

October 1, 2016

Dear Friends,

On Friday, March 3, 2017, the Department of Animal Sciences & Industry at Kansas State University will proudly continue its tradition of the Cattlemen's Day program. This program is designed to provide producers, allied industry and individuals with information about new developments in the beef industry.

The entire day's program will be held at Weber Hall. Weber Hall is located at 1424 Claflin Road which is in the northeast corner of the K-State campus on Claflin Road. Cattlemen's Day 2017 will begin with the morning program, including featured speakers from Kansas State University followed by the "Focus Sessions" in the afternoon. The program will be held in various rooms throughout Weber Hall. The outstanding Cattlemen's Day program will be coming soon to our web site at:

www.asi.ksu.edu/cattlemensday.

The day will conclude with the Legacy Bull Sale and a social after the sale at the Stanley Stout Livestock Marketing and Learning Center.

All commercial exhibits will be housed in Weber Arena. Your display will be viewed from 8:00 a.m. - 3:00 p.m. We heard very positive comments last year and are looking forward to an even bigger and better Cattlemen's Day 2017.

Last year, more than 700 people attended Cattlemen's Day. Therefore, exhibiting your products or services at Cattlemen's Day is an excellent way to reach customers. This year we are giving you the opportunity to be an "Early Bird" exhibitor. For those who reserve their exhibit space by January 15, 2017, the price will be \$300 for table top display or \$400 for floor display. After January 15, the price will increase to \$350 for table top and \$450 for floor display. (This policy will be strictly enforced.) **The final deadline to attain an exhibit space will be February 10, 2017.** In order to participate as an Early Bird sponsor, you must fill out the enclosed form and register your company. Please make sure to mark which display you will be bringing on the enclosed form, so that we can allow enough space for each exhibit. Exhibit set up times will be announced in a follow-up confirmation letter.

Thank you for your continued support of Cattlemen's Day. Please let us know if you have any questions relating to the program or the trade show. We are looking forward to your participation.

Sincerely,



Dale A. Blasi
Professor
Extension Beef Specialist

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