65th ANNUAL CONVENTION

TOGETHER. FORWARD.

2027 GEORGIA CATTLEMEN'S CONVENTION PARTNERSHIP GUIDE

GCA 65TH ANNUAL CONVENTION
APRIL 2-3, 2027 | PERRY, GEORGIA

TOGETHER. FORWARD. | CONVENTION OVERVIEW

DON'T MISS YOUR CHANCE TO MAKE AN IMPACT ON THE GEORGIA CATTLEMEN'S ASSOCIATION'S LARGEST EVENT OF THE YEAR!

Mark your calendars for April 2-3, 2027, and plan to join us for the 65th Annual GCA Convention at the Georgia National Fairgrounds and Agricenter in Perry, Georgia! In celebration of our 65th anniversary, we are eager to invite you to become one of the 80+ exhibitors who will share products, services, programs, and solutions with Georgia's largest cattle farming and ranching community.

GCA's Annual Convention provides several opportunities for your company to be a part of an unforgettable convention experience. Convention allows you to showcase your brand, educate and inform attendees of your products and services, engage with people committed to your industry, talk face-to-face with your consumers and partners, and establish yourself as a solid supporter of GCA. Last year, the event brought together hundreds of cattle producers from all areas of the southeast and we know that it will continue to grow even larger with your help.

You won't have to look hard to find first-class hotel accommodations, restaurants proudly serving Georgia Grown products, and cowboy hats taking over the area! Whether you're looking to secure future customers or catch up with current ones, GCA's Annual Convention and Trade Show brings together your ideal target audience in one great location. Your representatives will have hundreds of opportunities throughout the weekend event to meet attendees with backgrounds in all areas of the industry. The possibilities to learn, engage and collaborate with attendees are limitless, but the opportunities are not.

Remaining true to our values as a grassroots organization, GCA's Events Committee has worked to create convention marketing opportunities tailored to your specific needs. Listed in this guide are sponsorships at various levels that will reflect your support of our state's ONLY organization dedicated to representing Georgia's beef cattle industry! As we get closer to convention, check out the GCA website for convention details, hotel information, and a full schedule of convention events. If you have any questions or concerns, please contact Sarah Williams at the GCA office at (478) 224-5900.

Thank you for believing in our mission and continuous support of thousands of cattle producers throughout our state! We hope you'll make plans to join us in Perry for our largest event of the year!

Sincerely,

David Huddleston
2026-2027 GCA President

Kelley Owen
Executive Vice President

APRIL 2-3, 2027

PERRY, GEORGIA

EXHIBITOR IMPORTANT INFORMATION

IMPORTANT EXHIBITOR DATES

Dates: April 2-3, 2027

Location: Georgia National Fairgrounds & Agricenter, Perry, GA

Exhibitor Reception:
Thursday, April 1 6:00 PM – 8:00 PM, GCA Office

Exhibitor Hours:
Friday, April 2 10:00 AM – 12:00 PM; 1:00 PM - 4:00 PM
Saturday, April 3 8:00AM - 12:00 PM; 1:00 PM – 5:00 PM
Closed for lunch daily from 12:00 PM – 1:00 PM

MOVE IN:
Large Equipment: Thursday, April 1, 12:00 PM – 4:00 PM *Forklift not available after 4 PM*
General Move-in: Thursday, April 1, 12:00 PM – 5:00 PM

MOVE OUT:
Beginning: Saturday, April 3, 4:00 PM
Must Be Removed: Saturday, April 3, 10:00PM

IMPORTANT DATES:
Monday, February 1, 2027 Early Registration Closes

TOGETHER. FORWARD. | 2027 THEME

Together, Forward.

For 65 years, the Georgia Cattlemen's Association Convention has brought together producers, industry leaders, and partners from across the state to celebrate our shared commitment to Georgia's beef industry. As we gather for our 65th anniversary, we honor the traditions that have shaped our organization while looking ahead to the future of cattle production in Georgia. This milestone year, themed Together Forward, recognizes the strength of the partnerships that have carried us through the past six decades and the opportunities that lie ahead. We invite you to join us as we celebrate our history, strengthen our connections, and continue building a thriving future for Georgia cattle producers.



