

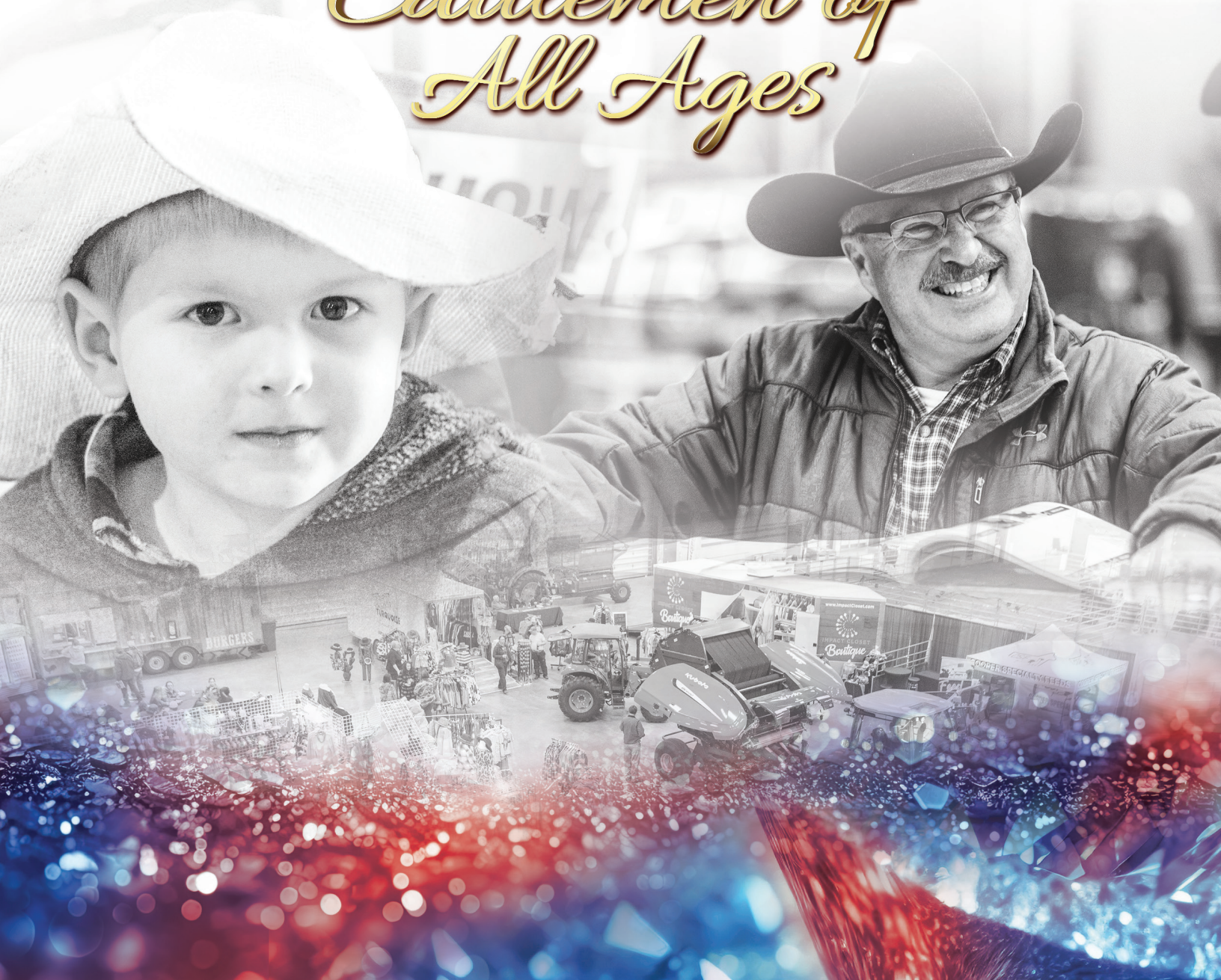
NGCO  
*The Classic*

WINTER EDITION

**WORKING**

— BETTER SERVETO —

*Cattlemen of  
All Ages*



EXPERIENCE. EXPLORE. ENJOY!

