



# Washington Cattlemen's Association

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August 29, 2011

Dear Vendor/Sponsor:

The Washington Cattlemen's Association (WCA) and the Washington CattleWomen's Association (WCW) 2011 Annual Convention and Tradeshow will be held at the Historic Marcus Whitman Hotel & Convention Center in Walla Walla, Wednesday, Thursday, Friday and Saturday November 9, 10, 11 and 12. This year's Tradeshow will have a slightly different schedule. Open all day Thursday, November 10 and Friday, November 11 until 3:00. I have received a number of positive comments from WCA members regarding the importance of the Tradeshow at the Convention. We will be moving the Pfizer Cattlemen's College back to Wednesday at 11:00 am.

We extend an invitation to you to participate as an exhibitor or as a sponsor at the Convention and/or Tradeshow. Again, we have a slightly different Tradeshow schedule this year and we have scheduled Exclusive Tradeshow Time and an Exclusive Thursday Evening Social as not to conflict with meetings. All meals will be eaten in the Tradeshow. Convention attendees will have ample time to visit the Tradeshow and talk with you at your booth and learn about your service or product

The price for a booth this year is **\$375** which includes one ticket for Thursday and Friday's lunch plus \$25.00 goes towards the Allied Industry Receptions. We are offering Thursday dinner as complimentary. To take advantage of this great deal we ask that you register **by October 7, 2011**. Non-members of the WCA will pay **\$425**. The extra \$50 will be for your WCA membership which will include the *Ketch Pen* and daily e-mail updates to keep you informed of state and national issues as well as events that affect the membership of the WCA.

We also offer the opportunity to advertise in the program; please see enclosed information for rates. Please review the enclosed Convention Information and return or fax the enclosed Registration Form as soon as possible. A packet will be provided at the Convention containing your registration, name badges, and meal tickets.

This year will feature a similar Tradeshow layout from last year's Convention with booths surrounding the dining area which will increase traffic flow through out the entire Tradeshow. We are planning additional activities to promote visitation to your booth; drawings, door prizes and the Thursday evening social/dinner in the Tradeshow sponsored by the WCA Allied Industries. Please bring items suitable for drawings, door prizes, and the Endowment Trust Fund (ETF) auction. Your support of the ETF Auction is appreciated. As you can see from the schedule above the Tradeshow is scheduled to run through Friday afternoon with a Saturday option.

Please feel free to contact us at the WCA office at (509) 925-9871 or by email at [wacattle@kvalley.com](mailto:wacattle@kvalley.com). We are looking forward to working with you to make the 2011 WCA/WCW Annual Convention and Tradeshow a huge success!

Best Regards,

WCA Executive Vice President

**Washington Cattlemen's Association  
Washington CattleWomen's Association  
2011 Annual Convention Information**

**WHEN:** Wednesday, Thursday, Friday and Saturday - November 9, 10, 11 and 12, 2011  
(set-up is available Wednesday evening starting @ 7 pm)

**WHERE:** Marcus Whitman Hotel & Conference Center, Walla Walla, Washington

**BOOTH COST:** \$375.00 for WCA members  
\$425.00 for Non WCA Members (Includes a membership)  
**Registration deadline: Friday, October 7, 2011 (for inclusion in program)**

**TENTATIVE** Wednesday, November 9, 2011

**SCHEDULE:** 11:00am-4:00pm Pfizer Cattlemen's College  
6:00 pm TradeShow Exhibitor Setup (Optional)  
7:00 pm Welcome Social to include some **new, fun** events

Thursday, November 10, 2011

6:00 a.m. - 8:00 a.m. Breakfast in TradeShow  
7:00 a.m. - 9:00 a.m. TradeShow Exhibitor Setup  
9:00 a.m. - 9:30 a.m. Exclusive Tradeshow Break  
9:00 a.m. - 11:00 p.m. TradeShow Open  
8:00 a.m. - 8:30 a.m. Allied Industry Committee Meeting  
12:30 - 1:45 p.m. Welcome Lunch  
1:45 p.m. - 2:00 p.m. Exclusive TradeShow Time  
6:00 - 11:00 p.m. TradeShow Social, Dinner and ETF Auction  
*This evening is sponsored by the Allied Industries.*