TOGETHER. FORWARD. | TENTATIVE AGENDA

SUBJECT TO CHANGE

THURSDAY, APRIL 1, 2027

12 - 5 P.M. ..... Tradeshow Vendor Move-in *Forklift not available after 4 PM*
6 P.M. ..... Partners & Pours: Exhibitor and Sponsor Reception - GCA office

FRIDAY, APRIL 2, 2027

8 - 9 A.M.....Late Tradeshow Move-in
9 A.M.....Registration Open
9 A.M.....Miss Georgia Cattlemen's Queen and Princess Check-in Day 1
9:30 A.M. .....BQA Training
10 A.M. .....Tradeshow Open
10:30 A.M. .....Stockyard Stage- Sponsor Spotlight 1
11 A.M. .....Stockyard Stage- Sponsor Spotlight 2
12 - 1 P.M. .....*Tradeshow closed for lunch*
1 P.M. .....GJCA Public Speaking Contest
1:30 P.M. .....Cattlemen's College Session 1
2:30 P.M. .....GCWA Meeting
2:30 P.M. .....Stockyard Stage- Sponsor Spotlight 3
3 P.M. .....GBB Checkoff Update
3 P.M. .....Stockyard Stage- Performance by Jenna Paulette
4 P.M. .....Trade show Closes
4 P.M. .....General Session 1 – Keynote: Dr. Temple Grandin
5:30 P.M. .....Calf Fry and Open House – GCA Office

SATURDAY, APRIL 3, 2027

7 A.M.....Late Registration Opens
7 A.M.....Convention Breakfast
Board of Directors Meeting
9 A.M.....General Session 2 – Legislative Session
9:30 A.M. .....Trade show Open
9:30 A.M. .....Miss Georgia Cattlemen Queen and Princess Check-in Day 2
9:30 A.M. .....Stockyard Stage- Sponsor Spotlight 4
10 A.M. .....Miss Georgia Cattlemen Queen and Princess Speeches
10:15 A.M. .....Stockyard Stage- Sponsor Spotlight 5
12 P.M.....Awards Luncheon
12 - 1 P.M. .....*Tradeshow closed for lunch*
2:30 P.M. .....Cattlemen's College Session 3
3:30 P.M. .....Trade show Closes
6 P.M. .....Cattlemen's Ball with entertainment from Jenna Paulette

TOGETHER. FORWARD. | BOOTH INFORMATION

At the trade show, your company has the opportunity to have meaningful interactions with hundreds of cattle producers from across the state throughout this two-day event. Our tradeshow is sure to provide producers the ability to meet with businesses providing products and services directly impactful for their operations. Our enthusiastic audience, extended trade show hours, and welcoming environment will prove it is worth the investment.

All exhibit spaces are located in the Miller-Murphy-Howard Building

BOOTH PRICES

10'X10' BOOTH

Includes: Your choice of 1 complimentary registration that includes all convention meals OR 2 complimentary registrations that do not include convention meals, 1 - 8' table and 2- chairs.
Your investment…….. $500.00

10'X20' BOOTH

Includes: Your choice of 1 complimentary registration that includes all convention meals OR 2 complimentary registrations that do not include convention meals, 1 - 8' table and 2- chairs.
Your investment…….. $750.00

20'X20' BOOTH

Includes: Your choice of 1 complimentary registration that includes all convention meals OR 2 complimentary registrations that do not include convention meals. Tables and Chairs available upon request for this booth space at no extra cost.
Your investment……$1,500.00

Assignments: Booth assignments will be made March 15th 2027.

Electricity: Electrical power is available for a one-time charge of $75.00 per booth.

Cancellations: Cancellations can be made until February 5, 2027 with no penalty. After the exhibitor forfeits their booth registration costs.

Late Fee: Booth space requests placed after February 5, 2027 will be subject to a $250 late fee.

