

ANGUS CONVENTION

SPONSORSHIP OPPORTUNITIES

A decorative banner with the text "KANSAS CITY, MO" in a serif font, flanked by ornate scrollwork and a central diamond-shaped ornament.

On the next few pages, you will see a menu of sponsorship opportunities designed to create conversations with new leads, visit with customers and engage with industry professionals.

Outside of networking with attendees, the next biggest way to share your company's products and messaging is through unique branding opportunities.

From the hotel to well-attended social functions, signage can be placed in strategic locations to get better views. Additionally, there are opportunities with numerous educational sessions through Angus University and the Learning Lounge that get you in front of the decision makers.

With questions, reach out to:
Caitlyn Brandt, Director of Events and Junior Activities
816-383-5189 or cbrandt@angus.org

or

Kimberly Wilson, Business Relations Manager
816-383-5279 or kwilson@angus.org

SPONSORSHIP DELIVERABLES

The earlier commitments are received, the more promotion you will receive.

Logo listed on Angus Convention website as a sponsor, in the official Convention Guide and other areas where sponsors are recognized. Logo sent to Angus Convention by May 1.

All sponsorships must be confirmed by August 15th, 2025.

FUTURE ANGUS CONVENTION DATES AND LOCATIONS

2026 – Louisville, KY
November 13-16

2027 – Oklahoma City, OK
November 4-6

SPONSORSHIP TYPES



Education



Food &
Beverage



Print



Branded

2025 SPONSORSHIP OPPORTUNITIES

Registration Badges

\$3,500

Every attendee is required to have a registration badge to enter and participate in the Angus Convention. Your logo will be displayed front and center on every attendee in attendance.

Deliverables: Logo sent to Angus Convention by May 1.

Availability: 1 sponsor



Registration Bags

SOLD

\$5,000

These bags will help keep attendees organized with a place to have all of their things through the event...including the official Convention Guide and any promotional materials, passed out during registration.

Deliverables: Logo sent to Angus Convention by June 2.

Availability: Unlimited



Lanyards **SOLD**

\$3,000

Get your logo on everyone by providing branded lanyards for everyone to use with the required registration badge. Your logo will be displayed front and center on every attendee in attendance.

Deliverables: Logo sent to Angus Convention by June 2.

Availability: 1 sponsor



Directional Signs

\$3,000

It's easy to get lost while looking for a session or event. Directional signs help keep attendees going in the right direction. Six total directional signs.

Deliverables: Designed and provided by Angus Convention with approval by sponsoring company. Logo sent to Angus Convention by May 1.

Availability: 1 sponsor



Registration Inserts

\$1,000

Place your company's marketing and promotional materials or swag in the Angus Convention registration packet handed to each attendee as they arrive.

Deliverables: Insert(s) due to American Angus Association by October 1.

Availability: Unlimited



Floor Cling

Cost dependent on size, range \$500-\$1,500

High traffic floor clings point trade show participants to your location or simply share your company's messages.

Deliverables: Designed and provided by Angus Convention with approval by sponsoring company. Logo sent to Angus Convention by June 10.

Availability: Unlimited



Hotel Key Cards

\$3,000

The first stop to Angus Convention is checking into the hotel. Placing your logo on the hotel key cards is a great way to get in attendee's back pockets.

Deliverables: Designed and provided by Angus Convention with approval by sponsoring company. Logo sent to Angus Convention by May 1.



Availability: 3 sponsors

Hotel Room Drops

Cost dependent on drop.

Welcome attendees to the city and Angus Convention with a gift for them upon arrival. Build company awareness before and during the event.

Deliverables: Materials provided to each hotel by the sponsoring company upon arrival.

Availability: Unlimited



Guest Room Channel

\$3,000

Welcome all participants to their room with a custom channel that is played in all hotel guest rooms. Cannot be isolated to only rooms within the group block so hotel needs to review and approve. Only played for 24 hours of repeated programming.

Deliverables: Video submitted on a DVD set to play on loop. Submitted by October 1.

Availability: 2 sponsors



Wall or Window Clings

\$1,200

Wall or window clings are an alternative to the traditional floor clings.

Deliverables: Designed and provided by Angus Convention with approval by sponsoring company. Logo sent to Angus Convention by June 10.

Availability: Unlimited



Lobby Video Wall

\$7,000

Welcome all participants to the Angus Convention with a message in the Hotel Lobby Bar and Restaurant. Company logo and/or customized messages must be approved by hotel. This is not exclusive as other messages from the hotel may appear. Image will only appear on 1-2 sections of the screen.

Deliverables: Sent to Angus for approve with the hotel by October 1.

Availability: 2 sponsors



Skywalk Banner \$8,000

Let all Angus Convention attendees know they have arrived with your welcome message for all to see.

