Beef Trade Show Continues to Grow

WASHINGTON (NCBA) — Those attending the 2014 Cattle Industry Convention and NCBA Trade Show in Nashville, Tenn., Feb. 4-7 should be sure to pack their comfortable walking shoes. The NCBA Trade Show — for years, the beef cattle industry's largest — is getting bigger, adding more than 30 exhibitors and thousands of square feet of booth space.

In 2014, there will be more than 300 exhibitors on 247,000 square feet – 5.7 acres. These exhibitors will feature everything from animal health products and ranch equipment to real estate, seed products, software, and western art.

"The NCBA Trade Show is popular with both exhibitors and attendees," said Kristin Torres, NCBA executive director of meetings and events. "Exhibitors like it because it consistently reaches the top cattle producers in the country – and a lot of them. Attendees like the Trade Show because it always features the cutting edge products and services in our industry." It's estimated that about 7,000 producers will attend the 2014 event.

The success and rapid growth of the NCBA Trade Show has been noticed by the trade show industry. In 2013, the show received an award from the Trade Show News Network for being one of the top 25 fastest growing shows in the country in terms of attendance.

This coming year the Trade Show will not only be larger, but will feature more educational and entertainment opportunities for attendees. On the Trade Show floor will be two education areas, including a demonstration area with live animals to provide hands-on instruction. New this year is the NCBA Learning Lounge, which will feature 30-minute educational sessions to provide attendees valuable educational tips from industry experts in informal, face-to-face, technology-friendly classroom settings.

All three days of the show will feature fun and fellowship. The Sweet Ole Tennessee Welcome Reception, sponsored by MICRO, will kick off the 2014 show, with terrific food and music on Tuesday, Feb. 4. A Tennessee Wine Tasting Reception, sponsored by Merial, will be held Wednesday, Feb. 5, while on Thursday, Feb. 6, a Beef, Beer and Bourbon Reception, sponsored by Alltech, will provide entertainment and samples of local libations.

Lunch will also be provided to attendees every day of the Trade Show.

"Every year our NCBA Trade Show gets bigger and better," Torres said. "The 2014 event will definitely provide something for everyone, and convention attendees tell us it's always one of the highlights of their week. We look forward to the energy and excitement our show will bring to the entire Cattle Industry Convention in 2014."

For more information on the 2014 Cattle Industry Convention and NCBA Trade Show, go to www.beefusa.org [1].

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