

The **2025 K-State Cattlemen's Day** will be hosted **Friday, March 7** at the **National Guard Armory** located at 721 Levee Dr. in Manhattan, Kansas. With the size and space available at this venue, we plan to continue our annual trade show. Cattlemen's Day is designed to provide producers and allied industry beef industry updates, as well as highlight K-State beef-focused research. The day will conclude with the Legacy Bull Sale at the Stanley Stout Center.

We have a great program lined up this year, featuring our keynote speaker Taylor Sheridan, president of Four Sixes (6666) Ranch, and the creator, writer, director and executive producer of multiple record-breaking Paramount Network series including YELLOWSTONE. His message will focus on "Connecting with Consumers: Telling your Agriculture Story." Please find attached the program for this year's 112th K-State Cattlemen's Day. We believe that this program should be outstanding. For more information, visit asi.ksu.edu/cattlemensday.

The Cattlemen's Day Trade Show provides an excellent opportunity for producers and vendors to interact. The tradeshow will be open from 8 a.m. – 2:30 p.m. Booth spaces start at \$400 for a table-top display (after January 31 they increase by \$100). Also available are floor spaces and equipment displays for additional fees. This is a great chance to reach producers, industry partners and customers. We have limited space available, thus we will take reservations on a first-come, first-serve basis. **The early bird registration ends on January 31, however the deadline to register for a booth space is February 21, 2025, if any spaces are still available.**


You can also support Cattlemen's Day as a sponsor. Industry partners who are NOT interested in a booth but would like to support Cattlemen's Day are invited to donate \$400 to be recognized as a sponsor during this educational event.

Enclosed please find an Exhibit/Sponsor Request Form. You can also register online using our new electronic sign-up option at <https://bit.ly/25CattlemensDayTradeShow>.

Don't forget to register for this year's Stockmen's Dinner honoring Richard Porter. This dinner will be hosted the night before Cattlemen's Day on Thursday, March 6 at the Stanley Stout Center. For more information or to register visit asi.ksu.edu/stockmensdinner.

We hope you will be able to join us on March 7th. Thank you for your continued support of K-State's Cattlemen's Day.

Sincerely,



Dale A. Blasi
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Extension Beef Specialist



A.J. Tarpoff
Associate Professor
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Justin Waggoner
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