



MINNESOTA

BEEF★EXPO

OCT. 17-20, 2024
MINNESOTA STATE FAIRGROUNDS

TRADE SHOW

★ ★ BEEF EXPO GENERAL INFORMATION ★ ★

The Minnesota Beef Expo brings cattle producers and beef specific agri-businesses together for a fun, exciting and rewarding event held annually in October. The Expo provides the perfect opportunity to network, learn and view great cattle at one of the largest beef industry events in the Upper Midwest.

Dates: Oct. 17-20, 2024

Location:

Minnesota State Fairgrounds
St. Paul, Minn.

Trade Show Hours:

| | |
|--------|---------------------|
| Thurs. | Noon to 4 p.m. |
| Fri. | 10 a.m. to 4 p.m. |
| Sat. | 9 a.m. to 6:30 p.m. |
| Sun. | 8 a.m. to 3 p.m. |

Admission: Free

Parking: Free

Attendance: More than 5,000 attendees and 1,200 head shown

Facilities:

- Two show rings in the Lee & Rose Warner Coliseum with 5,250 seats
- Cattle facilities with 1,200 head capacity
- One sale ring
- Trade show with space for dozens of commercial booths

The four-day event provides a full schedule for both youth and adults:

- Breed & Club Calf Sales
- Supreme Row Sale
- Trade Show Exhibits
- Junior Heifer & Steer Show
- Judging Contest
- Photography Contest
- Sullivan Supply Fitting Contest
- Premier Exhibitor Contest
- Knowledge Bowl
- Ideas & Insights Symposium
- Breed Displays
- Farm & Ranch Displays
- Minnesota Youth Beef Experience Program



Like us on Facebook  and follow us on Instagram 

★ We invite to you to participate as a 2024 Minnesota Beef Expo Trade Show Vendor! ★

★ ★ ★ ★ ★ SCHEDULE OF EVENTS ★ ★ ★ ★ ★

Visit mnbeefexpo.com for the most up to date schedule.

Wednesday, Oct. 16, 2024

8 a.m. - 3:30 p.m. **Trade Show set-up**

Thursday, Oct. 17, 2024

6 a.m. Barn opens for stalling

6 a.m. - 8 p.m. Junior Show and Showmanship check-in:
Show Office

8 A.M. - NOON TRADE SHOW SET-UP

10 a.m. Sullivan Supply Fitting Contest registration closes

10:30 - 11 a.m. Knowledge Bowl check-in: Warner Coliseum

11 a.m. Knowledge Bowl: Warner Coliseum

Noon - 2 p.m. Sullivan Supply Stock Show University Seminar:
Show Ring, Warner Coliseum

This well-attended event will be led by some of the best fitters in the Midwest and their No. 1 priority is helping you be more confident in your skills. The seminar isn't over until every question is answered.

NOON - 4 P.M. TRADE SHOW & SILENT AUCTION OPEN

2:30 - 4 p.m. Sullivan Supply Fitting Contest

5 - 7:30 p.m. MYBEP Symposium Beef Industry Ideas
& Insights Symposium: CHS Miracle of
Birth Center

Please join us for this incredible opportunity geared toward helping youth explore the beef industry in a fun and rewarding atmosphere filled with elite cattle people! This event was initially designed to bring together youth who submitted a MYBEP application, but did not win a heifer; MYBEP staff is proud to expand this incredible experience by inviting anyone who is interested in beefing up their industry knowledge, while enjoying the company of amazing people. Adults and kids are welcome to attend this memorable night. Note: Points can be earned for the Premier Exhibitor Award.

Sponsored by *Compeer Financial*.

8 p.m. Barn closes for the night for stalling
(Online registration closes for showmanship.)

All cattle arriving after this time MUST REMAIN ON TRAILERS. TIE-OUTS OR STALLS CANNOT BE TAKEN. Stalls will be assigned when the show office opens again at 6 a.m. Friday morning.

Friday, Oct. 18, 2024

6 a.m. Barns open for stalling

8 - 9 a.m. Judging Contest registration:
Warner Coliseum Concourse

8 - 10 a.m. Junior Show & Showmanship check-in

8 a.m. - noon Sale cattle check-in & weigh-in: Christensen Pavilion

9:15 - 11:30 a.m. Judging Contest: Warner Coliseum
Sponsored by MN Farm Bureau Foundation

10 a.m. Sale and Junior Cattle must be in place and
checked in by Expo staff

10 A.M. - 4 P.M. TRADE SHOW & SILENT AUCTION OPEN

1:30 p.m. 2023 MYBEP Interviews with Showmanship to follow
immediately after: Warner Coliseum

