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I have been notified that you will be managing a sale at the 2020 Iowa Beef Expo; please review the attached information regarding the Expo. Look over the schedule of events closely, and be sure to check the times and events that affect your breed. Notify me immediately if there is a problem with anything. Promotional schedules have already been printed and any changes from the current schedule would be strongly discouraged as it has been released in print several times.

The Iowa Beef Expo is the opportunity for breeds to sell cattle. All breeds sell according to the terms and conditions set forth by your Breed Association. If a situation arises, the Sale Manager and/or Breed Association will work with both the buyer and seller to help mediate an outcome.

HEALTH REQUIREMENTS: (will be sent out once approved by State Vet Office)

As in the past, each breed must contract their own sale veterinarian who is responsible for making sure all cattle consigned to your breeds' sale meet the official Iowa Beef Expo Health Requirements. As soon as health papers are collected from your consignors, they must be turned in to the Iowa Beef Expo Cattle Barn Office to be verified by the Iowa Beef Expo Staff Vets. Your sale will not be allowed to take place if the Iowa Beef Expo Vets have not cleared your breed health papers.

Iowa Beef Expo Vets are: Shawn Nicholson, DVM (515) 523-1755

Absolutely no cattle will be allowed to sell at the 2020 Iowa Beef Expo unless they meet all necessary health requirements prior to arriving at the Expo. Please encourage your consignors to thoroughly read the 2020 Iowa Beef Expo Health Rules! **NO exceptions will be made and no testing of cattle already on the grounds will be permitted.** If tests are not completed prior to arriving at the Expo, the animal will not be allowed to sell. It is imperative that you make it clear to consignors that they are responsible for health testing according to the Expo rules **not** just the rules for the state of Iowa. These requirements make consignors cattle marketable to more buyers than the state requirements alone. Your sale vet is responsible for making sure all cattle have met necessary requirements at the time your cattle are checked in. **This check-in must take place prior to the day of the sale.**

IOWA BEEF EXPO WEBSITE

We encourage you to check it out www.iowabeefexpo.com. We have included a section listed as Shows & Sales to list Sale Managers where we list all of your contact information as well as your entry deadlines and forms. I would like to post this information to our website, so please send me anything that you would like to have posted for your breed. To view this information go to <http://iowabeefexpo.com/breed-sales/>.

Washrack Facility

The washrack is located in the northwest corner of Aisles A & B. The IBBC board is again going with the policy that no blowers will be allowed in the washrack area again this year.

Ear Tags – Sale Identification

All cattle consigned to sales at the Iowa Beef Expo will be required to use the official Iowa Beef Expo ear tags, which will be supplied to sale managers at time of check-in.

PLEASE TAKE NOTE!!

BULL LEADS

This rule NEEDS to be enforced, and as sale managers you need to remind your consignors that all bulls consigned to a sale or on display at the Expo are required to have a bull lead in their nose. **There will be NO EXCEPTIONS!** This is essential from a liability standpoint. Expo Management reserves the right to ask any exhibitor to remove their animal from the grounds if they do not comply.

Fan Policy

There will be no allowance for fans sitting in any aisle. **NO EXCEPTIONS!** Only overhead hanging fans will be allowed. This policy has been implemented in the interest of safety as well as trying to improve some of the crowded aisles that have existed in the past.

Bedding Policy

All sale and exhibit animals will be stalled on common bedding, which will be in place upon arrival. Exhibitors will not be allowed to put down any additional bedding of any kind on top of the existing bedding supplied by the Iowa State Fairgrounds. This policy will be in effect in the open class barn as well as the baby beef barn used for tie-outs. This policy applies to sale cattle, live display cattle and junior cattle.

Prior to the exhibitor's arrival at the Expo, the ISF will groom a uniform bed per animal. Final Expo sale numbers will dictate how much bedded space will be allowed between animals. A solid bed will be put down on one side of an aisle with all animals being stalled in a consecutive fashion on the bedded side. Tack will be placed on the opposite side of the aisle, if sale consignment numbers allow. Exhibitors will be allowed to place divider panels between their own and other exhibitor's consignments. Exhibitors will also be allowed to hang their individual farm signs and stall cards in front of their consignments.

The baby beef tie-out barn will be bedded with the same material as the cattle barn. Exhibitors will not be allowed to place any additional foreign bedding on top of the tie-out area bedding.