Deliverables: Final design files needed by August 1

Availability: 1 sponsor



Mobile Scooters \$1,000

Sponsor the mobile scooters to help individuals get from one spot to the other with ease.

Deliverables: Signage on the front of each scooter. Logo sent to Angus Convention by May 1.

Availability: 1 sponsor



Lead Generation \$750

Attendees have visited with your representatives, but how do you capture those leads? With Lead Generation, you receive a complete list of names and contact information for those individuals who have stopped by your booth.

Deliverables: Angus Convention will provide hand-held scanners upon arrival at Angus Convention.

Availability: Unlimited.



Cell phone charging stations TBD

Part of staying connected means making sure your devices are charged.

Availability: 4 sponsors



Wi-Fi \$4,000

In today's connected world, Wi-Fi is essential. Help attendees stay connected in providing trade show Wi-Fi. Attendees would need to come to your booth to scan a QR code for access. Guaranteed foot traffic!

Deliverables: Angus Convention to provide QR code signage to display in booth for login-in credentials.

Availability: In shares of 4.

E-blast message to all attendees \$1,500

Reach potential customers while maximizing your presence before even arriving in Kansas City! Sending an e-blast message to all attendees will serve as a resource for participants to learn more about your company and any trade show promotions.

Deliverables: HTML provided by sponsoring company by September 15.

Availability: Unlimited



Learning Lounge Sessions **SOLD** \$2,500

The Learning Lounge is an educational area featuring quick, easy-to-understand educational sessions relevant to any cattle operation. The half-hour session allows you time in front of the Angus membership.

Deliverables: Title, synopsis, speaker, and AV needs submitted by August 1.

Availability: 4 sponsors



Convention Guide Advertising

Dependent on size.

Angus Convention offers advertising in the Official Convention Guide to heighten your reach and provide optimal visibility among convention participants. As the primary tool for participants to navigate the Angus Convention's educational, networking and exhibitor offerings, the Official Guide is distributed at registration for reference throughout the day. Guide is also posted online for additional distribution and reference.

Deliverables: PDF advertisements due to Angus Convention by September 1. Specs below.

Full Page

Regular Area: 4" x 9"

Live Area: 3.5" x 8.5"

Bleeds: 0.125"

Half Page

Regular Area: 3.5" x 4"

Live Area: 3.5" x 4"

Bleeds: None

Availability: Unlimited



Candidate Forum Snack Break

\$2,500

Take a seat and grab a snack while listening to the candidates for the American Angus Association Board of Directors vie for their chance to serve in a leadership position for the Association.

Deliverables: Cost includes graphics, installation, and removal. Designed and provided by Angus Convention with approval by sponsoring company.

Availability: In shares of 2.



Hydration Stations

\$5,000

Showcase your brand by keeping attendees hydrated at a water station or energized with a cup of hot coffee. Guaranteed to be a traffic stop.

Deliverables: Cups due to Association by October 1.

Availability: 2 sponsors

(Angus University, Candidate Forum, General Session)



DrinkTickets

TBD based on quantity.

Purchase drink tickets to pass out from your vendor show case.

Availability: Unlimited



Saturday Morning Donuts and Coffee

\$1,000

Right before attendees break out in Angus University sessions, attendees are about recharge and refuel before partaking in cutting-edge educational sessions.

Deliverables: Cups and napkins due to Association by Oct 1.

Availability: In shares of 10.

9 remaining.



Awards Dinner Social and Bar

\$2,500

The Awards Dinner is the premier event that recognizes the accomplishments of many breeders throughout the year. Celebrate the success of our Angus breed.

Deliverables: Drink ticket designed and provided by Angus Convention with approval by sponsoring company. Pop-up banners to flank bar due upon arrival to Angus Convention.

Availability: 4 sponsors



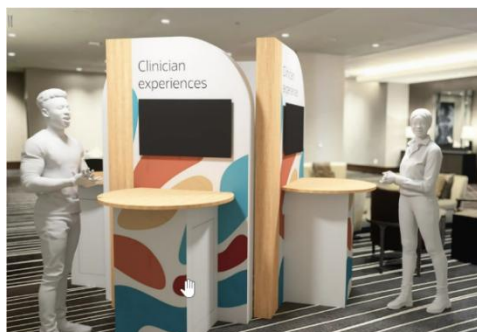
Vendor Showcase

SOLD

\$2,000

A new format, but the same face-to-face conversation. You'll save on the costly set-up of a booth and the hassle that comes with designing and shipping. We will provide you with a kiosk-style backdrop and table before you get there. So save on the freight and all you'll need is your team members and small branding items, literature pieces and giveaways.

Availability: 30 vendor showcase spots



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