BEEF EXPO

2027 OHIO BEEF EXPO

MARCH 18-21

OHIO EXPO CENTER

TRADE SHOW MANUAL

2027 OHIO BEEF EXPO

The Ohio Beef Expo is the premier event for Ohio's beef industry, attracting over 30,000 participants from 25 states and Canada each year. The Expo includes breed sales, shows and displays, educational events, a highly competitive junior show and a trade show with over 140 exhibitors. The Beef Expo ranks annually as one of the top five largest conventions in central Ohio.

The Ohio Beef Expo Trade Show is housed in the George V. Voinovich Livestock & Trade Center at the Ohio Expo Center. This building provides an excellent setting for the trade show, complete with climate control, excellent lighting and extra security. In addition, the Ohio Beef Expo offers an outdoor trade show area.

2027 EXHIBITOR MANUAL

Please take time to carefully review these materials, as they can save you time and money and help you make your Ohio Beef Expo experience more profitable and enjoyable.

If you have questions or need additional information, please contact Tiffany Arnett, with the Ohio Cattlemen's Association (OCA), at 614-873-6736 or tarnett@ohiocattle.org.

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CONTACT INFORMATION

Ohio Beef Expo Staff

Dave Puthoff, Trade Show Chairman
Joe Foster, Expo Chairman
Elizabeth Harsh, OCA Staff
Tiffany Arnett, OCA Staff