As one breed of cattle are released and prior to another breed coming in, the beds will be cleaned and additional material added to refurbish it to the standard bed that was described above. **REMINDER!** - Each sale consignment cataloged, plus any additional lots will be charged a \$45 stalling fee. It will be necessary to inform your sale consignors of this so they are aware of it when making their plans for attending the Expo. They will not need to bring any bedding of any kind to the Expo for stalling of cattle. There is no feed supplier on the grounds, so exhibitors should bring their own.

Stalling Fees – REMINDER!

As mentioned above, the stalling fee will be \$45 per head. The stalling fee will be charged for the number of cattle that are cataloged, plus any additions to the catalog.

Tie-Out & Tie-Out Stall Cards

Exhibitors will be required to come to the cattle barn office to obtain official tie-out stalling cards from the Iowa Beef Expo. Only by displaying an official tie-out stall card above their animal in the tie-outs, will they be entitled to use those tie-out stalls. Tie-Out stall cards will not be issued until an exhibitor arrives with his cattle. Tie-out space is limited and is on a first come first served basis. Breeds are assigned aisles in the Tie-out barn and will only be allowed to use the space assigned.

Settlement Sheets

I have included a copy of the final settlement sheet, which will be used to determine how much your breed will owe the Iowa Beef Breeds Council for holding their sale at the Expo. Please review it so that you can set your sale commissions accordingly. Settlement will need to be made following the conclusion of the sale and prior to the sale managers leaving the Iowa Beef Expo Grounds.

Consignment Entry Deadlines

This information has been posted on the Iowa Beef Expo website and in press releases and I would like to be notified **immediately** of your Consignment Entry Deadline Date if you have not already contacted me.

Bills of Sale

The Iowa Beef Expo will supply each breed with Bills of Sale, they will be the only bills of sale allowed for use unless you have made prior arrangements with Iowa Beef Expo management.

Buyers Numbers

Buyers Numbers are available upon request.

Internet Auction

Again this year the Iowa Beef Breeds Council will be providing Live Internet Auction to all sales using the services of LiveAuctions.TV. LiveAuctions.TV will be recording parades/shows/reviews and will have them available for viewing prior to the auction. LiveAuctions.TV will be working with you to approve buyers for your sale and then they will provide customer payment and transportation information for all purchased online lots. If you have any

questions regarding LiveAuctions.TV please contact Margo Schmerge at 937-515-1194 or Margo@LiveAuctions.tv or give me a call and I would be happy to try to answer any questions.

GENERATORS, SPACE HEATERS & GAS CANS

Remind your exhibitors that no generators, space heaters or gas cans are allowed in the cattle barn or tie out barn, even if they are not running.

JUDGING CONTEST

All sale cattle consigned are subject to be selected for the Judging Contest which will be held on Sunday, February 9th. Please remind your consignors about this as we have had several consignors refuse in previous years!

DOGS

No dogs will be allowed on the Expo grounds. The sale of dogs or other pets is prohibited. Please make your consignors aware of this, as we will enforce this policy!!

Iowa Beef Expo Heifer Award

The Iowa Beef Breeds Council has implemented a program in which each breed holding a sale at the Iowa Beef Expo will have the opportunity to present a \$500 Iowa Beef Expo Heifer Award sponsored by the Iowa Beef Breeds Council to a junior exhibitor who purchases and exhibits a heifer from their breed sale. Each breed association has been asked to develop their own criteria for this award. Listed below are the two requirements of the Iowa Beef Breeds Council.

The Iowa Beef Breeds Council will award \$500 to the junior exhibitor of the highest ranking heifer purchased from each breed sale at the 2020 Iowa Beef Expo and exhibited at the 2020 Iowa State Fair. Heifers will be ranked at the discretion of each breed association under the following conditions:

1. The heifer must have been purchased in an Iowa Beef Expo sanctioned sale and exhibited by a junior at the 2020 Iowa State Fair.
2. Only one heifer per breed sale will be awarded. Therefore, high and low percentage cattle will be considered for one award. Furthermore, cattle with multiple breed registrations may only be awarded by the breed association which sold those cattle at the 2020 Iowa Beef Expo.