IMPORTANT - PLEASE NOTE: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the venue premises and will indemnify, defend and keep the venue, its agents, servants and employees from any such losses, damages and claims.

EXHIBITOR GUIDLINES

1. The Annual GCA Convention aims to provide attendees with educational resources that highlight the latest in industry developments, showcase the variety of products and services available to them, and present cutting-edge management techniques they can use to maximize production.
2. Live cattle are prohibited in any trade show exhibit.
3. As a prospective exhibitor, you must complete and submit the Exhibitor Agreement Contract to qualify for exhibition. By signing this form, you commit to the rules, regulations, and standards outlined in the exhibitor application.
4. Space assignments are based on a first-come, first-serve basis, as contracts are received. The association will do its best to assign space according to the applicant's preference but reserves the right to set a substitute space if the requested spot is unavailable. Final booth assignments will be made March 15th, 2027 by GCA.
5. 10'x 10' booths consist of an eight-foot-high back drape, a 36-inch-high side rail, an eight-foot table, and two chairs. 10'x 20' booths consist of an eight-foot-high back drape, a 36-inch-high side rail, an eight-foot table, and two chairs. 20'x 20' booths include a 36-inch-high side rail, with tables and chairs available upon request. Electrical power is not included but can be added to your package for a one-time charge of $75.00 per booth.
6. All exhibits must be set up by 9:00 AM on Friday, April 2, 2027. Exhibitors may begin breaking down their displays for move-out at 5:00PM on Saturday, April 3, and all exhibits MUST be removed by 10:00PM on Saturday, April 3.
7. **IMPORTANT** - PLEASE NOTE: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the venue premises and will indemnify, defend and keep the venue, its agents, servants and employees from any such losses, damages and claims.
8. Event Location: Georgia National Fairgrounds & Agricenter – 401 Golden Isles Pkwy, Perry, GA 31069.
9. Vehicles in the Building:
   a. Vehicles may not contain more than ¼ tank of gas.
   b. An absorbent mat and/or other appropriate collection device must be placed under the engine block and other areas that may leak fluids.
   c. Both battery terminals must be disconnected once the vehicle is in place, and the gas cap must be taped by Trade Center staff.
   d. All flammable and/or combustible liquids, such as engine oil and fuel stored in gas cans, must be checked in with the Trade Center for proper documentation and storage.

Exhibit Hall Dimensions:
Maximum Height of all large equipment is 16 Feet and Maximum Width is 19 Feet to fit in the roll-up door to access trade show floor.

SUBMIT YOUR FORMS TO SARAH WILLIAMS TO RESERVE YOUR SPACE TODAY
SWILLIAMS@GABEEF.ORG | (478) 224-5900 | (352) 514-3759

PARTNERSHIP OPPORTUNITIES

We have created several convention marketing opportunities tailored to meet your specific needs. To learn how to secure one or more of our great opportunities, please email this form to swilliams@gabeef.org or contact the Georgia Cattlemen's Association office at 478-224-5900. All convention sponsorships should be confirmed by February 5, 2027 to ensure adequate production times. After this date, GCA staff can no longer guarantee that your company will be marketed in the convention program and on-site printed materials. You will still be marketed in all social media posts and e-blasts following this date if you sign up after February 5, 2027.

TRAILBLAZER SPONSOR - $7,500 – 1 AVAILABLE

As the premier partner of the 2027 GCA Convention, your company will receive unmatched visibility and exclusive opportunities to engage with Georgia cattle producers throughout the weekend.

Benefits include:

- Premier recognition across convention events, printed and web materials
- Opportunity to welcome attendees with brief remarks at the Cattlemen's Ball
- One 15-minute sessions on the Stockyard Stage
- Exclusive back-cover advertisement in the convention program
- Two full page color ads in the Georgia Cattleman Magazine
- Exclusive choice of tradeshow booth location
- One complimentary 10'×20' booth ($750 value)
- Four convention registrations with meals included
- Reserved table at the Cattlemen's Ball
- Ten drink tickets
- Attendee lanyards branded with your company's logo
- Expanded placement across all Tradeshow BINGO cards
- Priority recognition across convention materials, signage, and post-convention coverage

PARTNERSHIP OPPORTUNITIES (Cont.)

