

# Centennial Celebration Dude Ranchers' Association Convention

**The Northern Hotel | Billings, Montana**

**Set up: 8am - 4pm Jan. 26th | Show: Jan. 27th & 28th | Tear down: 2:45 - 3:45pm Jan. 28th**

**APPLICATION DUE BY August 15th, 2025**

**Fill out the last page and send back to [info@duderanch.org](mailto:info@duderanch.org)**

*Please note that you will be notified of acceptance by August 31st, 2025.*

The Dude Ranchers' Association welcomes you to apply as a vendor for the 2026 Convention trade show. Kindly ensure that all applications are fully completed for consideration. If you have any queries regarding the event or application process, please feel free to contact us.

We appreciate your interest and eagerly anticipate collaborating with you!

Warm regards, Bryce, Brandi, and Whitney - DRA Office

## Vendor Information

### **Important Vendor Update for the 100th Convention - Please Read!**

This year, due to space restrictions for our 100th Convention, we will be utilizing **two** separate rooms for our vendors: **The Grand Ballroom and The Hart Albin Room**. Pricing is reflected in these spaces. Rest assured there will be clean, excessive signage and mentions throughout the event to ensure people work through both rooms.

- There are 12 spaces available in the **Hart Albin Room**.
- There are 13 spaces available in the **Grand Ballroom**.

Early bird pricing (*application submitted by July 31<sup>st</sup>*) listed below. Prices will increase August 1<sup>st</sup>

*If you have any questions, feel free to reach out to Brandi at [info@duderanch.org](mailto:info@duderanch.org).*

### **Early Bird Registration Vendor Fees (*application submitted by July 31st*):**

**Hart Albin Room:** 6'X6' booths only: \$950 (for 2 people)

**Grand Ballroom:** 8'X8' booths only: \$1,150 (for 2 people)

*Includes: one six-foot table, power, two chairs, and table cloth*

**Additional Attendees:** \$150 per person

**\$150 discount will be granted to vendors who elect to donate auction item(s) worth at least \$150 value at time of registration.**

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## Convention Meal Pricing

**\*You're not required to buy meals, but it is encouraged for maximum exposure to ranchers!**

**All meals will take place at the Northern Hotel. See below for the meal options available at the 2026 Convention.**

**Vendor Meal Package** (M: Dinner, T: Breakfast, Lunch & Dinner, W: Breakfast and Lunch)- \$245/person

**Full Meal Package** (3 Breakfasts, 3 Lunches, 4 Dinners) - \$455/person

**Lunch (3) & Dinner (4) Only** - \$335/person

**Dinners Only (4)** - \$240/person

**Auction Dinner Only** - \$86/person

Classic King or Queen Guest Room: \$209 per night

**Room Prices:** Classic Double Queen Guest Room: \$230 per night

Classic King Suites: \$274 per night

### Current Agenda

## Sponsorship Opportunities

We have multiple sponsorship opportunities available. If you are interested in being a sponsor, please indicate what level you'd be willing to commit to.

We will reach out with sponsor details based upon your selection.

Details of sponsorship levels can be found on page 4.

☐ **Bronze Bullet - \$750**

☐ **Silver Spur - \$1,500**

☐ **Gold Buckle - \$2,500**

☐ I do not wish to be a sponsor for the 2026 DRA Convention.

**If you would like to discuss sponsorship details further, please contact Bryce at [bryce@duderanch.org](mailto:bryce@duderanch.org) or 307.587.2339**

# 2026 Centennial Convention Trade Show Vendor Application

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## Application Information

As we prepare for the 100th Annual Convention, please note that due to space limitations, vendor booths will be divided between **two** designated areas within the venue. To ensure a smooth and organized experience for all attendees, clear signage will be provided to indicate vendor locations.