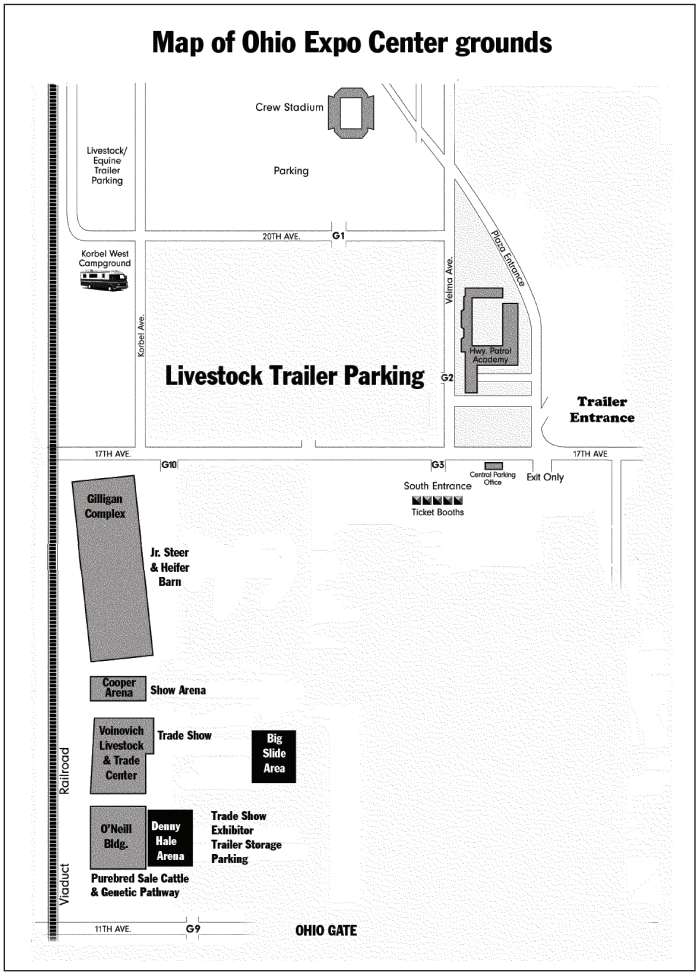
Ohio Cattlemen's Association Office

10600 U.S. Highway 42
Marysville, Ohio 43040
P: 614-873-6736
cattle@ohiocattle.org
www.ohiobeefexpo.com

Show Grounds

Ohio Expo Center
717 E. 17th Ave.
Columbus, OH 43211

Map of Ohio Expo Center grounds



2027 TRADE SHOW EXHIBITOR DATES/DEADLINES/SHOW HOURS

November 2026	Contracts emailed to previous and potential exhibitors
Dec. 18, 2026	Deadline to submit contracts and payment
Jan. 29, 2027	Exhibitors will be notified if contracts are accepted and will receive booth number(s)
Feb. 3, 2027	Sponsorship deadline, advertising deadline for Expo Issue of Ohio Cattleman AND Expo Program
Feb. 19, 2027	Deadline to order from Expo Services (official trade show decorator) including extra chairs, tables & electric
Feb. 26, 2027	Final instructions (including single day parking passes) mailed to exhibitors to address specified on contract
March 17, 2027	Large equipment move in 8 a.m. - 6 p.m., all others 12 p.m. - 6 p.m. Security begins at 6 p.m.
March 18, 2027	Ohio Beef Expo Trade Show Set-Up 7 a.m. - 12 p.m. Trade Show grand opening 12 p.m. - 6 p.m.
March 19, 2027	Show hours: 8:30 a.m. - 6 p.m.
March 20, 2027	Show hours: 8:30 a.m. - 6 p.m.
March 21, 2027	Show hours: 8:30 a.m. - 1 p.m. Exhibits must be removed by 10 p.m.
November 2027	Contracts sent for 2028 space

Trade Show doors will be unlocked each day from 7:00 a.m. to 7:00 p.m. Exhibitors may make individual decisions regarding their booth outside of show hours. Security will be in place outside of trade show hours.

WHAT IS INCLUDED IN MY BOOTH FEE?

Trade Show Rates:

- Indoor: 10' x 10' is $575
- Indoor: 10' x 20' is $1,050
- Indoor: Over 10' x 20' - $1,050 for the first 10'x 20' + $400 for each additional 10 sq. ft. (only sold in 10' x 10' sq. ft. increments)
- 10% discount for current OCA Allied Industry Council members (AIC membership is $800 annually)
- Outdoor: $200 / 10' x 10' sq. ft. (only sold in 10' x 10' sq. ft. increments)

All Indoor Trade Show Exhibitors Receive:

- Each booth is approximately 10' x 10' with a polished concrete floor
- Black/red/white alternating drapery
- 8' high backdrop curtain
- 3' high side curtains to separate your space from adjoining booths
- One 6' or 8' table and 2 chairs
- Identification sign for your booth
- Wireless internet access (internet & electric purchased separately)
  See decorator info
- Pre-ordered name badges, food coupons and other vital information is included in your registration packet that needs picked up on site Wednesday, March 17 or Thursday, March 18.
- Listing in the Ohio Cattleman magazine, Official Ohio Beef Expo Program and on the Ohio Beef Expo's website.

All Outdoor Trade Show Exhibitors Receive:

- One 6' or 8' table and 2 chairs
- Pre-ordered name badges, food coupons and other vital information is included in your registration packet that needs picked up on site Wednesday, March 17 or Thursday, March 18.
- Listing in the Ohio Cattleman magazine, Official Ohio Beef Expo Program and on the Ohio Beef Expo's website.

Booth Assignments:

Priority will be given to the 2026 exhibitors requesting the same booth space, only if they have paid in full by Dec. 18, 2026. After that date, available spaces will be assigned on a first-come, first-served basis. If you are a previous exhibitor and want to request additional space, please fill out the contract and send payment for the total amount of space you are requesting. If we cannot accommodate your entire space request, a refund will be issued after final booth assignments have been made. A final booth space map will be sent out by February 12, 2027.

QUESTIONS & CONCERNS

Ohio Beef Expo has a volunteer committee that helps make decisions on the show's direction. Please give the committee your input on the exhibitor survey or by visiting with them in person. A thank you goes out to these committee members for their service:

Dave Puthoff, Heartland Feed Services, Chairman
Joe Foster, Quality Liquid Feeds, Vice-Chairman
Patrick Barker, Kent Feeds
Allison Hively, Highland Livestock Supply Ltd.
Derek Snider, AgCredit ACA
Ryan Sorensen, United Producers, Inc.
Derek Snyder, AgCredit

Ohio Cattlemen's Association staff is also available to assist you with any questions or concerns you may have.

Elizabeth Harsh, Executive Director
Tiffany Arnett, Office & Program Manager
Ron Windnagel, Director of Accounting & Operations
Hannah Weymouth, Manager of Communications

SERVICE DIRECTORY

Service Orders:

Electricity, tables, phones, carpet, etc. are ordered through Expo Services. The following PDFs are also available at ohiobeefexpo.com.