HERD LEADER SPONSOR - $5,000

Show your commitment to Georgia's cattle industry while receiving premium exposure and engagement opportunities.

Benefits include:

- Recognition throughout convention events and printed materials
- Opportunity to address attendees during the Awards Luncheon
- One 15-minute session on the Stockyard Stage
- Full-page advertisement in the convention program
- One full page color ad in the Georgia Cattleman Magazine
- Priority choice of tradeshow booth location
- One complimentary 10'×10' booth ($500 value)
- Two convention registrations with meals included
- Six drink tickets
- Opportunity to provide branded cups or koozies at beverage stations alongside other
- Herd Leader Sponsors
- Enhanced placement on two additional BINGO card layouts
- Recognition in convention materials, signage, and post-convention coverage

STOCKMAN SPONSOR - $2,500

Connect directly with producers and demonstrate your company's commitment to the future of Georgia's beef industry.

Benefits include:

- Opportunity to welcome attendees at the Legislative Breakfast
- One full page color ad in the Georgia Cattleman Magazine
- Preferential choice of tradeshow booth location
- One convention registration with meals included
- Four drink tickets
- Enhanced placement on an additional BINGO card layout
- Priority access to reserve a Stockyard Stage session as an add-on (limited availability)
- Recognition in convention materials, signage, and post-convention coverage

PASTURE SPONSOR - $1,500

Support one of convention's signature events while increasing your company's visibility among cattle producers from across the Southeast.

Benefits include:

- Opportunity to welcome attendees at a general session
- One half-page advertisement in the Georgia Cattleman Magazine
- Four drink tickets
- Recognition in convention materials, signage, and post-convention coverage

PARTNERSHIP OPPORTUNITIES (Cont.)

FENCE LINE SPONSOR - $750

An affordable way to support the Georgia Cattlemen's Convention and showcase your commitment to the industry.

Benefits include:

- Two drink tickets
- Recognition in convention materials, signage, and post-convention coverage

GRASSROOTS SPONSOR - $100+

Support the work of Georgia cattle producers and help make the convention experience possible.

Benefits include:

- Recognition in convention materials, signage, and post-convention coverage

HOSPITALITY LOUNGE SPONSOR - $4,000 – 1 AVAILABLE

Support one of the convention's most exciting new amenities by sponsoring the Hospitality Lounge. Featuring comfortable seating, beverages, and snacks, this space will provide attendees with a place to relax and recharge between sessions, meetings, and tradeshow activities.

Benefits include:

- Exclusive branding within the hospitality lounge
- Logo placement on hospitality signage and beverage stations
- Recognition in the convention program and social media
- Opportunity to provide branded cups, napkins, or promotional materials
- Literature display within the lounge
- Verbal recognition during convention announcements
- Enhanced placement on an additional BINGO card layout
- Priority access to reserve a Stockyard Stage session as an add-on (limited availability)

PARTNERSHIP OPPORTUNITIES (Cont.)

GJCA YOUTH ACHIEVEMENT SPONSOR

Support the next generation of Georgia cattle producers by recognizing excellence in the Georgia Junior Cattlemen's Association contests and leadership programs. Contests offered this year include Public Speaking, Poster, Essay, and Photography. Sponsors may choose to provide awards, scholarships, gift cards, merchandise, prizes, or other approved items to honor outstanding contestants.

