



**Oregon
Cattlemen's
Association**

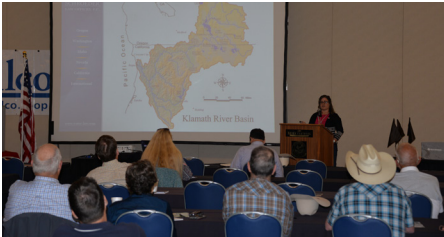
"BACK TOGETHER AGAIN!"

2021 Mid-Year Conference

July 11-13

Salishan Coastal Lodge

Sponsorship & Exhibitor Packet



About OCA

The Oregon Cattlemen's Association seeks to advance the economic, political, and social interests of the Oregon Cattle Industry. Together, we proactively strive to inform and educate today's consumer about the cattle industry. Additionally, we engage in conversations with elected officials in Oregon's Capitol and Washington D.C. regarding issues impacting Oregon Cattlemen.

About 2021 Mid-Year Conference

For the first time in over a year, members of the Oregon Cattlemen's Association will have the opportunity to gather in person! OCA leadership and staff are thrilled to offer this opportunity for members and industry affiliates to be *Back Together Again!*

OCA's Mid-Year Conference is traditionally an opportunity for members to come together after a long winter to review committee agendas and brush up on industry and policy updates. But this year, Mid-Year Conference will mean so much more! This is the opportunity for members from every corner of the state to be face to face, shake hands and chat over a cup of coffee. You do not want to miss this opportunity to network with the leaders of Oregon's cattle industry.

The Oregon Cattlemen's Association will be following state health guidelines in place during the time of the event. We anticipate a record turn-out with over 100 attendees. Exhibitor space is limited, reserve your spot today and join OCA at the Oregon Coast for this heartwarming, welcome-back event!

About Salishan Coastal Lodge

Situated at the heart of the Oregon Coastal Range, between the forested bluffs and Siletz Bay, Salishan is an easily accessible luxury destination resort just off the Pacific Coast Scenic Byway in Gleneden Beach. Salishan amenities include an 18-hole golf course, day-spa and on-site restaurant and lounge. To learn more, go to www.salishan.com.



The Coast is Calling...

OCA Mid-Year Conference | July 11-13 | Salishan Coastal Lodge, Gleneden Beach
Register at www.orcattle.com or email robyn.smith@orcattle.com

"BACK TOGETHER AGAIN!"

Agenda & Location

**Oregon
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Sunday, July 11

**Exhibitors may set-up between 3:00 - 5:00 p.m.*

3:00 - 6:00 pm Registration Desk open - Terrace Room
5:30 - 9:30 pm Welcome Reception Longhouse Ballroom & Terrace Patio

Monday, July 12

**Exhibitors MUST be set-up by 10:30 am*

7:30 am Registration Desk Open - Terrace Room
7:30 - 8:15 am Breakfast Buffet - Longhouse Ballroom
8:30 - 10:30 am General Session - Council House
10:30 - 11:15 am Break with Exhibitors - Longhouse Ballroom
11:15 - 12:15 pm Committee Breakout Session #1
12:15 - 1:30 pm Buffet Lunch in Longhouse Ballroom & Terrace Patio
(no formal program to allow attendees to interact and network with exhibitors)
1:30 - 2:30 pm Committee Breakout Session #2
2:30 - 3:15 pm Break with Exhibitors - Longhouse Ballroom
3:15 - 5:15 pm General Session - Council House
5:30 - 6:30 pm Reception/Happy Hour - Longhouse Ballroom
6:30 - 8:00 pm Dinner Buffet - Longhouse Ballroom
(no formal program to allow attendees to interact and network with exhibitors)

Tuesday, July 13

**Exhibitors may clear and depart the Longhouse Ballroom after 1:30 pm*

7:00 - 8:15 am Buffet Breakfast - Longhouse Ballroom
7:00 - 8:00 am Public Lands Council Meeting
8:00 - 8:30 am Registration desk open - Terrace Room
8:30 - 10:30 am General Session - Council House
10:30 - 11:15 am Break with Exhibitors - Longhouse Ballroom
11:15 - 12:15 pm Committee Breakout Session #3
12:15 - 1:30 pm Boxed Lunch with Exhibitors - Longhouse Ballroom
(no formal program to allow attendees to interact and network with exhibitors)
1:30 - 2:30 pm Committee Breakout Session #4
2:30 - 5:30 pm OCA Business Meeting with Coffee Break - Council House

**Attendees may depart or remain for sightseeing or resort activities on own.*

Hotel Accommodations

The group room rate for this event is \$144.00 per night.

Use "OCA Group" to make your reservation.

To make a reservation,
call the Salishan Resort at 541-705-2419

Exhibitor Space Longhouse Ballroom

Offering up to 15 Exhibitor Spaces (8' x 10')



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Sponsorship Opportunities

Exhibit space includes 8x10 reserved space, 6-foot tabletop with linens, pipe & drape, two chairs, and wastebasket. Each space will have a power strip.
Title Sponsor receives two exhibit spaces. Coffee Break, Breakfast, and Lunch Sponsors do not include exhibit space in the listed rate.

Title Sponsor

\$10,000

One Available - The ultimate highlight of your company! This title sponsorship allows for the optimal exposure in front of conference attendees.

