



**Department of
Animal Sciences
and Industry**

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**Kansas State University
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November 10, 2021

Dear Friends,

On Friday, March 4, 2022, the Department of Animal Sciences & Industry at Kansas State University will proudly continue its tradition of the KSU Cattlemen's Day. 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 that is in the northeast corner of the K-State campus. Cattlemen's Day 2022 will begin with the morning program, including featured speakers 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 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 are looking forward to a bigger and better Cattlemen's Day 2022.

In 2020, more than 800 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, 2022, the price will be \$400 for tabletop display or \$500 for floor display. After January 15, the price will increase to \$450 for tabletop and \$550 for floor display. For **equipment exhibits**, you will have the option to place your equipment outside and have a tabletop display in the arena, for the price of \$500 (\$550 after January 15) If you would prefer to have your equipment inside the arena, price will be based on the size of the equipment. For example, if your display is 12 foot or less you will be charged \$600 (\$650 after January 15); equipment in excess of 12 foot, up to 24 foot, will be charged \$1,000. Unfortunately, due to space limitations anything bigger than 24 feet, must be housed outside. **The final deadline to secure an exhibit space is February 10, 2022.**

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 form, so that we can allow enough space for each exhibit. Exhibit set up times will be announced in a follow-up confirmation letter. Four complimentary registrations will be included with each exhibit.

New for 2022, you will have the opportunity to help sponsor KSU Cattlemen's Day without having an exhibit space. As a sponsor you will be recognized with a poster in Weber arena and will be included in the sponsor presentation. Four complimentary registrations will be included with each sponsorship.

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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