# KEARNEY

» NEBRASKA «



## MAKE THE MOST OF YOUR STAY

DISCOVER THE VARIETY OF DINING, SHOPPING, ENTERTAINMENT AND ATTRACTIONS THAT KEARNEY HAS TO OFFER!

CHECK OUR CALENDAR OF EVENTS

[visitkearney.org](http://visitkearney.org)

800-652-9435



**KEARNEY**

visitors bureau  
NEBRASKA



# Commercial EXHIBITS



## WHY BE ONE?



### COMMERCIAL EXHIBITORS RECEIVE Providing over 15,000 impressions, if RSVP by December 29

- Business Card in NCC Beef Catalog:  
Reaches over 10,000 Farmers/Ranchers
- Business Card in Commercial Exhibitor Listing on NCC website
- Promotion on KRVN Radio
- Events for cattlemen of all ages!

We're on and ready to serve cattlemen of all ages! The Commercial Trade Show is an important part of the Classic. Cattlemen and their families like to "shop" at the Classic, whether it is for a new chute, feed, equipment or something fun for the house or wardrobe. We want to showcase your business at the 2025 NCC Winter Edition! Call to discuss the advertising benefits with your display. **Sign up by DECEMBER 29!**

*- Ronette K. Bush-Heinrich, 308-627-6385*





# Winter Edition FEB 15-23

## SCHEDULE OF EVENTS

KEARNEY • NEBRASKA

### SATURDAY, FEBRUARY 15

#### NCC Judging Contest

- 7 AM ..... Check-In (Expo Building)
- 8 AM ..... Beef Livestock Judging Contest
- Noon ..... Lunch
- 1 PM ..... Oral Reasons/Questions
- 5 PM ..... Critique Classes
- ..... Awards Banquet (Following Critique)
- ..... College Awards (Followed by Youth)

### SUNDAY, FEBRUARY 16

#### Special Event

### MONDAY, FEBRUARY 17

#### Facilities Open for Cattle Exhibitors

### TUESDAY, FEBRUARY 18

#### Opening Day Special Events

- 8 AM - 12 PM ..... Commercial Trade Show Set Up
- 9 AM ..... All Sale Cattle in Place
- ..... Check-In Begins by Breed
- 7 PM ..... **Consignor Banquet**
- New: Educational Event in Showring – Details Coming Soon*

### WEDNESDAY, FEBRUARY 19

#### Breed Cattle Shows, FFA Day

- 9 AM ..... Shows Start
- ..... **NEW: One Ring**
- ..... *Show Order Coming Soon*
- New: Educational Event in Showring – Details Coming Soon*

### THURSDAY, FEBRUARY 20

#### Sale Day

- Noon ..... Sale Starts
- ..... **Commercial Man's Pen Bull Sale**
- 6 PM ..... **2025/2026 AYC Intros**
- 7 PM ..... **Supreme Row** (Bulls followed by Heifers)
- ..... Barn Party
- New: Educational Event in Showring – Details Coming Soon*

### FRIDAY, FEBRUARY 21

- 10 AM ..... Barns Open for Juniors
- 10 AM-4PM ..... Junior Check-In
- 1 PM ..... Sullivan Supply Product Demo
- ..... Final Drive Show Supply Demo
- 2 PM ..... **NEW: Commercial Heifer Pen Sale**
- 5 PM ..... Fancy Heifer Show
- ..... Followed by Fancy Heifers
- ..... & Prospect Steers on Display
- 6 PM ..... Burger Bash (Sale Block)
- 6:30 PM ..... **Fancy Heifer Sale (Followed by Steers)**

### SATURDAY, FEBRUARY 22

#### Junior Show

- 8 AM ..... **Showmanship** (2 Rings)
- 12 PM ..... Market Show (1 Ring, Heifers, Steers)
- ..... 30 mins following Market Show
- ..... Classic Premiere Heifer Selection
- ..... Classic Premiere Steer Show