It is imperative as sale manager that you supply your consignors with the above information, particularly policies regarding bedding, fans and health regulations. I would encourage you to review this information with your consignors at every possible opportunity between now and the Iowa Beef Expo. I will be in contact with you on a regular basis between now and the Expo. Please feel free to call me with any questions or concerns you might have.

Sincerely,

Mindy Campfield

Mindy Campfield
Iowa Beef Expo Manager

Contact Information:

Iowa Beef Expo
11281 SE 56th Avenue
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Website: www.iowabeefexpo.com

IOWA BEEF EXPO IMPORTANT DEADLINES

IMMEDIATELY – Please notify me of your Consignment Entry Deadline and email me copies of your entry forms to post on the Iowa Beef Expo website.

DECEMBER 5TH – Iowa Beef Expo Program Advertising: As in the past, each Association holding a sale during the Iowa Beef Expo is required to purchase a full page ad in the Expo Program and Directory. Full-page ad rates for breed associations will be \$475 for black/white and \$625 for four color. Take special note of the advertising deadline – December 5th. I would appreciate your state sale ads before the ad deadline if possible to avoid the flood of breeder and commercial advertising.

Full Page: Trim Size is 8 ¼" x 10^{7/8}"

Full Page with bleeds: 8^{3/8}" x 11 ¼"

DECEMBER 15TH – Consignment Numbers: It will be necessary to notify me by December 15th as to the number of consignments entered by your breed. I have to have this information before I can make stalling assignments. I will try to have stalling assignments back to you by January 5th if you cooperate with me in getting me this information.

DECEMBER 15TH – I must be notified of who your official sale veterinarian is by no later than December 15th. I will be corresponding with them individually concerning the health requirement check-in format that they will be responsible for. You must supply me with the sale vet's name as well as complete address and phone number.

SALE HEADQUARTERS: As soon as your Association has designated a sale headquarters and banquet time, please forward that information to me for my files. I would like to include this in the magazine.

SALE CATALOG REQUEST: Many requests for catalogs come through my office and I will be glad to forward those sale catalog requests on to you so that you may send out sale catalogs.



ATTENTION SALE MANAGERS

This is a copy of the settlement sheet which will be used following your sale. Please review so you understand all items and can Plan your sale budget accordingly.

2020 Sale Settlement Form

Breed: _____

Date: _____ **Check #** _____

For costs due Iowa Beef Breeds Council in conjunction with breed sale expense at the 2020 Iowa Beef Expo as follows:

Stall Fee (\$45 Per Head) _____ Head \$ _____
(Stalling Fee charged on # head cataloged plus any additions)

1.25% of Gross Sales (\$ _____) \$ _____

Check-Off @ \$1.50 Per Head \$ _____

Expo Program Advertising \$ _____

Miscellaneous Costs \$ _____

Tables: _____ Chairs: _____ Copies: _____
\$8.00 \$1.00 \$0.10

Total Amount Due \$ _____

Remarks or Explanations:

Please make all checks payable to Iowa Beef Expo and remit to Mindy Campfield before leaving the Expo.



Please Complete and Return Dec 15th!

2020 Consignment Form

BREED: _____

TOTAL NUMBER OF CONSIGNMENTS: _____

Number of Bulls: _____

Number of Females: _____

Number of Embryos: _____

SALE HEADQUARTERS HOTEL: _____

TIME & PLACE OF BANQUET: _____

OUR BUYER REGISTRATION FORMAT:

_____ Yes, we use a pre-sale buyer registration format

_____ No, we do not have buyers pre-register prior to the sale

SALE VETERINARIAN:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Office Phone: _____

Cell Phone: _____

Email: _____

SHOW JUDGE (If applicable): _____

AUCTIONEER: _____



Make Plans to Join Us

FEBRUARY 9-16, 2020

Iowa State Fairgrounds • Des Moines, Iowa

2020 Iowa Beef Expo Schedule

Daily Commercial Exhibits

Open at 9:00 AM - Close at 5:00 PM

Saturday, February 8

9:30 AM	Iowa Angus Show	Pavilion
5:30 PM	Iowa Simmental Assn Social	Walnut Center
6:00 PM	Iowa Simmental Assn Banquet	Walnut Center
6:00 PM	Iowa Charolais Assoc Social	Diamond Jack's
7:00 PM	Iowa Charolais Assoc Banquet	Diamond Jack's
7:00 PM	Iowa Angus Assoc Banquet	Holiday Inn Downtown

Sunday, February 9 Sponsored by Eldon C. Stutsman Inc.