- Includes:
- Company banner displayed at the General Session
 - Company logo displayed on all event banners
 - Logo on attendee welcome bags
 - Logo outside of committee breakout rooms
 - Logo recognition on General Session stage
 - Full-page ad in the Conference Program
 - Full-page ad in July/August Oregon Cattleman Magazine
 - One E-Blast to OCA members
 - Brief address to attendees
 - Website banner placement for the month of July
 - Logo placement on Facebook promotion
 - Logo placement on event ad in Capital Press
 - (2) exhibit spaces in the exhibit hall
 - (4) full-registrations for the conference
 - Verbal Recognition during conference
 - Logo placement on dining tables

Dinner Sponsor

\$7,500

One Available - Your company will be highlighted during the Monday night dinner buffet.

- Includes:
- Logo placement on the buffet line
 - Logo placement on dining tables
 - Logo displayed at the registration table
 - Logo recognition on General Session stage
 - Full-page ad in July/August Oregon Cattleman Magazine
 - Full-page ad in the Conference Program
 - One E-Blast to OCA members
 - Brief address to attendees
 - Logo placement on Facebook promotion
 - (1) exhibit space in the exhibit hall
 - (2) full registrations for the conference
 - Verbal recognition during conference

Sunday Welcome Reception Sponsor

\$5,500

One Available - Your company will be highlighted during the welcome reception on Sunday night.

- Includes:
- Logo on food trays and displayed at the bar
 - Logo placement on tables during reception
 - Full-page ad in the Conference Program
 - 1/2-page ad in July/August Oregon Cattleman Magazine
 - (1) exhibit space in the exhibit hall
 - (2) full-registrations for the conference
 - Brief address to attendees
 - Logo placement on Facebook promotion
 - Verbal recognition during conference
 - Logo displayed throughout the Conference

Monday Reception/Happy Hour Sponsor

\$5,500

One Available - Your company will be highlighted during the Monday night reception and host one drink ticket for each attendee.

- Includes:
- Logo on drink tickets
 - Logo on food trays and displayed at the bar
 - Logo on tables during reception
 - Full-page ad in the Conference Program
 - (1) exhibit space in the exhibit hall
 - (2) full-registrations for the conference
 - Logo placement on Facebook promotion
 - Verbal recognition during conference
 - Brief address to attendees
 - Logo displayed throughout the Conference

Lunch Sponsor

\$3,500

Two Available - Highlight your company during one of the Lunch buffets (Monday or Tuesday)

- Includes:
- Logo placement at the buffet line
 - Logo displayed on tables during lunch
 - 1/2-page ad in the Conference Program
 - (1) full-registration for the conference
 - 1/4-page ad in July/August Oregon Cattleman Magazine
 - Logo displayed throughout the conference

Breakfast Sponsor

\$2,500

One Available - Highlight your company during one of the breakfast buffets (Monday or Tuesday)

- Includes:
- Logo placement at the buffet line
 - Logo displayed on tables during breakfast
 - 1/2-page ad in the Conference Program
 - (1) full-registration for the conference
 - Logo displayed throughout the conference

Coffee Break Sponsor

\$1,000

Two Available - Highlight your company next to the most important drink of the day - coffee!

- Includes:
- Logo placement at coffee and snack station
 - Logo displayed on tables during the break with exhibitors
 - Logo in the Conference Program
 - Logo displayed throughout the Conference

Tradeshow Exhibitor

\$600

7 Available - Have a place for face-to-face interaction with attendees

- Includes:
- 8x10 reserved space, 6-foot tabletop with linens, pipe & drape, two chairs, wastebasket, and power strip.
 - (1) full registration for the Conference

"BACK TOGETHER AGAIN!"

Registration Form



2021 Mid-Year Conference

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Company Name

Name of Contact Person

Billing Address

City

State

Zip

Phone

Email

Who will attend on behalf of business?

Refer to "Sponsorship Opportunities" for the complete breakdown of what is included for each sponsorship level
Each attendee registration includes 5 meals, 2 receptions, 4 Committee Breakouts and 3 General Sessions

Current Associate Council member? ☐ Yes (required to exhibit) ☐ No (If no, include \$150.00 Associate Council dues in payment)

- | | | |
|--|---|---|
| <input type="checkbox"/> Title Sponsor - \$10,000 | <input type="checkbox"/> Dinner Sponsor - \$7,500 | <input type="checkbox"/> Sunday Welcome Reception Sponsor - \$5,500 |
| <input type="checkbox"/> Monday Reception / Happy Hour Sponsor - \$5,500 | <input type="checkbox"/> Lunch Sponsor (2 available) - \$3,500 | <input type="checkbox"/> Breakfast Sponsor (2 available) - \$2,500 |
| <input type="checkbox"/> Coffee Break Sponsor (3 available) - \$2,500 | <input type="checkbox"/> Tradeshow Exhibit (10 available) - \$600 | |
| <input type="checkbox"/> Additional Attendee - \$150.00 | | |

Total Amount Due: \$ _____

Registration Deadline - June 1, 2021

Register Online

Fill out the online form and pay with credit card
www.orcattle.com

Register by Mail

Mail this completed form with a check to:
Oregon Cattlemen's Association
1320 Capitol St. NE Ste 150
Salem, OR 97301

Billing

You may scan and email this form to:
robyn.smith@orcattle.com
An invoice will be provided upon request

Advertising

If sponsorship level includes advertising in the
Conference program or in the Oregon Cattleman
Magazine, ad copy is due by June 1, 2021
Email High Res Company logo to:
robyn.smith@orcattle.com

Questions?

Contact Robyn Smith
robyn.smith@orcattle.com
Cell: 541-250-1649

*A Confirmation and Welcome packet will
be emailed after receipt of registration

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