### SUNDAY, FEBRUARY 23

- 8:30 AM ..... Breeding Heifer Show

### COMMERCIAL EXHIBITS

Open Daily 9 AM – 5 PM



EVENTS FOR CATTLEMEN  
OF ALL AGES

*Ronette K. Bush-Heinrich*

Buffalo County Fairgrounds | Kearney, NE

O: 308-627-7309 | Ronette: 308-627-6385

NebraskaClassic.org | theclassicne@gmail.com

**SALE ENTRIES DUE**  
NOVEMBER 25, 2024

# NCC - The Classic

NCC is a 501 C 3 organization, which annually produces the NCC Livestock Show to promote beef husbandry by sponsoring annual events; to conduct educational programs for the public and the beef industry concerning beef and beef husbandry; to promote the involvement of youth in the beef industry; and to sponsor youth cattle shows and demonstrations. The NCC Commercial Exhibit Rules and Regulations are an attachment to, and an integral part of the Commercial Exhibit Agreement. These rules and regulations should be read and reviewed prior to the signing of the Commercial Exhibit Agreement.

The NCC Show Staff and/or Board of Directors reserves the final and absolute right to interpret rules and regulations and to settle and determine all matters, questions, or differences in regard thereto, or otherwise arising out of, connected with, or incidental to the NCC Livestock Show. It further reserves the right to determine unforeseen matters not covered by these rules, and to amend or add to these rules as, in its judgment, determined necessary.

## **NCC RESERVES THE RIGHT TO REJECT ANY APPLICATION THAT MANAGEMENT DEEMS INAPPROPRIATE OR CONTRARY TO THE SHOW'S OBJECTIVES.**

### **1.0 APPLICATION:**

- 1.1 All exhibitors who receive this invitation for application and wish to take advantage of the offers attached are required to complete and return this form to the NCC Office prior to DECEMBER 29, 2024. After December 29, booths will be sold on a first come first serve basis. Reservations received after this date will NOT be guaranteed the advertising listings in the Classic Beef Catalog or on-line listings.
- 1.2 Commercial exhibit space agreements must be signed and accompanied with the entire fee. Applications will not be processed nor space assigned unless the Agreement is accompanied by payment as scheduled.
- 1.3 NCC will review all Commercial Exhibit Space Applications and shall be the sole judge in determining what is in the best interest of NCC and the public. Some of the factors considered are the health and safety of the public and quality, uniqueness and professionalism of proposed services, products or exhibits.
- 1.4 If space is not available, the NCC shall develop a waiting list in the event of a cancellation. Selection from the waiting list for an available space shall be based upon the extent to which the proposed products or services duplicate existing products or services, health and safety of the public, as well as professionalism and quality of the exhibit.
- 1.5 It is expressly agreed by the Exhibitor that in the event he/she fails to pay the space rental fee at the time specified or fails to comply with any other provisions contained in these rules and regulations concerning the use of exhibit space, NCC Staff will have the right to reassign the booth. In the event of a default by the Exhibitor, as set forth in the previous sentence within 30 days of the start of the Livestock Show, the Exhibitor shall forfeit the amount for the space reservation, regardless of whether or not NCC Staff enters into a further lease for the space involved.

### **2.0 BOOTH LAYOUT:**

- 2.1 Booth sizes vary. See attached layout maps. Most booths will have an 8' high back drape and 3' high side rails with drape as appropriate.
- 2.2 Exhibitor may hang signs from the back wall of their booth as long as the method used does not damage booth-draping material. Exhibitors MAY NOT use nails, staples, hooks, tacks, screws, or such in the NCC premises or erect decorations with adhesives, including tape, that would deface the walls, ceiling, floors, facilities and equipment contained within the premises.
- 2.3 All booths must keep a 10-ft. aisle to meet Fire and Life Safety Regulation: This will be strictly enforced by the Fire Marshall.

# COMMERCIAL EXHIBIT *Rules & Regulations*

## **3.0 CHECK-IN:**

**Make sure and pick up your packet at the show office when you check in.**

### **TUESDAY, FEBRUARY 18:**

8 am - 12 pm

All exhibitors must be set up by 12 pm. Call for arrangements on large equipment.

