-Maryland College of Veterinary Medicine, is a three-day educational program conference designed to provide invaluable educational and networking opportunities within the agriculture industry. This event will be held at the Inn at Virginia Tech and Skeleton Conference Center, ensuring a comfortable and professional setting for productive discussions and meaningful interactions. Our conference will offer a plethora of engaging activities and sessions tailored to meet the diverse needs and interests of beef producers. From keynote speeches by top experts in the field to informative breakout sessions and hands-on educational workshops, attendees will have access to cutting-edge knowledge and resources essential for success in the beef cattle industry. Additionally, our trade show exhibit provides an excellent platform for showcasing products and services, coupled with a networking happy hour to foster meaningful connections with fellow industry leaders. A program highlight will be the prime rib dinner hosted at the German Club Manor on Thursday evening. The Virginia Beef Cattle University is not only an educational endeavor but also a celebration of our shared passion for excellence in beef cattle management, sustainable practices, and continued innovation. Please see the enclosed information or visit the website: [www.vabeefcattleu.com](http://www.vabeefcattleu.com) for complete details of the program.

As we designed this event, we wanted to provide an opportunity for all in our industry to gather. The facilities here at Virginia Tech, and our program schedule, provide ample opportunity for groups like yours to conduct individual meetings to meet the needs of your organization. By choosing to host your business or association meeting at the Virginia Beef Cattle University, you will not only benefit from our exceptional facilities and comprehensive event management services but also contribute to the advancement of education and innovation in our community.

We hope that you will consider this unique opportunity to collaborate with us. For further details and to secure your reservation, please contact me directly at 540-231-2792 or [emilyebowman@vt.edu](mailto:emilyebowman@vt.edu). Thank you for your time and consideration.

Sincerely,

Emily Bowman

## Venues that Fit Your Needs!

We have a variety of venues within the Virginia Tech area that will fit your business or association needs. These venues include the University Club, The Inn at Virginia Tech, and additional Virginia Tech Facilities.



### The Inn at Virginia Tech

The Inn at Virginia Tech offers a variety of breakout rooms that can accommodate your group size. These rooms can be arranged in different seating styles to maximize space and conversation. Catering is available through Preston's Restaurant.

### University Club- South Gate End Zone

The University Club is a venue that overlooks the South Gate End Zone at Lane Stadium. This venue offers a variety of breakout rooms that can accommodate your group size. The University Club room fees can be waived for members who are an active University Club Member. Catering is available in house at the University Club.



### VT Farm and Agricultural Facilities

VirginiaTech FarmandAgricultural Facilities offers a variety of spaces that can accommodate your group. These spaces include Alphin-Staurt Arena, Etgen Large Animal Teaching Facility, and Litton-Reaves rooms offer the perfect view of the VT Farm or the VT campus. Catering can be outsourced at any of these spaces.



## Sponsorship Levels

### PRIME

**\$2,000**

- Includes sponsorship of an Educational Breakout session
- 20 second promotional video and logo on all “waiting sessions”
- Logo on “VA Beef Cattle University” banner, website, and “thank you” wall
- Logo included as PRIME sponsor on educational proceedings and logo on sponsored breakout session
- Inclusion of Tradeshow Booth

### CHOICE

**\$1,200**

- 20 second promotional video and logo on all “waiting sessions”
- Logo on “waiting sessions”
- Logo on “VA Beef Cattle University” banner, website and “Thank you wall
- Logo included on education proceedings

### Other Opportunities for Sponsorships:

- Sponsored Keynote Speaker
- Sponsored Lunch
- Sponsored Happy Hour
- Sponsored specialty desserts

### SELECT

**\$750**

- Logo on “waiting sessions”
- Logo on “VA Beef Cattle University banner, website, and “Thank you” wall
- Logo included on educational proceedings

For more details, contact  
Emily Bowman at  
[emilyebowman@vt.edu](mailto:emilyebowman@vt.edu)

All Sponsorship Levels Include Two  
Registration Tickets to the 2026 Virginia  
Beef Cattle University

# Become a Tradeshow Exhibitor!



## WHO SHOULD EXHIBIT?

The Virginia Beef Cattle University Trade Show is created with allied industry in mind. The Trade Show will be a great networking opportunity for companies and beef producers interact, and to showcase all your products, services, and technology! Some of the products and services displayed at the Trade Show include:

- Animal Health Products
- Animal Identification
- Associations/Organizations/  
Government
- Breeders/Ranches/Feedlots/  
Marketers
- Computer/Software Packages
- Consulting Services
- Equipment- Trailers/Watering/Etc.
- Feed and Feed Additives and  
Accessories
- Fencing Equipment and Accessories
- Hay Equipment and Accessories
- Herd Management/ Chutes/ Scales
- Information and Education
- Publications/Media
- Retail/Art/Furniture/Accessories
- Seed Products/Weed/Pest Control
- Structures/Buildings
- Veterinary/Breeding
- Genetics/DNA
- Processor/Packer

# REGISTER NOW!

# Tradeshow Exhibitors

## Dates and Location

**July 8-10, 2026**

The Inn at Virginia Tech and  
Skelton Conference Center  
901 Prices Fork Road  
Blacksburg, VA 24061

## Tradeshow Hours

### **Set Up**

Tradeshow exhibitors can set  
up Wednesday, July 8<sup>th</sup>, 2026  
from 5:00-7:00pm

### **Tradeshow Hours**

Thursday, July 9<sup>th</sup>, 2026

7:30am-5:30pm

Friday, July 10<sup>th</sup>, 2026

7:30am-12:30pm

### **Tear Down**

Please tear down by Friday,  
July 10<sup>th</sup>, 2026 at 1:00pm

## Exhibit Rates

### **Booth Pricing:**

- Indoor Exhibit (10 x 10) --- \$500
- Outdoor Exhibit (20 x 30) --- \$500

### **Additional Space:**

- Additional Indoor ( per 10 x 10) -- \$200
- Additional Outdoor (per 10 x 10) – \$200

## Important Deadlines

Early Registration ends May 31<sup>st</sup>, 2026

Pricing increases to \$550 after  
May 31<sup>st</sup>

Registration deadline is June 30<sup>th</sup>, 2026

## What's Included

- Registration for 2 attendees
- Additional attendees: \$100 each

**Reserve Your Booth Today**

**[www.vabeefcattleu.com](http://www.vabeefcattleu.com)**

For questions or accommodations, contact:  
Emily Bowman @ [emilyebowman@vt.edu](mailto:emilyebowman@vt.edu)



*Thank you!*



**@VirginiaBeefCattleUniversity**