Gold Award Sponsor — 1st Place Recognition | Limited to 4 Sponsors | Minimum value: $100

Silver Award Sponsor — 2nd Place Recognition | Limited to 4 Sponsors | Minimum value: $75

Bronze Award Sponsor — 3rd Place Recognition | Limited to 4 Sponsors | Minimum value: $50

Benefits include:

- Recognition on convention signage
- Recognition at all GJCA convention contests and activities
- Recognition in the post-convention magazine
- Recognition in social media posts highlighting winners
- Opportunity to present awards during the Awards Luncheon

THE STOCKYARD STAGE ADD-ON | $750 | LIMITED TO 3 SPONSORS

Take advantage of a dedicated 15-minute speaking session on the Stockyard Stage during tradeshow hours. Sessions should focus on producer services, innovative technologies, and practical solutions for today's cattle operations. Sessions available on a first come, first serve basis, with priority reservations to sponsorship partners. Included automatically with Trailblazer and Herd Leader sponsorships.

TOGETHER. FORWARD. | NEW TRADITIONS

As we move Together Forward, we're introducing new experiences that strengthen partnerships and create meaningful connections throughout convention weekend.

PARTNERS & POURS: EXHIBITOR & SPONSOR RECEPTION

Thursday, April 1, 2027
6:00–8:00 PM

Kick off the 65th Annual Georgia Cattlemen's Convention at Partners & Pours, an exclusive reception for exhibitors and sponsors. Enjoy dinner, drinks, and fellowship with fellow industry partners as we celebrate the partnerships that make the Georgia Cattlemen's Convention possible. We encourage all exhibitors and sponsors to join us as we celebrate our partnership and kick off an exciting convention weekend together. Please indicate the number of representatives attending Partners & Pours on your exhibitor registration form.

STOCKYARD STAGE

The Stockyard Stage offers exhibitors and sponsors the opportunity to share innovative products, practical solutions, and industry expertise with Georgia cattle. Throughout the tradeshow, select exhibitors and sponsors will present 10-15-minute sessions highlighting products, technologies, and services designed to help cattle operations succeed on a exclusive stage inside the tradeshow floor.

Session Details

- Sessions are limited to 10–15 minutes.
- Presentations will take place during designated tradeshow hours.
- Space is limited and available to select sponsors and exhibitors.
- Presentation topics are subject to approval by GCA staff.

Stockyard Stage presentations are included automatically with Trailblazer and Herd Leader sponsorships. Additional presentation opportunities may be available to exhibitors on a first-come, first-served basis.

THE STOCKYARD LOUNGE

Presented by the Hospitality Lounge Sponsor

Located in the tradeshow, The Stockyard Lounge is a welcoming space designed for attendees to relax, recharge, and reconnect. Featuring comfortable seating, refreshments, and light snacks, the lounge offers producers, exhibitors, and industry partners a place to unwind between sessions, meetings, and tradeshow activities.

The Hospitality Lounge Sponsor plays an important role in creating an inviting atmosphere that encourages fellowship and meaningful connections throughout the convention experience.

Trade show BINGO

One of the most anticipated convention traditions, Tradeshow BINGO encourages attendees to explore the exhibit hall, discover new products and services, and connect with industry partners from across the Southeast.

Each attendee will receive a BINGO card in their registration packet featuring participating exhibitors. As attendees visit booths, exhibitors are encouraged to engage producers in conversation, showcase products, or share resources before signing or stamping their card.

Make the most of your BINGO stop! Consider incorporating:

- A quick trivia question
- A product demonstration
- A spin wheel or giveaway
- A short survey
- A QR code to scan
- An operation-specific discussion starter

Every exhibitor will automatically appear on one BINGO card layout. Additional placements may be earned through door-prize donations.

Tradeshow BINGO Bonus Placements

Want your presence in the tradeshow? Donate a door prize to earn expanded placement on Tradeshow BINGO cards and increase your visibility throughout convention weekend. Every exhibitor will automatically be featured on one BINGO card layout. Companies may earn additional placements by donating door prizes (minimum value of $50 per item).

1 donated item: +1 additional BINGO layout
2 donated items: +2 additional BINGO layouts
3 donated items: +3 additional BINGO layouts
4+ donated items: +4 additional BINGO layouts

- Each donated item worth at least $50 earns one additional BINGO placement.
- Maximum of four additional placements.