- Introduction Letter
- Expo Services Material Order Form
- Expo Services Electrical Service Form
- Expo Services Freight Receiving & Order Authorization Form
- Expo Services Payment Policy & Authorization Form

Please read their instructions carefully and order before February 25 to avoid late fees. Be sure to have copies of your service order on site in case of potential discrepancies in service orders.

Phone & Internet:

Phone and internet services can be ordered through OKI Inc. Their information can be found at www.okiproductions.com or by calling 614-294-2555.

Shipping:

Ohio Beef Expo does not have an official or exclusive carrier. See “Shipping Items to the Show” for additional information.

Exhibitor Name Badges:

Order any desired name badges by responding to the email that will be sent to all exhibitors. Deadline for printed badges is March 12, 2027.

Name badges can be used for the Exhibitor-Only food line at the Steak Barn. Parking passes are required by each vehicle through the gates each day – your name badge is not a gate pass.

Parking Passes:

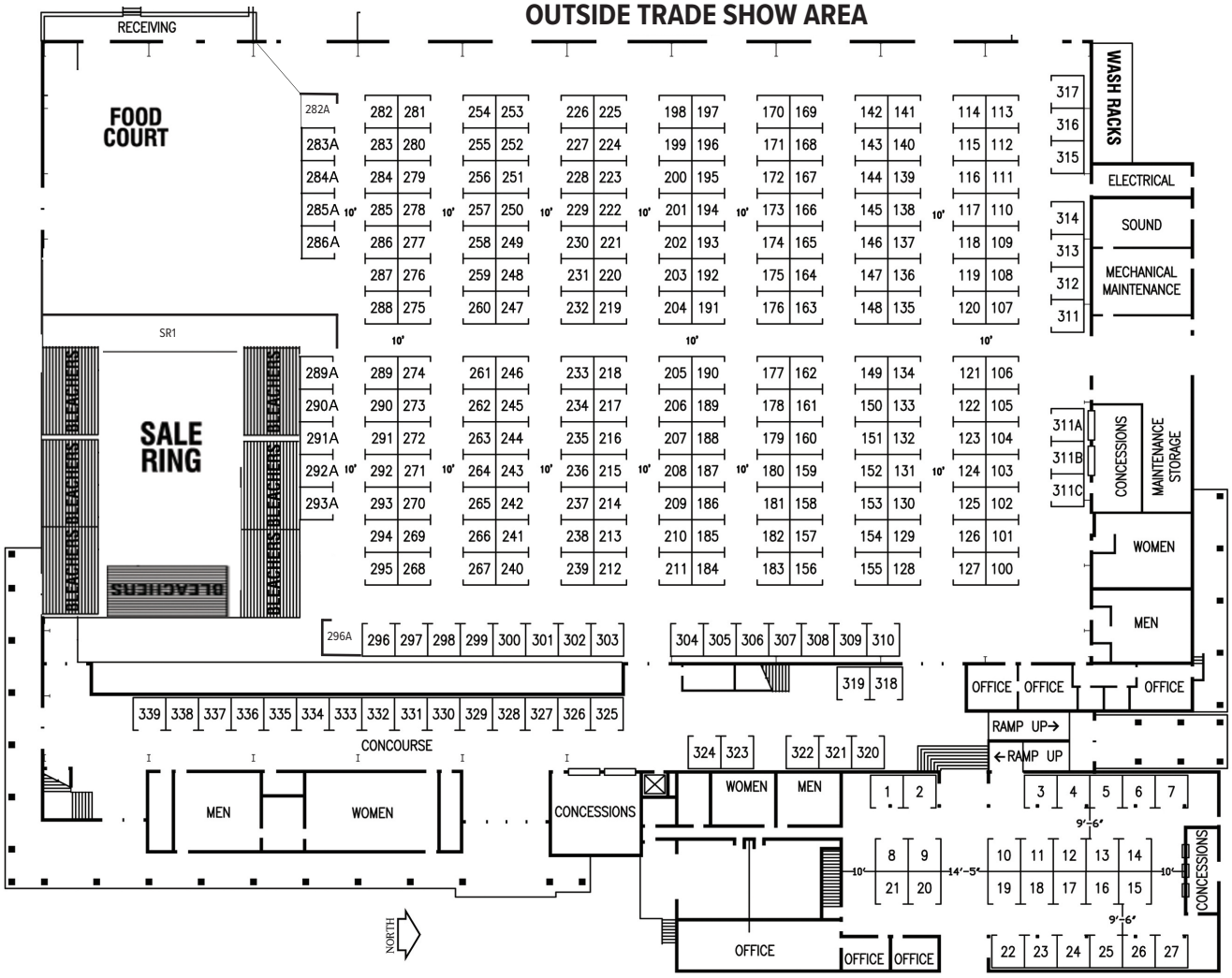
Parking passes can be ordered either on your space contract or can be purchased as you come through the gate for the same price. Please note that one (1) single day parking pass will be mailed to the designated person on the contract. Upon arrival at the Expo the weekend parking pass may be picked up with the Trade Show Exhibitor’s welcome packet. Single day parking passes will be mailed in early March.