**Company Name (exactly how it should be advertised):**

### Contact Information:

Primary Contact:

Email Address:

Phone:

- ☐ Hart Albin Vendor: 6'X6' booth **Cost: \$950**
- ☐ Grand Ballroom Vendor: 8'X8' booth **Cost: \$1,150**
- ☐ Elects to donate auction item of at least \$150 value

*Please note: Pricing will increase after August 1st.*

## Marketing Materials

Vendor marketing materials will be requested once the final selection of vendors has been confirmed.

Upon acceptance, you will receive the 2026 Convention Registration Form via email. All selected vendors will be invoiced upon submission of completed registration forms.

# Sponsorship Details

## All Sponsors will Receive the Same Base Benefits Package:

- Individual recognition in front of the entire convention attendance during the Opening Session
- Logo included in the 2<sup>nd</sup> Annual Ranch Hand printed convention magazine /program
- Logo placed on Sponsor "Thank You" poster displayed at the convention
- Company listing and link on the DRA website in the "Sponsors" section of convention information
- Recognition on all copies of agenda next to the event(s) sponsored if applicable
- Electronic list of final attendees with full contact information before and after the convention
- With early commitment, logo included in all pre-convention emails and promotions
- Signage displayed near refreshments of event sponsored if applicable
- Sponsorship Level designation on nametag(s)
- Announced in the bi-monthly Ranch Ramblings newsletters
- (Announcement is dependent on timing of sponsorship commitment)

## Bronze Bullet Package - \$750

### Bronze Bullet Sponsorship Benefits:

- Company logo and business name displayed next to coffee bar and refreshments.
- Opportunity to display stand up banners (sponsor provided) and promotional items for attendees to take next to coffee bar.

### Sponsorships Available:

<i>AM Coffee Break &amp; Refreshments</i>	January 27 <sup>th</sup> Following Opening Session.
<i>PM Coffee Break &amp; Refreshments</i>	January 27 <sup>th</sup> Following Keynote Speaker.
<i>AM Coffee Break &amp; Refreshments</i>	January 28 <sup>th</sup> Following Keynote Speaker.
<i>PM Coffee Break &amp; Refreshments</i>	January 28 <sup>th</sup> Following Keynote Speaker.
<i>PM Coffee Break &amp; Refreshments</i>	January 29 <sup>th</sup> Following Member Session.

## Silver Spur Package - \$1,500

### Silver Spur Sponsorship Benefits:

- 1/4 page ad in the 2<sup>nd</sup> Annual Ranch Hand Convention Program/Magazine
- Verbal and visual recognition during event
- Opportunity to display stand up banners (sponsor provided) and promotional items for attendees to take on session tables.
- 1 free commemorative Centennial Celebration Deneen Pottery mug
- 1 free Centennial Gun Raffle ticket

### Sponsorships Available:

<i>Dude Ranch 101 &amp; Moose Milk</i>	January 27 <sup>th</sup> 3:15-4:45pm.
<i>Keynote Speaker - Jeff Kortes</i>	January 28 <sup>th</sup> 8:30-9:45am.
<i>Keynote Speaker - Katie Schrock</i>	January 28 <sup>th</sup> 10:00-11:15am.
<i>Circle the Wagons Member Session</i>	January 29 <sup>th</sup> 2:00-3:00pm.

## Gold Buckle Package - \$2,500

### Gold Buckle Sponsorship Benefits:

- 1/2 page ad in the 2<sup>nd</sup> Annual Ranch Hand Convention Program/Magazine
- 1 Complimentary Registration Pass
- Verbal and visual recognition during event
- Opportunity to display stand up banners (sponsor provided) and promotional items for attendees to take on session tables.
- 2 free commemorative Centennial Celebration Deneen Pottery mugs
- 2 free Centennial Gun Raffle tickets

### Sponsorships Available:

<i>Gun Raffle</i>	Additional Benefits - Contact DRA Office for Details
<i>Cocktail Hour</i>	January 27 <sup>th</sup> 3:45 - 5:15pm
<i>District Meetings</i>	January 28 <sup>th</sup> 2:45 - 4:45pm
<i>Business Session</i>	January 29 <sup>th</sup> 8:30 - 9:30am