Don't forget to brand your prize! Please include a tag, label, or business card with each donated item so that attendees and GCA staff know who generously provided it. Tradeshow BINGO winners will be announced during the Cattlemen's Ball on Saturday evening. We encourage door-prize donors to join us for the festivities and personally present their prize to the winner.

GEORGIA CATTLEMEN'S LIVE AUCTION

Saturday Evening | Cattlemen's Ball

The GCA Live Auction serves as one of the convention's premier fundraising events, bringing together cattle producers and industry partners to support advocacy efforts that protect and promote Georgia's beef industry. Attendees can bid on exclusive experiences, unique merchandise, and one-of-a-kind items while investing in the future of the cattle industry.

SILENT AUCTION

Open Throughout Convention

The Silent Auction provides exhibitors, members, and attendees with an additional opportunity to support GCA initiatives while showcasing products, services, and experiences from across the beef community. Bidding will remain open throughout convention, with winners announced during the Cattlemen's Ball.

Suggested donations include:

- Farm and ranch equipment
- Branded merchandise and apparel
- Hunting and fishing packages
- Home décor and handcrafted items
- Gift baskets and local products
- Beef packages and specialty foods
- Experiences, tickets, and weekend getaways

Interested in donating an item? Contact the Georgia Cattlemen's office team to discuss auction opportunities.

Important Deadlines & Submission Information

To ensure inclusion in convention signage, the program, Tradeshow BINGO materials, and other printed promotional items, all sponsorship commitments, exhibitor registrations, door-prize donations, silent auction donations, and related materials must be received by February5, 2027.

Contributions received after this date are welcome; however, GCA cannot guarantee recognition in printed materials or participation in certain convention activities.

TOGETHER. FORWARD. | SPONSORSHIP REGISTRATION FORM

Name: _____ Phone: _____

Organization: _____

Address: _____

Email Address: _____

AVAILABLE EVENT SPONSORSHIPS

Georgia Cattlemen's Association Reserves The Right To Offer Sponsorships To Multiple Entities For Single Events

Sponsorship Level	**Cost**	**Total**
Trailblazer Sponsorship - 1 AVAILABLE	_____ x $7,500	=_____
Herd Leader Sponsorship	_____ x $5,000	=_____
Stockman Sponsorship	_____ x $2,500	=_____
Pasture Sponsorship	_____ x $1,500	=_____
Fence Line Sponsorship	_____ x $750	=_____
Grassroots Sponsorship	_____ x $100	=_____
GJCA Contest Sponsorship - 1st place	_____x $75	=_____
GJCA Contest Sponsorship - 2nd place	_____x $50	=_____
GJCA Contest Sponsorship - 3rd place	_____x $25	=_____
Stockyard Stage Sponsorship - 3 AVAILABLE	_____x $750	=_____
Hospitality Lounge Sponsorship - 1 AVAILABLE	_____x $4,000	=_____

BINGO or FUNDRAISER DONATION
Please list Item(s) with retail amount _____

_____

Total Sponsorship Amount: _____

PAYING BY CHECK:
Make checks payable to **Georgia Cattlemen's Association** and mail to 101 General Courtney Hodges Blvd, Perry, GA, 31069.

PAYING BY CREDIT CARD:_____ Card#: ___ Exp. Date: _____ CVV Code:

Cardholder: _____ Signature: _____

Please Complete And Return To Our Office By February 5, 2027

TOGETHER. FORWARD. | EXHIBITOR REGISTRATION FORM

Early Registration Until February 1, 2027. | Additional Fees & No Refunds Beginning/After February 5, 2027.
Final Booth Assignments Made March 15th 2027.

Name: _____

Business/Organization: _____

Street Address: _____

City, State Zip: _____

Phone: _____ Email: _____

BOOTH, EVENTS & REGISTRATION FEES

10'x10' Booth (Includes One Full Registration or 2 No Meal Registrations)_____ x $500=_____
Each additional staff requires an additional registration. Includes Pipe and Drape.