## **3.1 SHOW EXHIBITORS:**

Exhibitors may move in and set up Tuesday and have booths ready for display by 12 pm Tuesday. Each Exhibitor will have the option of a table and two chairs per booth and an electrical outlet. Electrical outlets of more than 110 can be provided but will have an additional fee, paid to the Buffalo Co. Fairgrounds please make sure these requirements are indicated on your reservation form. Pallet Jack or forklift assistance is available at no additional fee but please indicate on your reservation form if you need these items.

## **4.0 ALL EXHIBITORS:**

There is free parking, no stairs, easy access, handicap accessible, security, forklift access, pallet jack and 110 electrical outlets, table(s) and chairs at the show. ATM machine is available in the Expo building. The Fairgrounds does have FREE Wireless Internet in the facilities. No fax machine will be available on the grounds, all correspondence during the show dates February 15-23, should be sent via email to [TheClassicNE@gmail.com](mailto:TheClassicNE@gmail.com); all messages will be delivered as soon as possible.

## **5.0 PAYMENT INFORMATION:**

5.1 All applications must be accompanied by the full booth rental fee for vendors. Failure to send full amount could jeopardize application acceptance.

5.2 If for any reason a check is returned by the designated bank, a certified check or money order, cashier's check or cash, in the amount of the payment will be due 1 (one) week after the Exhibitor has been notified by certified mail.

5.3 Agreements between Exhibitor and NCC are only for the period of the Agreement and do not carry over from year to year.

5.4 NCC reserves the right to refuse to renew any Agreement if any regulations of the NCC have been violated, or if it is in the best interest of the NCC its Exhibitors, or the public.

5.5 After January 1, 2025 NO REFUNDS will be issued. Refunds prior to this date will be reviewed by NCC management.

## **6.0 INSURANCE:**

6.1 Each exhibitor will be required to provide a Certificate of Insurance. The description field must have the following verbiage: NCC/Buffalo Co. Fairgrounds is additionally insured, in the amount of \$1,000,000 combined Single Limit. The insurance coverage must be valid from February 15-23, 2025.

6.2 This insurance carrier must provide the NCC Office with thirty (30) days written notice of any policy cancellation or material change in policy terms.

6.3 An insurance certificate evidencing NCC as additional insured should be sent to: NCC, PO Box 607, Kearney, NE 68848. Insurance certificates may also be emailed to [TheClassicNE@gmail.com](mailto:TheClassicNE@gmail.com). If you have any questions, please call the office at 308.627.6385.