Hotel Accommodations:

The official hotel for the Ohio Beef Expo is the
Hilton Columbus/Polaris
8700 Lyra Drive
Columbus, OH 43240
**Reservations can be made by calling 614-885-1600 and asking for the Ohio Beef Expo block of rooms. The Expo room rate is approx. $184 depending on room size

OHIO BEEF EXPO TRADE SHOW MAP

Located in the Voinovich Livestock & Trade Center



EXTEND YOUR OHIO BEEF EXPO INVOLVEMENT

Sponsorships:
There are a variety of sponsorships available to help extend your company's name during the Ohio Beef Expo. For a complete list of sponsorship opportunities please visit www.ohiobeefexpo.com or call Tiffany Arnett at the OCA office at 614-873-6736. We would be happy to brainstorm ideas with you to help increase your exposure and advance your Ohio Beef Expo marketing goals.

WHAT SALES ARE ALLOWED?
Ohio Beef Expo is a selling show. Exhibitors are encouraged to make sales and take orders during the show. Please note that any booth display items sold during the week must remain in place until the official closing of the show. This does not include small cash & carry items.

No items can be sold or displayed unless they are listed on your Ohio Beef Expo contract. Booth space cannot be "shared" or "subleased."

Apparel:
No t-shirts, sweatshirts or clothing can be sold without written permission from Ohio Beef Expo. This must be stated under the product line of your commercial exhibitor contract.

Food:
All food sales and distribution must be approved by Ohio Beef Expo, Ohio Expo Center and the OEC's official caterer.

Auction:
No items may be sold by auction without written consent from Ohio Beef Expo.

Ohio Beef Expo name or logo:
Written permission is needed to sell items featuring the Ohio Beef Expo name or logo. This must be stated under the product line of your commercial exhibitor contract. Giveaway items with the Expo name or logo require approval, but not a separate license.

Please note that while the public is invited to attend the Ohio Beef Expo, any attendee or exhibitor observed soliciting business in any area other than in a paid exhibit booth space will be immediately asked to leave the grounds.

SHIPPING ITEMS TO THE SHOW
To ship materials to arrive before or during the show, please use the address below. Freight is accepted 8:00 a.m. to 5:30 p.m., Wednesday through Friday. All freight shipments must be prepaid. Please remember that the Ohio Beef Expo will accept all deliveries to this address and charges will apply for freight delivered to your booth.

Exhibitors should mark shipments as follows:
Ship to: (Company Name)
Voinovich Building - Ohio Beef Expo
Ohio Expo Center
717 E. 17th Ave.
Columbus, Ohio 43211

Expo Services Freight includes:
- Receipt of shipment and storage in advance of set-up date.
- Delivery to your booth.
- Removal of crates and containers from booth and storage during the show.
- Return of crates and containers at the close of show (after 1:00 p.m. Sunday) to individual booths.
- Assistance with tracing shipments, preparation of bills of lading and routing of outgoing shipments.
- Removal of shipments from your booth and loading them on outgoing carriers.

It is very important that all items being shipped to the show identify your company name the same way it is listed on your Ohio Beef Expo contract to prevent misplaced or delayed delivery to your booth. All items must be removed on Sunday evening. The Ohio Beef Expo staff will not ship materials back for you. Please make arrangements with Expo Services.