7:30 AM	Judging Contest Registration	Gammon Barn
9:00 AM	Judging Contest Begins	Pavilion
9:00 AM	Tradeshow Opens	
11:30 AM	Miniature Hereford Review	Preview in Stalls
1:00 PM	Miniature Hereford Sale	North Annex
1:00 PM	Iowa Angus Sale	Penningroth
1:00 PM	Iowa Simmental Video Parade	TBA
2:00 PM	Charolais Video Parade	Pavilion
5:30 PM	Shorthorn Social	Diamond Jack's
6:00 PM	Shorthorn Banquet	Diamond Jack's

Monday, February 10 Sponsored by Kirkwood Community College

Nichols Cryo-Genetics Barn Breakfast		
11:30 AM	Iowa Simmental Sale	Penningroth
1:30 PM	Charolais Sale	North Annex
3:00 PM	Iowa Royal Shorthorn Video Parade	Penningroth
3:00 PM	Red Angus Show & Video Parade	Pavilion
5:30 PM	Expo Annual Kick-Off Party	Cattle Barn Foyer
6:00 PM	Gelbvieh Breeders of Iowa Social	Holiday Inn Downtown
6:00 PM	Iowa Red Angus Association Banquet	Diamond Jack's
6:30 PM	Gelbvieh Breeders of Iowa Banquet	Holiday Inn Downtown

Tuesday, February 11 Sponsored by Ellsworth Community College Dept of Ag

10:00 AM	Gelbvieh Parade & Video Parade	Pavilion
11:00 AM	Iowa Limousin Video Parade	Pavilion
11:00 AM	Iowa Royal Shorthorn Sale	Penningroth
12 Noon	Red Angus Preview	Preview in Stalls
1:00 PM	Red Angus Classic Sale	North Annex
1:00 PM	Maine-Anjou Video Parade	Pavilion
2:00 PM	Salers Video Parade	Pavilion
2:00 PM	Gelbvieh Sale	Penningroth
5:30 PM	Iowa Limousin Association Social	ISF FFA Building
6:00 PM	Iowa Maine-Anjou Assn Banquet	Diamond Jack's

Wednesday, February 12 Sponsored by Adam Curran - Peoples Co.

10:00 AM	Salers Evaluation	Pavilion
12 Noon	Iowa Limousin Sale	Penningroth
1:00 PM	Iowa Salers Sale	North Annex
2:30 PM	Maine-Anjou Sale	North Annex
3:00 PM	Ladies Night Pen of 3 Sale	Penningroth
6:00 PM	Iowa Hereford Breeders Social	Diamond Jack's
7:00 PM	Iowa Hereford Breeders Banquet	Diamond Jack's

Thursday, February 13 Sponsored by Code Blue

Nichols Cryo-Genetics Barn Breakfast		
8:30 AM	Iowa Select Hereford Parade	Pavilion
11:30 AM	Iowa Select Hereford Sale	North Annex

Friday, February 14 Sponsored by Weaver Leather Livestock

IJBBA Scholarship interviews		
ALL JUNIOR EVENTS IN PAVILION		
7:00 AM	Check-In IJBBA Board Member Cattle	Pavilion
7:30 - 11 AM	Check-In of All Junior Cattle	Pavilion
10:30 AM	Weaver Stierwalt Clinic	North Annex
11:30-12 Noon	Registration Paper Return	Pavilion
12 Noon	Sullivan Stock Show U Fitting Clinic	Penningroth
1:00 PM	Sunglo No-Fit Showmanship Contest	Pavilion
3:30 PM	Sullivan Stock Show U Fitting Contest	Pavilion
6:00 PM	Donors on Ice - Sale of Elite Genetics	North Annex

Saturday, February 15 Sponsored by Vitalix

8:00 AM	IJBBA Year Ends Program	Pavilion
9:00 AM	Expo Junior Show	Pavilion

Sunday, February 16 Sponsored by Dax Lautner Show Steers

8:00 AM	Expo Junior Show	Pavilion
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*All Events and Times Subject to Change
Visit IowaBeefExpo.com for Updates