

April 17, 2009

«First_Name» «Last_Name»
«Company_Name»
«Address_Line_1»
«Address_Line_2»
«City», «State» «ZIP_Code»

Dear «First_Name»,

The Arizona Cattlemen's Association would like to invite you and «Company_Name» to participate in the 2009 105th Annual Convention Trade Show. As the only professional organization dedicated solely to the beef industry in Arizona, our convention is attended by more than 300 cattle producers from around the state. The Convention will be held at Loews Ventana Canyon Resort in Tucson, Arizona. The Convention opens on July 29 and will close on July 31, 2009.

The Trade Show will be held in the main foyer of the convention hall. (Map Attached) We have scheduled an opening evening reception and Trade Show breaks during the day. Coffee and pastries will be served in the Trade Show area each morning. We are limited in spaces this year so please book early!

Because of the challenging economic times we have changed the tradeshow registration to better accommodate you. Trade show participants will receive one complete meal package with your booth registration. In addition, your company will be listed in the Convention Program as well as The *Arizona Cattlelog*. The *Arizona Cattlelog* is our monthly publication that highlights the Arizona cattle industry. Enclosed is a registration form that needs to be returned by July 1, 2009. (Please visit our website at www.azcattlemensassoc.org for more information, or call the office at 602-267-1129)

Room reservations can be made with Loews Ventana Canyon Resort at 1-800-234-5117. Special rates of \$83 single/Double - \$105 Triple/Quad are offered until July 14, 2009. Included is a room rate sheet with special discounts.

TRADE SHOW FACT

87% - Percentage of purchasing decision-makers who found that exhibitions are an “extremely useful” source of needed purchasing information. This is according to Center for Exhibition Industry Research (CEIR), 2009.

Come share your information!

Sincerely,



Tom Chilton
Arizona Cattlemen's Association