**INSURANCE IS DUE AT THE NCC SHOW OFFICE BY JANUARY 15, 2025.**

# NCC - The Classic

## **7.0 GENERAL EXHIBITOR RULES:**

- 7.1 Exhibitor shall surrender his exhibit space in the same usable condition as received.
- 7.2 Subletting a space is strictly prohibited. Anyone found subletting space will have all Agreements void and be asked to leave the grounds immediately.
- 7.3 NCC requires booths be staffed during all operating hours of the Show.
- 7.4 No deviation from the items, which appear on the Agreement, will be permitted. Selling and/or displaying unauthorized items may result in the closing of the booth.
- 7.5 Selling or dispensing of t-shirts, caps, posters or other items with vulgar offensive wording or items referring to alcohol abuse, drug use, violence, or are sexually explicit or suggestive in nature are prohibited. NCC shall be the sole judge in determining what is vulgar or offensive. Anyone selling or dispensing items of this nature will have their booth closed immediately and will be removed from the grounds, forfeiting their space and all monies previously paid. No reason or excuse will be accepted.
- 7.6 All Exhibitors must confine their booth activities within their assigned site.
- 7.7 Exhibitor is required to keep their premises and adjoining area clean and free of all garbage, rubbish and litter. NCC Staff will not enter the Exhibitor's booth to clean. All bagged trash must be placed in the aisle at the close of each evening for removal. Anything that is placed in the aisles after cleaning has been completed will be responsibility of the Exhibitor. When the Show is over, it is expected that vacated booth spaces will be left clean and free of debris.
- 7.8 Exhibitor's personal items, cardboard boxes, storage containers and all other non-display related items must be out of public view. No storage areas are provided by NCC or the Buffalo Co. Fairgrounds.
- 7.9 No person shall be permitted to make solicitations of any nature on the grounds except in licensed commercial spaces.
- 7.10 No roving vendor or solicitor, acting for either a profit or non-profit organization or his own behalf, shall be permitted.
- 7.11 NCC is a registered trademark. Use of the official NCC logo or name on any item sold, given away, on display or on advertising is prohibited without the express written permission from NCC.
- 7.12 NCC reserves the right to move an Exhibitor to a space other than originally provided in the Agreement should it prove necessary. NCC shall be the sole judge in determining what is necessary in the best interest of the NCC and the public.
- 7.13 Pets – Seeing-eye dogs, hearing assistance dogs and dogs trained to assist people with physical challenges shall be the only pets permitted in the buildings during the event. Exhibitors will not be allowed to chain their pets outside to their vehicle or camper. All dogs need to be identified and need to be checked in at the Classic Office.
- 7.14 Smoking is prohibited in all facilities including restrooms, lounges and all other indoor areas.
- 7.15 Consumption or possession of alcoholic beverages by an Exhibitor is prohibited within their commercial space. No alcohol is allowed to be brought into the facilities.
- 7.16 NCC Show is a family-oriented show and all Exhibitors are expected to dress accordingly.
- 7.17 Exhibitors shall not have celebrity appearances or autographing with booth space without prior written permission from NCC Staff.
- 7.18 Permission from the NCC Staff must be acquired for the use of any sound amplification system either inside or outside.

# COMMERCIAL EXHIBIT *Rules & Regulations*

7.19 Exhibitor covenants and agrees to defend at its own expense, indemnify and hold harmless and hold harmless NCC and the Buffalo Co Fairgrounds, its management, employees and representatives from any and all liability, penalties, damages, costs, expenses, causes of action and claims of every kind and nature arising from illness, death, bodily injury or property damage to any person whomsoever, occasioned by or growing out of or in any way connected with the occupation or use of the exhibit space or activities associated with this agreement.

**7.20 The NCC agreement to hold the event, shall be subject to the cancellation by acts of God, of any other circumstances beyond the control of NCC which shall prevent the delivery of some or all of NCC's obligations herein specified. NCC upon occurrence of such event, shall have the right to retain the fee without liability of any nature.**

## **8.0 PARKING REQUIREMENTS:**

8.1 During actual tradeshow days, vendors are allowed to restock booths one (1) hour prior to show hours.

8.2 Once necessary items have been unloaded and before show hours begin all vendor vehicles and trailers must be parked in the lot northwest of the Expo Building.

8.3 Any unattended trailers left next to the Expo Building or Ag Pavilion will be towed away at the owner's expense.

## **9.0 DELIVERIES:**

9.1 NCC and the Buffalo Co Fairgrounds are not responsible for lost, stolen or damaged articles that are received by and/or at the NCC event.

9.2 All deliveries will need to be hand carted by your staff to your booth.

### **9.3 NO COD'S WILL BE ACCEPTED.**

9.4 Shipping Information at the show:  
Buffalo Co. Fairgrounds/Classic                      (Your Booth Name)                      3807 Ave N                      Kearney, NE 68847

## **10.0 ELECTRICAL SERVICE:**

10.1 Electrical hookups requiring 110 volts are provided to each booth at no additional fee. Electrical hookups requiring 220 volts will have an additional fee and need to be noted in the reservation form as to have arrangements ahead of time. This fee will be payable to the Buffalo Co. Fairgrounds.

10.2 All electrical cords, cables, connectors, plugs, equipment, etc. must be supplied by the Exhibitor and meet UL standards. Only three (3) prong extension cords will be allowed.