SET-UP
Large indoor equipment move in will begin on Wednesday, March 17 at 8 a.m. Please note that exhibitors WILL NOT be permitted on the fairgrounds or to set up prior to 8 a.m. on Wednesday, March 17, 2027. Equipment arriving to the fairgrounds prior to noon are subject to additional costs and charges for facility rental. The building will be open from 8 a.m. - 6 p.m. for exhibitors to set-up large equipment displays. Bulk space (10' x 20' or larger) exhibitors can also set-up on Wednesday from 12 p.m. - 6 p.m. Trade show set up for large indoor equipment will continue on Thursday, March 20 from 8 a.m. to 12 p.m. Equipment MUST be in place by 12 p.m. on Thursday, March 19. Small booth and outdoor set-up will begin at 12 p.m. on Wednesday, March 17. All exhibitors must be set-up by 12 p.m on Thursday, March 18. Security will begin at 6 p.m. on Wednesday evening.

Booths vacant after 3 p.m. on Thursday are considered abandoned and are subject to being filled by companies on a last-minute waiting list. Please be sure that your booth set-up crew knows these deadlines. In case of emergency, call the office at 614-873-6736 for instructions. If your crew is late in arriving and this number is not called before 3 p.m., your booth will likely be resold.

Ohio Beef Expo highly recommends that you use Expo Services labor if you need help with installation and dismantling of your display. Their staff is highly competent, is very familiar with all display regulations, has 24-hour access to the building and materials and is reasonably priced. For information about reserving labor on-site, contact Expo Services.

WHERE DO I UNLOAD?
All exhibitors should enter the grounds on 17th Avenue (Exit 111 off of I-71) for move in. Ask the parking officials for a map if you are unfamiliar with the grounds. Exhibitors with large equipment to unload or exhibitors that need to drive in should go to the west side (Viaduct side) of the Voinovich building. Smaller exhibitors should park on the East side of the Voinovich Building (main parking lot).

LARGE EQUIPMENT UNLOADING:
Forklift service is available to unload your equipment on arrival. The basic forklifts have a 6,000 pound capacity. If your load weighs more than 6,000 pounds or is too bulky for a single forklift to pick safely, you will need to make special arrangements for unloading. Forklift and hydraulic service can be ordered from the Expo Services in advance or on-site at the Service Desk.

Scheduled Move-In Times:

A limited number of exhibitors may be required to move in during certain hours. Those companies involved will be notified in advance to make arrangements. If you have specific needs due to the size or structure of your exhibit, you must contact us to make arrangements for your move-in. If you have not made arrangements, you may not be able to install part or all of your display after other exhibitors have moved in.

Extra supply trailers must be parked in the parking lot East of the Covered Pavilion/Denny Hales Arena located to the southeast of the Voinovich Building. ALL trailers parked here MUST get a parking permit from the Trade Show office and attach it to the hitch of their trailer during the Expo.

Please note that Trade Show Exhibitors that use any rented machinery / equipment (per their own agreement) to set up their trade show booth are liable for any damage caused to the rented equipment or structures at the Ohio Expo Center. OCA and the Ohio Beef Expo will not be liable for any liabilities or damage assessed by the OEC caused by exhibitors and billing for such damages will be incurred by the exhibitor at fault. Any unpaid damages will forfeit the exhibitor's future eligibility for participation in the Ohio Beef Expo.

REGISTRATION PACKET

Items included in your registration packet:

- Pre-ordered name badges
- Helpful show information
- Free sandwich tickets to the Steakbarn stand

Note: It is your responsibility to pick up your registration packet by 1:00 p.m. Thursday and distribute passes to your staff. Name badges are offered as a service but not required on the show floor. However, name badges are required for the exhibitor line at the Steakbarn.

The trade show office will be staffed daily beginning at 8:00 a.m. Wednesday through Sunday.

EAT AND MEET

In addition to the Steak Barn located by the sale ring, the Ohio Expo Center will also have vendors throughout the building and Expo grounds. The Steak Barn is open daily for breakfast and will close when the trade show closes each evening.

If your company needs a room to meet with customers please check in the Trade Show Office for meeting room availability.

BOOTH TEAR DOWN

All exhibitors will be released at 1 p.m. on Sunday. Do not begin to dismantle your booth before the official release time. Exhibitors who dismantle their booth prior to release, at a minimum, will lose priority for exhibit space in the 2028 Ohio Beef Expo. Please be sure to inform all staff who will work your booth that early tear down is strictly prohibited. Once booths are dismissed, you will be allowed to continue tearing down until 10 p.m. on Sunday. Forklifts will not be allowed to start running until 1:30 p.m. on Sunday.