2:30 p.m. Judging Contest Awards: Warner Coliseum

3:30 - 6 p.m. Junior Showmanship Competition: Warner Coliseum

4 - 6 p.m. Grab & Go Burger Dinner: Warner Coliseum Concourse

Sponsored by Compeer Financial

Saturday, Oct. 19, 2024

8:30 a.m. Sale Cattle Show: Warner Coliseum

9 A.M. - 6:30 P.M. TRADE SHOW & SILENT AUCTION OPEN

11 a.m. - 1:30 p.m. Supreme Row Sale: All sales will run concurrently
in Warner Coliseum

2 p.m. - 4 p.m. Supreme Row Social: Warner Coliseum Concourse

2 p.m. 21st ANNUAL SUPREME ROW Selection: Warner Coliseum

- 2024 Minnesota Beef Ambassador recognition

- 2024 MYBEP heifers awarded

- 2023 MYBEP achievement award presented

- Selection of Supreme Row Champions

4 p.m. Junior Market Beef and Prospect Show: Warner Coliseum

Ring 1: Prospect Steers (breed steers followed by
crossbred steers)

Ring 2: Market Beef followed by Prospect Heifers

*Prospect Calf Championship

6:30 p.m. Silent Auction bidding ends

Sunday, Oct. 20, 2024

8 a.m. Junior Breeding Heifer Show: Warner Coliseum

The Supreme Champion Heifer selection will follow the last class of the show. Premier Exhibitor winners will be announced during the Supreme Heifer Selection.

8 A.M. - 3 P.M. TRADE SHOW OPEN

RESERVE YOUR ROOM TODAY!

Exclusive Rate with \$8 going back to the Beef Expo
until Sept. 26, 2024, OR UNTIL BLOCK IS FILLED.



DOUBLE TREE
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★★★ EXHIBITOR RATES & HOURS ★★★

Indoor Commercial Exhibit Rates:

- 10' x 10'.....\$250 (Coliseum)
- 20' x 10'.....\$350 (Coliseum)
- 20' x 20' Bulk.....\$300

**Interested in a space size not listed?
Call 651-643-6476 for more information.**

**\$50 discount with a Silent Auction donation!
Discount has a maximum of \$50 if multiple
items are donated.*

Indoor Non-Profit, Breed Association, and Non-Commercial Exhibit Rates:

- 10' x 10'.....\$200 (Coliseum)

Indoor Rates Include:

- 3' x 8' table with two chairs
- 8' high backdrop drapes
- 3' high side drapes
- Identification sign
- Basic Electric* (1-110 volt, 15 amp, duplex plug)

**more available for additional charge*

Outdoor Commercial Exhibit Rates:

- \$25/front foot (25' minimum)

Outdoor Non-Profit, Breed Association and Non-Commercial Exhibit Rates:

- \$20/front foot (25' minimum)

Outdoor Rates Include:

- 3' x 8' table with two chairs
- Basic electric* (1-110 volt, 15 amp, duplex plug)

**more available for additional charge*

Commercial Exhibit Hours:

- Thursday, Oct. 17noon to 4 p.m.
- Friday, Oct. 18 10 a.m. to 4 p.m.
- Saturday, Oct. 19 9 a.m. to 6:30 p.m.
- Sunday, Oct. 20 8 a.m. to 3 p.m.

Commercial Exhibitor Set-Up:

- Wednesday, Oct. 168 a.m. to 3:30 p.m.
- Thursday, Oct. 17 8 a.m. to Noon

Commercial Exhibitor Tear-Down:

- Saturday after 7 p.m. OR Sunday after 3 p.m.
- Please let us know your intentions.

**Absolutely no tear-down during exhibit hours.*

The exposition service will provide on-site decorating services. There is no charge for vehicle, exhibitor trailer or livestock trailer parking.

A limited number of fairground campsites providing electricity and water are available for \$30 per night. All self-contained units will be accommodated free of charge. Please stop by the Junior Show office in the Cattle Barn upon arrival to reserve your campsite.

Minnesota Beef Expo Name or Logo

Written permission is needed to sell items featuring the Minnesota Beef Expo name or logo.

