

Northwest Florida **Beef Conference** & Trade Show

Wednesday, February 12, 2014

Jackson County Agriculture Conference Center
2741 Pennsylvania Ave. Marianna, FL 32448 850-482-9620



Sponsor and Exhibit at the 29th Annual Beef Conference! Wednesday, February 12, 2014

If you sell products and services to Beef Cattle Producers in the Florida Panhandle, you won't want to miss the opportunity to exhibit at this year's Beef Conference and Trade Show.

What is the Beef Conference?

It is an Extension Education Program for cattle ranchers from the Tri-state area. The focus changes somewhat each year, but the program is always aimed at improving beef cattle operations in the Southeast. This regional program is a joint effort of Extension Agents from the region, as well as University of Florida Beef and Forage Specialists.

This year, the program will focus on: **Celebrating 100 years of Extension by Preparing Cattle Ranchers for the next Century.** Our speakers will discuss a variety of ideas to improve cow-calf operations now and into the future. The agents and specialists that plan the Beef Conference are very excited about the topics and speakers on the agenda this year. See the enclosed agenda for more details.

How does the trade show work?

Table Top Displays will be set up on 8 foot tables along the walls of the auditorium. **Equipment Displays** will be set up just outside the auditorium, in the nearby pavilion. The cost of sponsoring and exhibiting is \$150 for either type of exhibit. The program will have designated times for ranchers to visit with the Trade Show Exhibitors: 45 minutes during registration, 30 minutes in the middle of the program, and 1 hour immediately following lunch.



In order to boost interaction between ranchers and exhibitors at the event, exhibitors will be introduced just prior to the Trade Show break. Each exhibitor will be given an opportunity to introduce themselves and the organization they represent. During lunch, there will be a drawing for door prizes, giving each exhibitor another opportunity to say a few words and describe the product being given out.



8ft. Table Top Display



Equipment Pavilion (just outside auditorium)

What does my \$150 go towards?

The Beef Conference is a non-profit annual Extension educational program. All of the sponsorship money goes to cover the travel expenses of the speakers, refreshments, snacks, and lunch for everyone in attendance.

Why is it worth my time and money?

90-120 cattle producers from 8-10 surrounding counties annually attend the Beef Conference from Northwest Florida and Southeast Alabama. This type of format has been very successful for the past 28 years. Company representatives make numerous beef producer contacts from Tri-state area in one day.

Where will the Conference be located?

The Beef Conference and Trade Show will be held in the Jackson County Agricultural Conference Center, located just behind the Jackson County Extension Office (not at the Fairgrounds anymore). The Extension Office and the Conference Center are located on State Road 276 (Pennsylvania Avenue) 1 mile north of Interstate 10, in Marianna, Florida.

- To get there from I-10, exit at State Road 276 (exit 136) and travel North 1 mile. This is the western Marianna exit. Look for a long tan building with a green metal roof on the left hand side. The Conference Center is at the rear of the building. The main entrance for unloading is on the south side of the building. Pavilion access for equipment is the dirt road on the north end of property.

What do I have to do?

Decide what type of display you would like to have (a table-top exhibit inside, or an equipment exhibit outside). **Send in an Exhibitor Registration Form by mail or fax by Friday, February 7.** Exhibitor fees can be paid upon arrival, but payment included with Exhibitor Form is preferred. The Trade Show and registration open at 7:30 AM (Central Time), and the educational program starts at 8:15 AM. It will conclude with a Grilled Steak Lunch at 12:00 PM. The Trade Show will conclude at 1:30 PM.

Set up time for displays will be from 1:00-4:30 PM Tuesday, February 11, or from 6:30-7:30 AM on **Wednesday, February 12** (the morning of the event). Special arrangements can be made if you are going to arrive after 4:30 PM on the 11th, but please call ahead so we are aware of the need. Door Prize drawing tickets will be give out at registration, so bring a product or gift certificate that can be given out at lunch and be prepared to briefly share information about the item.

You are also responsible for making your own hotel reservations as needed:

Fairfield Inn & Suites by Marriott

4966 Whitetail Drive
Marianna , FL 32448
850-526-0012

Comfort Inn & Suites

2214 Hwy 71
Marianna , FL 32448
850-482-7112

American Inn and Suites (Formerly Country Inn)

2196 Post Oak Lane
Marianna 32448
850-526-0096

Quality Inn (Formerly Hampton Inn)

Exit 142, Interstate 10
Marianna
800-228-5150 or
850-526-5600

Microtel Inn and Suites

Exit 142 and Highway 71
800-771-7171 or
850-526-5005

Days Inn

Exit 142, Interstate 10
Marianna
800-426-7866 or
850-526-1006

Marianna Inn & Suites (Formerly Holiday Inn Express)

Exit 142, Interstate 10
Marianna
850-526-2900

All hotels are located near the intersection of Highway 71 and Interstate 10 (exit 142), one exit east of the location of the Beef Conference (exit 136).

How can I get more information?

Contact Doug Mayo at the Jackson County Extension Office. You can call at 850-482-9620, send email to demayo@ ufl.edu, or fax 850-482-9287.

Sincerely,



Doug Mayo, County Extension Director
Jackson County Extension