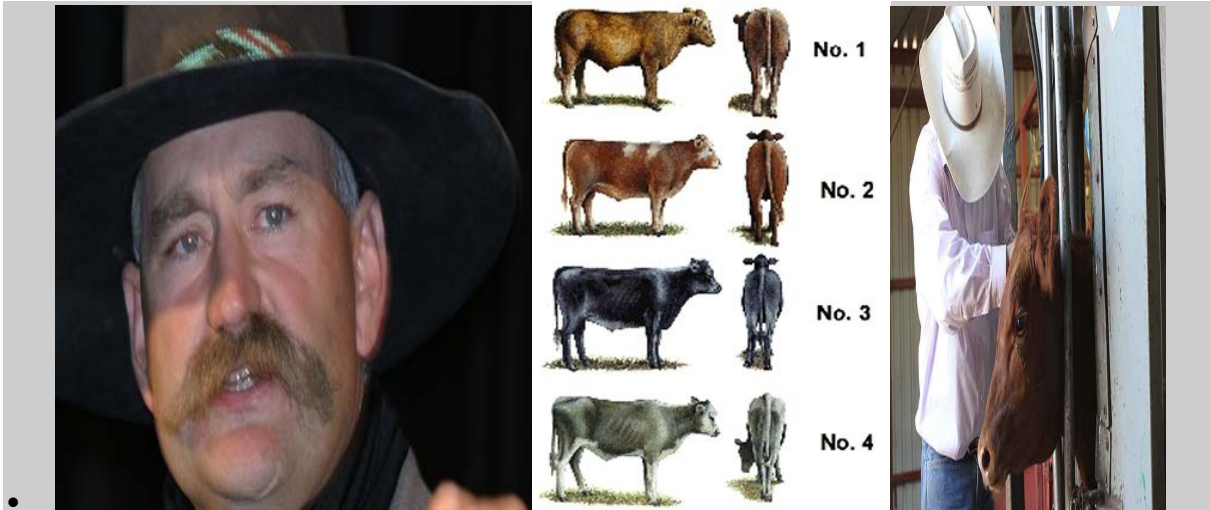


Tennessee Valley Livestock Conference

In Association with the Tennessee Cattlemen's Association, Tennessee Dairy Producers Association, North Carolina Cattlemen's Association and Virginia Cattlemen's Association.

Walter State Expo Center White Pine Tennessee Tuesday June 27th 2017 (1615 Pavilion Drive White Pine Tn. 37890)



8:00-9:00 Registration open

9:00-9:10 Welcome

9:10-10:10 **Trent Loos** "Loos Tales" Radio host/Member of President Trump's Ag Advisory Committee

10:10-10:45 Coffee Break/Trade Show opens/visit breed displays on floor of arena

10:45-11:45 **Dr. Andrew Griffith and Dr. Gary Bates** University of Tennessee Extension "Grazing Management in challenging times"

11:45-12:30 lunch on mezzanine

12:30-1:45 **USDA/TDA live cattle grading** demo and discussion- Jodee Inman USDA Livestock Marketing

1:45-2:30 Trade Show time/breed displays on floor of arena

2:30-3:45 **BQA/Cattle health live** working demo University of Tennessee Extension Veterinarian Dr. Lew Strickland and Reproductive Specialist Dr. Justin Rhinehart.

3:45-4:30 Trade Show and breed displays trade show closes at 4:30

4:30-5:30 **cattle health topic**- Arena area

4:30-5:30 **Rob Holland** Center For Profitable Agriculture "Considerations for Direct Marketing Meat Cuts and Live Animal Sales for Custom Harvest." Meeting Room

Sponsorship Information on Back

***Dairy Producers** meeting to take place in meeting room. Trent Loos and Cattlemen's Meetings in Arena Area

All sponsorship opportunities are first come first serve

Trent Loos Sponsor (\$1,500) (Introduce Trent and listed as sponsor in program)

2 coffee break sponsors- \$200 each (signage during coffee break and recognition in program)

Lunch Sponsor- \$400 (signage during lunch break and recognition in program)

Grading demo sponsor \$400 (signage during grading demo and recognition in program)

BQA cattle health demo sponsor- \$400 (signage during health demo and recognition in program)

Conference Premium Sponsor- \$3,000- (Conference will be titled 2017 Tennessee Valley Livestock Conference sponsored by "your company name" and includes back page of program advertisement and signage in arena. Opportunity to provide speaker for "Cattle Health topic" session.

Host Hotel- Hampton Inn By Hilton (5368 Winners Circle, Morristown, Tn. 37813) Call 423-839-1920 and mention Tennessee Cattlemen's Association to take advantage of convention rate.

Booth Space- \$250

Visit tncattle.org or email charles@tncattle.org for booth contract and additional information