10'x20' Booth (Includes One Full Registration or 2 No Meal Registrations)_____ x $750 =_____
Each additional staff requires an additional registration. Includes Pipe and Drape.

20'x20' Booth (Includes One Full Registration or 2 No Meal Registrations)_____ x $1,500=_____
Booth Space. Each additional staff requires an additional registration. Includes Pipe and Drape.
Add additonal table and chairs for 20x20 booth only ____ YES ____ NO

OPTIONAL: Electrical Power To Booth_____ x $75=_____
(More than 110v, Call For Details)

Bringing Large Equipment ☐ **Forklift Move In** ☐ **Forklift Move Out** ☐
Check all that apply

Stockyard Stage add on: ☐ *(not guaranteed, limited availability, first come first serve priority to sponsors)*

Additional Staff Registrations

	Early Registration On/Before February 1	**Regular Registration** On/Before February 1	
Tradeshow/Meeting Only Registration	_____ x $50	_____ x $75	=_____
Full Registration with Meals	_____ x $110	_____ x $175	=_____
Board of Directors Breakfast Ticket Add-On	_____ x $15	_____ x $15	=_____
Awards Luncheon Ticket Add-On	_____ x $25	_____ x $30	=_____
Cattlemen's Ball Ticket Add-On	_____ x $40	_____ x $50	=_____
21&Under Trade show/Meeting Only Registration	FREE	FREE	=_____

Total Enclosed: $_____

Partners & Pour Reception

☐ Yes, we plan to attend - Number of Attendees _____ ☐ No, We will not be attending

EXHIBITOR REGISTRATION FORM (CONT.)

Early Registration Until February 1, 2027. | Additional Fees & No Refunds Beginning/After February 5, 2027.
Final Booth Assignments Made March 15th 2027.

Update Exhibitor Bio

Either fill out the form below or scan the QR code to update your bio online.

_____

_____

_____

NAMES FOR REGISTRATION BADGES

Please Print

_____ _____

_____ _____

PAYING BY CHECK:
Make checks payable to **Georgia Cattlemen's Association** and mail to 101 General Courtney Hodges Blvd, Perry, GA, 31069.

PAYING BY CREDIT CARD: ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card#: _____ Expiration date: _____ CVV Code: ____

Cardholder: _____ Signature: _____

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims.

Please Complete And Return To Our Office

EXHIBITOR AGREEMENT

1. **Management and exhibitor.** The term "Management" as used herein shall define the personnel, its agents and event partners, including but not limited to Georgia Cattlemen's Association, (GCA) acting on behalf of, or in concert with Management to produce this event. The term "Exhibitor" shall define the company and its personnel and agents selecting to participate in the exposition. Once Exhibitor has executed this agreement by means of a signature, all terms shall become binding.
2. **Exhibit Space.** The space contracted for is to be used solely by the exhibiting company whose name appears on this Exhibitor Contract and it is agreed that the exhibitor will not sublet or assign any portion of the same. Space is assigned after a completed Exhibitor Contract and payment are received by GCA and is subject to availability of space preferences, special needs and compatibility of Exhibitors. If during the event, the Exhibitor is in violation of these rules and regulations, GCA has, at any time, the right to regain the immediate possession of any space. Further, GCA reserves the right to interpret these rules and regulations and determine eligibility of any company or product for inclusion in this exhibition.
3. **Payment.** Full payment must accompany the contract for exhibit space. Exhibit displays cannot be set up unless all fees are paid in full. Any space not claimed or occupied may be reassigned by GCA without refund of rental fee paid.
4. **Cancellation.** All cancellations must be in writing. GCA reserves the right to consider an Exhibitor's downsizing of booth space as a cancellation of original space and purchase of new booth space. Accordingly, the Exhibitor may be required to move to a new location after requesting downsized space.