Friday, November 11, 2011

6:00 a.m. - 8:00 a.m. Breakfast in TradeShow  
7:00 a.m. - 3:00 p.m. TradeShow Open  
10:00 - 10:30 a.m. Coffee Break Exclusive TradeShow Time  
11:30 a.m. - 12:50 p.m. Lunch  
12:50 p.m. - 1:15 p.m. Exclusive TradeShow Time  
3:00 p.m. - 4:00 p.m. TradeShow Teardown  
6:00 p.m. - Midnight Social, Dinner & Special Guest, Bill Barwick

Saturday, November 12, 2011

7:00 a.m. - 9:00 a.m. Breakfast Buffet  
9:00a.m. - noon Downtown tour & shopping

**HOTEL INFORMATION: (Must make your own reservations)**

Marcus Whitman Hotel & Conference Center  
Reservations: (866) 826-9422 or (509) 525-2200 (request WA Cattlemen's Association special rates)

Room Rates (+tax): \$114.00 includes breakfast every day  
(deadline for room rate is **Tuesday, November 1**)

**ADDITIONAL INFORMATION:**

Call the WCA at (509) 925-9871 or [wacattle@kvalley.com](mailto:wacattle@kvalley.com)

**Washington Cattlemen's Association (WCA)  
Washington CattleWomen's Association (WCW)  
2011 Annual Convention Booth/Sponsor Reservation Form**

**When:** Wednesday, Thursday, Friday and Saturday – November 9, 10, 11 and 12, 2011  
(optional set-up is available Wednesday evening starting @ 7 pm)

**Where:** Marcus Whitman Hotel & Conference Center, Walla Walla, Washington

- YES!** Please reserve my booth as a **TradeShow Exhibitor** for the WCA/WCW 2011 Annual Convention TradeShow. 10'x 10' space with an 8 foot skirted table. No pipe and drape.  
Booth Cost:           **\$375 WCA Member per booth**  
                                  **\$425 Non-WCA per booth**

Please check one of the following  Wednesday Evening Check In            Thursday Morning Check In

- Additional Meals** (you receive 1 ticket for Thursday & Friday lunch. Thursday dinner provided for all vendors)

Thursday Lunch	Additional over 1: ___ @ \$15 = \$_____
Friday Lunch	Additional over 1: ___ @ \$15 = \$_____
Friday Evening ( <i>not included in TS pkg</i> )	Additional: _____ @ \$45 = \$_____
Saturday Breakfast ( <i>not included in TS pkg</i> )	Additional: _____ @ \$15 = \$_____

- YES! Event Sponsorship**

I would like to sponsor an event in the amount of \$ \_\_\_\_\_

___ General donation	___ Thursday Lunch
___ Speaker	___ Friday Lunch
___ Coffee Break	___ Friday Dinner
___ Entertainment	___ Other: _____

- YES! Program Advertising**

o \$250 Full Page (5 X 8)           o \$150 Half Page (5 X 3.5)           o \$100 Quarter Page (5 X 2)  
Ads must be to the WCA office by **October 7, 2011**. For color, please add an additional \$100.

**Registration Information (please type or print clearly)**

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number(s) \_\_\_\_\_ Email: \_\_\_\_\_

Name(s) for Badge: \_\_\_\_\_

**Method of Payment:** Due on or before Friday, October 7, 2011 for inclusion in Program.

- Check # \_\_\_\_\_
- Direct Bill to: \_\_\_\_\_  
Address: \_\_\_\_\_
- VISA/MC/AMEX # \_\_\_\_\_  
Expiration date: \_\_\_\_\_ v-code: \_\_\_\_\_  
Name on Card \_\_\_\_\_
- Signature: \_\_\_\_\_

**Amount Due:**

<b>Booth Amount</b>	\$ _____
<b>Additional Meals</b>	\$ _____
<b>Sponsorship</b>	\$ _____
<b>Program Advertising</b>	\$ _____
<b>TOTAL AMOUNT DUE</b>	\$ _____

**Make Check Payable to and mail to:**

Washington Cattlemen's Assoc.  
Convention  
P O Box 96, Ellensburg, WA 98926