Vehicle traffic may not be allowed to approach the Voinovich Building prior to 1 p.m. so that our attendees and cattle exhibitors can leave without being impeded by vehicular traffic. While this may be inconvenient, it is necessary for the safety of all exhibitors, attendees and animals at the show.

Outdoor Trade Show:
Exhibits in this area may dismantle at 12 p.m. to assist with the move-out of the indoor Trade Show.

SHIPPING OUT ITEMS

Exhibits must be removed from the grounds by 10 p.m. Sunday, March 21. Items remaining in place on the grounds after this time will be removed by Expo Services and the Ohio Expo Center and stored at your expense. Please arrange to have all materials removed on time to prevent additional charges from the facility. If large equipment needs to be staged beyond Sunday, please talk to show staff.

RULES & REGULATIONS

Contract:

All Ohio Beef Expo Trade Show Booth Contracts will be completed online. Exhibitors may choose to complete the contract with credit card payment or opt to be invoiced and send a check for the exhibit space requested.
PAYMENT MUST BE PAID IN FULL PRIOR TO EVENT

Exhibitor agrees to conduct privilege granted by this contract without infringement upon the rights of others; not to handle or sell any commodity on the Expo site other than production ag inputs expressly stipulated in the contract, and will confine all operations to the space and privilege as herein set out. This contract, or any part thereof, cannot be assigned or otherwise disposed of without the written endorsement of Expo upon the face of the same. Subletting of any part of space herein granted is not permissible. All exhibits must be staffed during published exhibit hours.

Exhibitor agrees to leave the premises and property covered by this contract in the same condition as when exhibitor took possession. Exhibitors may not conduct activity of any kind that leads to congestion of aisle traffic or disturbs neighboring exhibitors. No loud speaker, amplifier, radio, strobe lights or other undignified methods of attracting attention are permitted, except with written permission from Expo. No fans, misting devices, noisy pumps or other similar devices are allowed to operate in any indoor location without written permission from Expo. Live animals are not allowed in commercial exhibit space. No activity can be conducted outside of contracted exhibit space. Literature distribution, solicitations, surveys, presentations or mascot use in any area is strictly prohibited. Aisles are to remain completely free of obstructions and not put to commercial use in any way by any exhibitor. All rules issues are subject to final decision by Show Management.

Selection of Future Exhibit Space:

Preference for 2028 will be given to those who were exhibitors in 2027. Please complete the online form and indicate your preferred location area of the exhibit area. Expo Management will make every effort to effect a satisfactory placement, but reserves the right to assign the best alternate space available in the event all preferences are committed, or for the benefit of the show.

Exhibit Size/Location:

All exhibits must be contained within rented space. See the Ohio Beef Expo Display Rules & Regulations for complete rules. Written permission is needed for any deviation. Expo reserves the right to relocate any exhibitor before and/or during the show. Exhibitor reserves the right to decline said relocation; thus terminating this contract and lease.

Trade Show Vendor Food Giveaway

Per the Ohio Expo Center, no vendor may give away snacks / food items in their booth during the Ohio Beef Expo. (ie: candy dishes & mints are acceptable; however, popcorn is not).

Safety & Security:

All materials and installations must conform with the requirements of the building and inspection authorities having local jurisdiction. If in doubt, contact the Official Exhibit Decorator. Security will be provided; however, Expo Management does not guarantee security and urges exhibitors take necessary precautions to protect their own interest.

Cancellation:

Failure to pay booth fees by the contracted dates will result in forfeiture of booth space. Any rental space assigned and/or contracted for, which is cancelled by exhibitor after Dec. 18 will cause forfeiture of all deposited moneys and fees. Further, any space assigned and not occupied by 1:00 p.m. the afternoon the Expo opens will cause forfeiture of all deposited moneys and fees as liquidated damages.

Release:

No exhibit, or any part of any exhibit, may be dismantled, torn down or removed from the assigned exhibit space or Expo site until designated dismissal times or as directed by Expo staff, except in emergency, upon which written release must be obtained from Expo. All exhibitor materials must be removed by 10:00 p.m. Sunday following the show. The Exhibitor will remain responsible for all property left on the Expo grounds, and will be held liable for any personal injury, property damage, fines and removal, storage and disposal costs caused by the abandoned property.