# NCC - The Classic

## 11.0 VENDOR SCHEDULE:

### Hours of Operation

#### EVENT EXHIBITORS:

Tuesday, February 18

Set-up: 8 am – 12 pm

Show Opens: 5 pm – 8 pm

Wednesday, February 19

9 am – 5 pm

Thursday, February 20

9 am – 5 pm

Friday, February 21

9 am – 5 pm

Saturday, February 22

9 am – 5 pm

Sunday, February 23

Optional: 9 am – 4 pm

#### MOVE-OUT HOURS:

Sunday, February 23

\*\*4 pm – 9 pm

\*\* Move out access is determined by Show Ring activity. During performance and after the crowd has exited the building you will have access to load-out. All commercial exhibit space will be closed to the public at 4 pm on closing day. **NCC will not be responsible for lost or stolen goods.**

All displays and equipment must be removed from the Buffalo Co. Fairgrounds by **Monday, February 24, 2025 at 5 pm.**

Any other arrangements must be made with NCC management.



**NCC**  
*The Classic*  
WINTER EDITION

**BUILDING**  
— THE —  
*Next Generation*

**NCC SCHOLARSHIP CASH AWARD PROGRAM 2025**

The NCC strives to bring more opportunities to the next generation of leaders. The NCC Scholarship Cash Award Program is for youth that purchase a steer or heifer at the Winter Edition Sales in 2025.

*New Format for 2025 Program!*

**\$24,000**  
**PRESENTED TO YOUTH**

There will be \$24,000 presented back to the youth that participate in the program with their purchases from the 2025 Winter Edition Sales.

*\*The NCC Board of Directors reserve the right to modify payouts during the year.*

**3 AGE DIVISIONS**

Junior (ages 8-11)  
Intermediate (ages 12-15)  
Senior (ages 16-21)