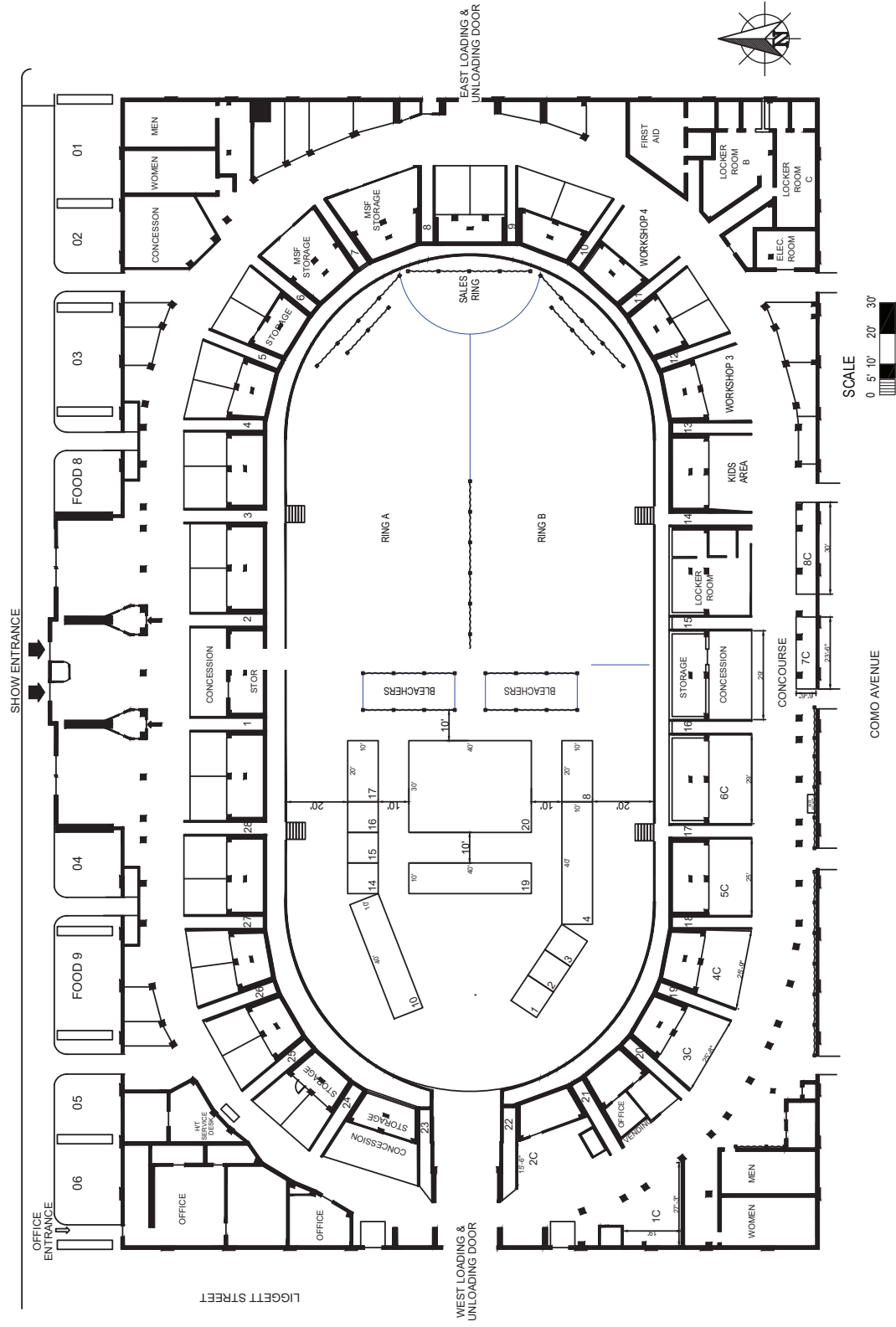
Internet Availability

Internet (wired, wireless or DSL) options can be purchased. Contact data@mnstatefair.org for more information.



COLISEUM FLOOR PLAN

MINNESOTA STATE FAIRGROUNDS LEE & ROSE WARNER COLISEUM



★ ★ VENDOR LICENSE REGISTRATION ★ ★

Firm, Organization or Individual Name _____

(You may include a photo and/or brochure of your product or service. Do not send samples)

Contact _____

Address _____

City/State/Zip _____

Phone (include area code) _____

Website _____

Email _____

- I will need / not need a 3' x 8' table
- I will need / not need two chairs
- I will need / not need electric

We are a (check one):

- Commercial Enterprise
- Non-profit Organization
- Other (specify below)

Type of site desired:

- Indoor
- Outdoor

An electrical outlet (110 volt, 15 amp) is provided in booth rental fee. If additional power is required, please specify:

Site Size:

(include all awnings, tie-outs, overhangs, trailer hitches, etc.)

| | Minimum | Maximum |
|----------|---------|---------|
| Frontage | _____ | _____ |
| X | | |
| Depth | _____ | _____ |

Two expos or shows with recent participation (contact person, address, phone & email for each):

1. _____

2. _____

One business reference (contact person, address, phone & email for each):

1. _____

"I acknowledge that this registration is not a license agreement and does not constitute an offer or guarantee of same for the Minnesota Beef Expo."

Signature and date: _____

Registrations due by Sept. 20 • Pay with card by calling 651-643-6476 or make check payable to:
 Minnesota Beef Expo • 1265 Snelling Ave. N., St. Paul, MN 55108-3003
 Phone: 651-643-6476 • E-mail: info@mnbeefexpo.com • Fax: 651-642-2456