Liability:

It is expressly understood and agreed between exhibitors, Expo Management and sponsors of the Ohio Beef Expo that the Ohio Cattlemen's Association and its individual members, representatives or sponsors shall be under no liability for loss of or damage to goods or property of exhibitors, or personal injury to exhibitor representatives; and that each exhibitor upon signing space contract expressly releases the Ohio Beef Expo, its Management and sponsors from all liability for such losses, and agrees to indemnify them against all claims.

Services/Fire:

Orders for electricity must be placed with Expo Services. Due diligence must be exercised to prevent fire, accidents or other damage. Use of generators is prohibited in exhibit areas. Use of open flame is prohibited in all buildings and use of combustibles in display materials is prohibited. Any display vehicles must have battery disconnected and gas tank locked or taped shut. Tents and trailers must have a smoke detector and fire extinguisher present. The State Fire Marshall will inspect the trade show floor.

Termination/Penalties:

Ohio Beef Expo reserves the right to terminate lease due to natural disasters, fire, inappropriate exhibits, policy changes or any other reason deemed necessary. Noncompliant or disruptive exhibitors, as determined by Expo, may be moved, evicted, barred from future shows and/or other action deemed appropriate for the violation. Expo reserves the right to retain any pre-paid sums, seek damages in court as well as interest on delinquent accounts, costs of collection and attorney fees.

Matters Not Covered:

The Trade Show Chairman of the Ohio Beef Expo and/or Show Management shall be responsible for ruling on any questions, disputes, problems, etc. which may arise pertaining to matters not specifically covered in this contract or the Exhibit Brochure of which it is a part. Such rulings shall be final and binding upon exhibitors and the Ohio Beef Expo. Acceptance of this contract is subject to final approval by the Ohio Beef Expo management.

BEEF EXPO

2027 OHIO BEEF EXPO

MARCH 18 -21

OHIO EXPO CENTER

TENTATIVE SCHEDULE

WEDNESDAY, MARCH 17

No cattle are permitted on the fairgrounds before 7:30 a.m.
12:00 p.m. - 5:00 p.m. - Large Equipment Move-in

THURSDAY, MARCH 18

6:30 a.m. - 7:30 a.m.- Judging Contest Registration, Coliseum
8:00 a.m. - 3:00 p.m. - Trade Show set-up outdoor & small indoor displays
9:00 a.m. - Judging Contest Begins, Coliseum
Noon - All breeding cattle must be in place, Breeds Building
2:30 p.m. - Judging Contest Awards, Coliseum
Noon - 6:00 p.m. - Trade Show Open, Voinovich Building
5:30 p.m. - The Social

FRIDAY, MARCH 20

8:00 a.m. - Noon - Junior Show Check-in, Gilligan Complex
8:30 a.m. - 6:00 p.m. - Trade Show Open, Voinovich Building
8:30 a.m. - Breed Shows begin, Cooper Arena
9:30 a.m. - Beef Quality Assurance, Coliseum
10:00 a.m. - 5:00 p.m. - Genetic Pathway Open, Breeds Building
11:00 a.m. - Junior Showmanship, Taft Coliseum
Noon - Online Feeder Cattle Sale, Voinovich Building
2:00 p.m. - Breed Sales Begin, Voinovich Building
4:00 p.m. - 5:00 p.m.- Cowboy Happy Hour, Voinovich Building

SATURDAY, MARCH 21

8:00 a.m. - 5:00 p.m. - Junior Show, Coliseum
8:30 a.m. - 6:00 p.m.- Trade Show Open, Voinovich Building
10:00 a.m. - Breed Sales Begin, Voinovich Building
10:00 a.m. - 5:00 p.m. - Genetic Pathway Open, Breeds Building
4:00 p.m. - 5:00 p.m.- Cowboy Happy Hour, Voinovich Building

SUNDAY, MARCH 22

8:00 a.m. - 5:00 p.m. - Junior Show, Coliseum
8:30 a.m. - 1:00 p.m. - Trade Show Open, Voinovich Building

www.ohiobeefexpo.com