**Payouts in EACH DIVISION**

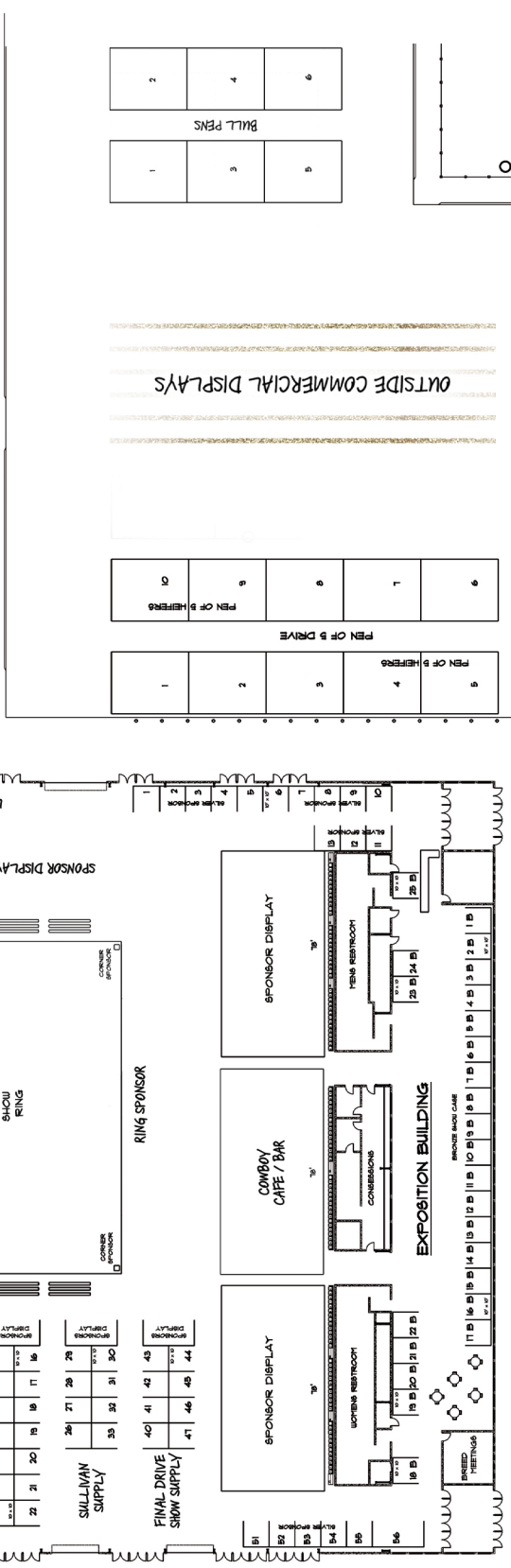
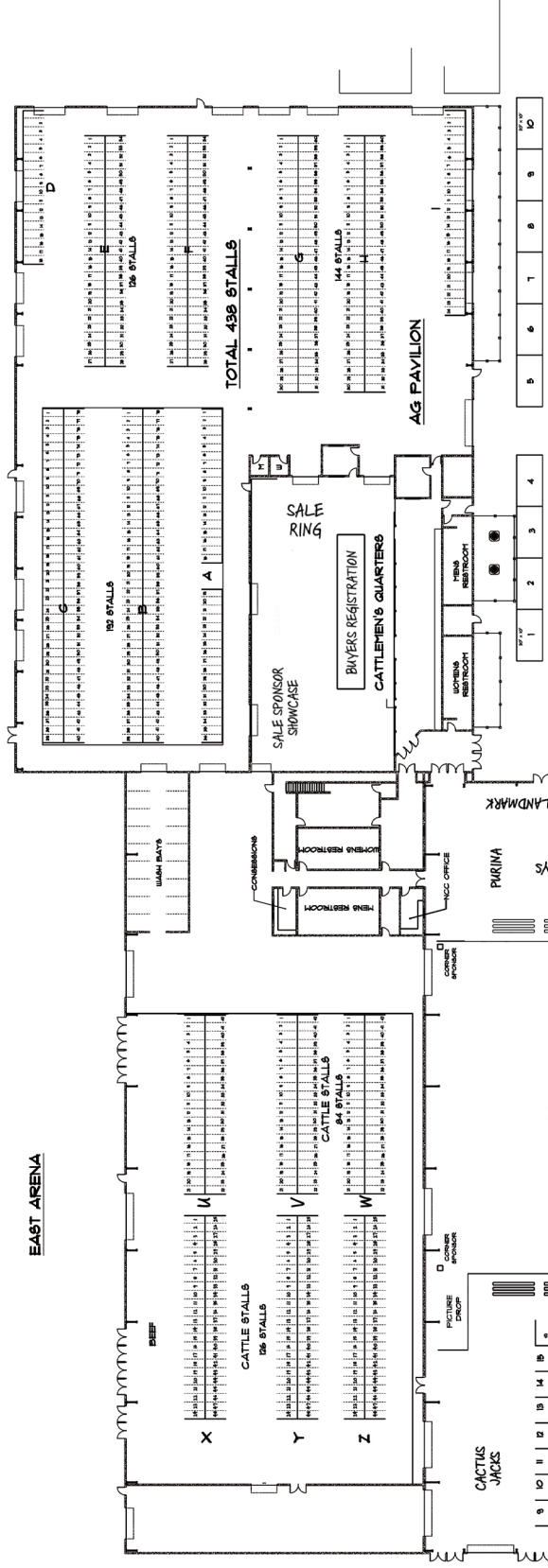
<b>1<sup>st</sup> - \$3,000</b>	<b>2<sup>nd</sup> - \$2,000</b>
<b>3<sup>rd</sup> - \$1,500</b>	<b>4<sup>th</sup> - \$1,000</b>
<b>5<sup>th</sup> - \$500</b>	

