



# News Release

## For Immediate Release

Iowa Beef Expo  
11281 SE 56<sup>th</sup> Avenue  
Runnells, IA 50237  
515-966-0075  
[www.iowabeefexpo.com](http://www.iowabeefexpo.com)

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### **Live Animal Display Space Available At The 2012 Iowa Beef Expo**

Cattlemen attending the 2012 Iowa Beef Expo will find a tremendous Live Display of the country's most widely promoted A.I. sires. A special aisle in the barn is set aside to allow breeders who desire to display the top individuals from their herd. Many nationally known A.I. Sires have been displayed at the Iowa Beef Expo in the past. Live Display exhibitors are not required to stay for the duration of the Iowa Beef Expo, but rather have the option to select which days they wish to be on display.

The Live Display aisle of the Iowa Beef Expo is a very significant, highly visible feature of the show. With 12 breeds represented during the shows and sales throughout the week and Expo attendance figures of over 15,000 you are encouraged to reserve your space now to take advantage of the tremendous promotional opportunities the Iowa Beef Expo has to offer. Only one company is allowed per space, and no space shall be sublet or offered for use by an exhibitor to another exhibitor. Co-owners of animals are considered as "one company" in Live Displays. The PURPOSE for the Live Display is to be a display area only, no private treaty sales are allowed.

If you are interested in a Live Display space at the 2012 Iowa Beef Expo, please contact: Mindy Campfield, Expo Director at 515-966-0075.