



INDEPENDENT CATTLEMEN'S ASSOCIATION OF TEXAS

48th ANNUAL CONVENTION

June 22-24, 2022 | San Marcos, TX
Embassy Suites Spa and Convention Center

Thank you for your interest in exhibiting at the Independent Cattlemen's Association of Texas annual trade show! Enclosed is the information needed to successfully exhibit at our trade show.

If you have any questions, please call the state ICA office at (512) 620-0162

Directions to hotel/convention center: 1001 E. McCarty Lane San Marcos, Texas 78666

From Austin:

Take I-35 South toward San Marcos, Texas. Exit the McCarty Ln Exit 201 then take a left on McCarty Ln.

From San Antonio:

Take I-35 North toward San Marcos, Texas. Exit the McCarty Ln Exit 201 then take a right on McCarty Ln.

From Houston:

Take I-10 West to U.S. 183 North to SR-80. Take I-35 South to McCarty Ln Exit 201.

TRADE SHOW DETAILS

- Booths are available on a first-come, first-served basis. The trade show is expected to sell out.
- Fees are for an 8 ft x 10 ft booth. Fees include black pipe-and-draped booth space, a 6ft draped table, 2 chairs, identification sign, inclusion in the trade show guide, and allows for 2 booth attendees.
- “Basic Exhibitors” who wish to eat at the scheduled convention meals may purchase a meal voucher at \$150 per individual. A meal voucher includes all convention meals.
- An order form for additional registrations is included with this packet. (See page 4)
- One-half of the booth fee is due when the exhibit space is reserved. The remaining balance must be paid by June 1st2022. Fees collected after June 1st, will incur a \$100 late fee. *If the contract is signed after May 1, full payment must be enclosed with your contract.*
- No refunds will be provided after June 1st
- All exhibiting sales personnel must be fully registered as an exhibitor to gain entrance to the trade show.
- Exhibitors are eligible for ICA room block rates of \$157 plus applicable taxes. Please call Embassy Suites directly (512-392-6450) and ask for the ICA room block by **June 7th**.

Exhibition Hours

Wednesday, June 22 nd	3:00 p.m. to 7:00 p.m.
Thursday, June 23 rd	8:00 a.m. to 6:00 p.m.
Friday, June 24 th	8:00 a.m. to 11:00 a.m.

Vendor arrival and trade show set up: *Wednesday June 22nd 8:00 a.m. – 2:00 p.m.*

Trade show floor will be available for optional set-up Tuesday June 21st 2:00 p.m. – 8:00 p.m.

Any special requests or set up requirements should be directed to the state ICA office in advance for approval and coordination purposes. Hotel Exhibitor Information and Requirements are included in this packet. We ask that your booth and display remain up until the Trade show closes Friday June 24th at 11:00 a.m.

A Trade Show Guide will be distributed to all attendees with their registration packets. You are invited to include contact information and a short paragraph about your company in the guide.

TERMS & CONDITIONS

- **PLEASE COMPLETE AND RETURN PAGES 4,5, & 6 TO ICA**
- All exhibiting sales personnel must be fully registered as an exhibitor to gain entrance to the trade show.
- Exhibits must conform to the size of the space and must not obstruct the view of or interfere with exhibits of others. Should there be any questions as to obstruction or interference of other exhibits in the area; the Lessor's President will make the final judgment.
- Lessee's contract must be paid in full before erection of booth will be permitted.
- If Lessee alters a booth resulting in a hotel charge, Lessee will be responsible for the charge. Lessee must obtain permission from the hotel to alter booth.
- Lessee is not permitted to sublet any part of leased space, or display merchandise of other manufacturers or dealers where no direct business conditions exist between them.
- Lessor assumes no responsibility for the property of Lessee. Loss to property of Lessee from theft, vandalism, fire or other cause is solely the responsibility of the Lessee.
- It is expressly understood and agreed that Lessee will hold harmless and make no claim of any kind against Lessor or any of its members or employees for any loss, damage to or destruction of property, nor for any injury that may occur to him/herself, his/her agents or employees while in the exhibit facility, nor for any damages of any nature or character whatsoever, including direct or indirect damage as a result of loss of business arising out of the exhibition or cancelation of it.
- Lessor will not knowingly violate any law or municipal ordinance, rule or regulation, but if such should occur, Lessor assumes no liability of any nature, including making refunds, if the exhibition hours are required to be shortened.
- All waste is to be placed in the aisles at the close of the show each night.
- If insurance is desired, it is up to the Lessee to obtain it.
- Due to the short time period of the exhibition, the frequently crowded condition of the exhibit facility, and the vital importance of avoiding any disruption in the orderly operation of the exhibition which might adversely affect other Lessee's, the Lessor reserves the sole right to resolve any dispute or disagreement among Lessees and Lessors decision shall be final.
- Lessor reserves the sole right to cancel the exhibition for any reason satisfactory to it. If exhibition is cancelled, Lessor will refund Lessee all monies paid by Lessee.

Exhibit Space Contract and Lease

Independent Cattlemen's Association of Texas 48th Annual Convention & Trade Show
San Marcos, Texas | June 22nd -24th, 2022

Company Name: _____

Primary Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____ Website: _____

Include the contact information in the Trade Show Guide? YES: _____ NO: _____

Product/service to be exhibited: _____

Paragraph to be included in Trade Show Guide (Max 50 Words):

One half of booth payment is due when exhibit space is requested, with remaining balance due by June 1st. No refunds will be made after June 1st. Full payment must be enclosed if contract is signed after June 1st.

I have read the Terms and Conditions for exhibitors and agree to abide thereby.

Signed by: _____ Title: _____

Amount of Check Enclosed: \$ _____

Credit Card Payment:

Name on Card: _____ Amount: \$ _____

Card Number: _____ Expiration Date: _____

Signature Required: _____ CV Code: _____

PLEASE SIGN AND RETURN TO:

Independent Cattlemen's Association

Attn: Trade Show

PO Box 1168

Lockhart, TX 78644-1168

For ICA Use ONLY

Booth Assignment: _____

Date Form Received: _____

Amount Received: _____

Exhibit Contract Continued – Sponsorship

PLEASE COMPLETE & RETURN PAGES 4, 5 & 6

Company Name: _____

Primary Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____ Website: _____

TRADE SHOW SPONSOR LEVELS:

Presidents Circle **\$1250** **Includes:** _____

- Corner Booth Space
- 2 Meal Vouchers
- Power/ Internet
- Booth Signage

Advocates Club **\$1000** **Includes:** _____

- 2 Meal Voucher
- Power/ Internet
- Booth Signage

Basic Exhibitor **\$750** **Includes:** _____

- Power/ Internet
- Booth Signage

Of additional Meal Vouchers: _____

Amount of Check Enclosed: \$ _____

Other Opportunities

(Special Recognition Given)

Auction Items: _____

Door Prizes: _____

Exhibit Contract Continued

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Convention Attendees (Please list as you would like the nametag to read)

1. _____

2. _____