**Complete packets available at the Buyers Registration at the 2024 Winter Edition.**

*Show your purchases at the 2025 Winter Classic!*

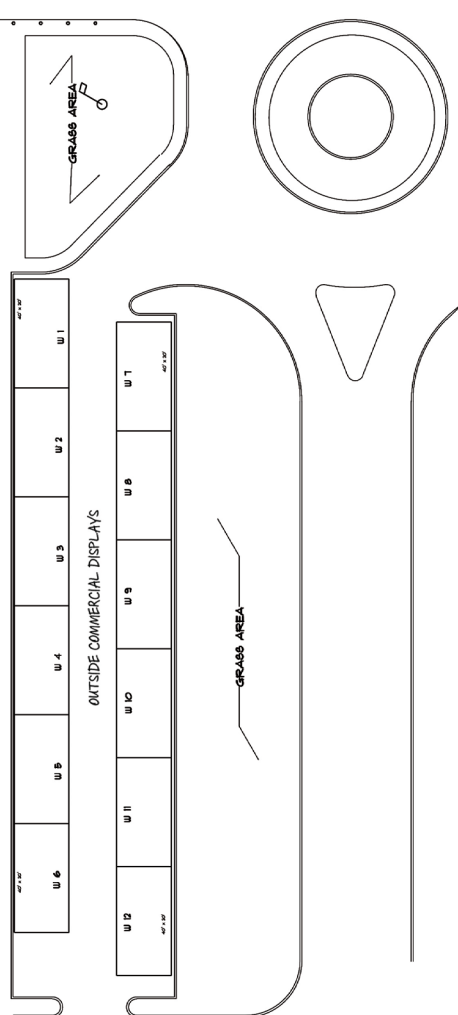
**You can show your 2025 purchases in the Classic Premiere Show on Saturday, February 22.  
Plus, show them in their respective divisions in the Junior Show!**

EAST ARENA



WINTER EDITION

2025 LAYOUT





# FEBRUARY 15-23, 2025 COMMERCIAL EXHIBIT AGREEMENT

**PLEASE RETURN THIS PAGE WITH RESERVATION PAYMENT. KEEP A COPY FOR YOUR FILES.  
PLEASE RETURN BY DECEMBER 20, 2024 TO RECEIVE ALL THE ADVERTISING BENEFITS.**

Company/Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Name of Representative Attending Event: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

**COMMERCIAL EXHIBITORS WILL SET UP TUESDAY, FEBRUARY 18.  
EXHIBITS WILL BE OPEN THROUGH SATURDAY, FEBRUARY 22.**

Exhibitors will have the option to remain set-up Sunday, February 23. Rates include tables, chairs, drape, forklift service and 110 electricity. (See the map for locations of exhibits.)

*Scheduled to best serve cattlemen!*

<input type="checkbox"/>	_____	10 x 10	\$575
<input type="checkbox"/>	_____	10 x 20	\$1,000
<input type="checkbox"/>	_____	Outside Display	\$350
<input type="checkbox"/>	_____	Front Concourse - 10x20	\$850

Please list products you will be displaying below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please mark the box if your booth will require 220 Electricity

**220 Electricity Request**

The advertising benefits provided to you if this reservation is received by **December 20, 2024** include listing in the NCC Beef Catalog, on NCC Social Media Accounts, NCC Website and in the Cattlemen's Shopping Guide.

Our check for \$ \_\_\_\_\_ is enclosed.

*Please mail your check to: NCC, 3519 2nd Ave.,  
PO Box 2440, Kearney, NE 68848*

**OR - YOU CAN PROVIDE A CREDIT CARD (If you pay with a card you will be charged the 3% service charge):**

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVC: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Address: \_\_\_\_\_

Signed and dated \_\_\_\_\_

Your signature is verification of agreement to the NCC Exhibit Rules and Regulations.

# 15,000 Ranchers come to Kearney every year for a beauty pageant.



(Man is he a beauty.)

## Kearney, where the Heartland gathers. <<<



**KEARNEY**  
visitors bureau  
NEBRASKA

It's not just the cattle auctions that come to our fairgrounds. Every year Kearney hosts more than 1,350 events. Everything from the Shrine Bowl to conferences large and small, heck even half a million Sandhill Cranes make sure to meet in Kearney every year. You know why? Because Kearney has the best facilities between Denver and Omaha, experienced staff and wonderful volunteers that make sure every event that comes to town is taken care of.

If you're looking for a host city for your next event make sure you look at Kearney, it shouldn't just be the ranchers having all the fun.



# NCC

*The Classic*

EVENTS FOR CATTLEMEN OF ALL AGES

NCC - THE CLASSIC | PO BOX 2440 | KEARNEY, NE 68848  
NEBRASKACLASSIC.ORG | O: 308-627-7309 | RONETTE: 308-627-6385