



*Virginia Beef Cattle
University*

INFORMATIONAL PACKET

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 and entertainment scheduled for Monday evening. Furthermore, we are pleased to offer exclusive opportunities for youth engagement, reinforcing our commitment to nurturing the next generation of agricultural enthusiasts. 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 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**

or

**contact Lisa McCormick at
ldellis42@vt.edu**



Business and Association Meetings



Dear Allied Industry Members,

I hope this letter finds you well. As a representative of Virginia Beef Cattle University, I am excited to extend a warm invitation to you and your organization to consider hosting your next business or association meeting in conjunction with Virginia Beef Cattle University July 14-16, 2024.

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As we designed this new 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 sincerely 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 ldellis42@vt.edu. Thank you for your time and consideration.

Warm regards,

Lisa McCormick

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

Virginia Tech Farm and Agricultural 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.



Become a Sponsor!



Why Sponsor?

The Virginia Beef Cattle University offers a variety of sponsorship opportunities to meet every budget! Your sponsorship will increase awareness of your business, and reaches the audience you are hoping to reach! Virginia Beef Cattle University sponsors can be customized not only to meet your goals, but can give your company the exposure to network with cattle producers of all ages!

Special Opportunities

The Virginia Beef Cattle University also offers a unique way for you to showcase your company! These opportunities give you the chance to interact one on one with beef producers, show case your products, and sponsor special events/activities at the conference. These include:

- Sponsor keynote speakers
- Sponsor Monday night Dinner
- Sponsor specialty desert truck
- Sponsor drinks for network happy hour

If you are interested in learning more on sponsoring these unique opportunities, please reach out to Lisa McCormick at ldellis42@vt.edu

SPONSORSHIP LEVELS

PRIME - \$2000

- 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 - \$1200

- 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 educational proceedings

SELECT - \$750

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

All Sponsorship Levels Include Two Registration Tickets to the 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!

Become a Tradeshow Exhibitor!



MARK YOUR CALENDARS!

DATES AND LOCATION

JULY 14 - 16, 2024

The Inn at Virginia Tech and Skelton
Conference Center
901 Prices Fork Road,
Blacksburg, Virginia 24073

SHOW HOURS

Monday, July 15, 2024: 7:30 am - 5:30 pm
Tuesday, July 16, 2024: 7:30 am - 12:30 pm

SET UP

Tradeshow Exhibitors can set up Sunday, July
14, 2024 from 3:00 pm - 5:00 pm
or
Monday, July 15, 2024 from 6:00 am - 7:30.

Tear Down

Please tear down by Tuesday, July 16, 2024 at
at 2:00 pm.

EXHIBIT RATES

- Indoor Exhibit (10 X 10) - \$500
- Outdoor Exhibit (20 X 30) - \$500
- Additional Indoor Space - \$200.00 per 10 X 10 space
- Additional Outdoor Space - \$200.00 per 10 X 10 space

REGISTER ONLINE!

- Register online by going to:
www.vabeefcattleu.com
- For additional details or questions, please contact Lisa McCormick at ldellis42@vt.edu.

PAYMENT AND CANCELLATION POLICY

Payment Information: Registration and Payment will be due by June 30, 2024. You can pay by check through invoice or by card.

Cancellation Policy: Cancellation must be received by July 1, 2024 for full refund, any cancellation after will result in no refund.



Thank you!



@ Virginia Beef Cattle University