Date Written Notice is Received by GCA	Show Cancellation Fee
On or before February 5, 2027	Complimentary
After February 5, 2027	100% of exhibit fee

5. **Booth Design and Floor Layout.** GCA reserves the right to assign, designate or change booth locations. The aisles belong to GCA unless otherwise noted. Neither exhibits nor advertising materials will be permitted to protrude into the aisles. Early Registration until February 5, 2027 . Additional Fees & No Refunds Beginning/After February 5, 2027 . Final booth assignments made by GCA Staff on March 15th.
6. **Installation and Dismantling.** Exhibits may be installed beginning Thursday, April 1, 2027, at 12:00PM -4:00 PM for large equipment requiring forklift assistance, and 12:00 PM – 5:00 PM for general exhibits; and continued at 8:00AM – 9:00 AM on Friday, April 2, 2027 for late installation. All exhibitors must be completed with their setup by April 2, 2027 at 9:00AM. Exhibit dismantling may begin at 4:00PM on Saturday, April 3, 2027 and must be completed by 10:00PM on Saturday, April 3, 2027.
7. **Photo Release.** We occasionally use photographs or videos of our exhibitors in promotional materials. By virtue of your attendance, you automatically agree to usage of your likeness in such materials in perpetuity.
8. **Insurance.** Exhibitor assumes entire responsibility, and hereby agrees to protect indemnify, defend and save GCA, the Georgia National Fairgrounds & Agricenter, other show vendors and its employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines, and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence or intentional acts or omissions of the hotel, its employees or agents. GCA and the hotel do not maintain insurance covering an exhibitor's property. It is the sole responsibility of the exhibitor to obtain the appropriate amount and type of insurance to cover their property, agents or employees from theft, damage by fire, accident or any other cause. GCA will not be responsible for any injury to, any material from any cause whatsoever, whether in transit, or during the Trade Show, regardless of whether GCA furnishes attendants, guards or night watchpersons.
9. **Security and Uncontrollable.** Reasonable precaution against damages or loss by fire, water, theft and other emergencies will be taken, including security, but GCA does not guarantee, nor insure the exhibitor against loss by reason thereof. In case the premises to be used by the exhibit shall be destroyed by fire or elements, or by any other cause, or in case any other circumstances shall make it impossible for GCA to permit the said

EXHIBITOR AGREEMENT (Cont.)

premises to be occupied by said exhibitor for use, herein specified, then and thereupon this agreement shall terminate and the said exhibitor shall and hereby does waive any claim for damages or compensation. It is agreed that GCA reserves the right to retain such part of the payments made by exhibitors for booth space as would be necessary to cover all expenses incurred by GCA incidental to the opening of the Trade Show, up to the time of cancellation.

10. **Exhibitor's Responsibility.** Exhibitor booths must always be staffed during Trade Show hours. Exhibitors shall abide by and observe all laws, rules and regulations or the federal, state and city governments, hotel as well as the facilities. This includes regulations regarding labor jurisdictions. All decorations and electrical wiring and fixtures must comply with local fire laws; state and local fire regulations must be followed. Exhibitors planning to serve food and/or beverages from their booths must contact GCA.
11. **Vehicles in the building.** Vehicles may not contain more than ¼ tank of gas. An absorbent mat and/or other appropriate collection device must be placed under the engine block and other areas that may leak fluids. Both battery terminals must be disconnected once the vehicle is in place, and the gas cap must be taped by Trade Center staff. All flammable and/or combustible liquids, such as engine oil and fuel stored in gas cans, must be checked in with the Trade Center for proper documentation and storage.
12. **Rules and Regulations Changes.** GCA reserves the right to change or modify these rules and regulations as deemed appropriate to improve the Trade Show. All policies and procedures stated herein and as detailed within the Exhibitor Packet will be in effect until further notice.
13. **Covid-19.** GCA will be following state and local ordinance guidelines regarding Covid-19.

By signing below, exhibitor acknowledges they have read the Terms and Conditions. We understand that this contract shall be legally binding between GCA, the Georgia National Fairgrounds & Agricenter, and the Exhibitor. We also understand that any change in information in the contract must be made in writing.

_____ _____

Signature Date

_____ _____

Printed Name Company Name

GCA CONTACT INFORMATION

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