

YOUTH SWEEPSTAKES

SALES TALK

This division will evaluate each contestant's ability to effectively present and merchandise cattle to prospective buyers. The contest features a live setting, complete with a sale animal (or photograph of one) and potential buyers.

Contest Time: **Friday, September 24th – 3:00 p.m.**

Location: **Double-Deck Barn, Upper Level**

There will be a \$10 entry fee for those who participate in one or more of the following

Youth Sweepstakes contests: Livestock Judging
Photo Journalism
Practical Herdsmanship
Public Speaking
Sales Talk

The \$10 entry fee must be paid, in U.S. currency, at the time of Youth Sweepstakes registration. Entries may be paid in cash or by check (payable to World Beef Expo).

Sales Talk Contest Guidelines

1. Contestants may register for a specific time during General Youth Sweepstakes Registration, which begins at 9:00 a.m. on Friday.
2. Contestants may use a heifer, cow or steer – or a photo (no larger than 8" x 10") of a heifer, cow or steer – as the subject of the Sales Talk. Contestants may use an animal other than their own. *Bulls are not allowed in the Sales Talk contest.*
3. Contestants may hold or tie the animal or have another junior exhibitor (no parents) hold the animal during the contest. The animal is not to be fitted.
4. Immediately preceding the talk, contestants will be asked to provide the judges with a registration certificate for the animal being "sold". The judges will use the registration certificate to evaluate the accuracy of pedigree and performance information provided by the contestant, as well as to ask questions. The certificate will be returned to the contestant at the conclusion of the talk.
5. Scoring will be based on the following:
 - 25% Knowledge of the Animal
 - 25% Organization and Style – Ability to relate important information about the animal
 - 25% Poise and Delivery
 - 25% Overall Effectiveness – Convincing the judge(s) to buy the animal*Ties will be broken by a predetermined point breakdown.*
6. Business cards may be given to judges. A contestant's score will be reduced by 10% if additional materials are presented to the judges.
7. Sales Talk will be a maximum of 5 minutes in length.

SALES TALK DIVISIONS

(Age as of January 1, 2010)

Division

901	Junior Division, age 8-11
902	Intermediate Division, age 12-14
903	Senior Division, age 15-18

All Youth Sweepstakes participants are expected to familiarize themselves with the Youth Sweepstakes General Rules & Regulations.

Premiums will be paid in each age division as follows:

$\frac{1^{\text{st}}}{\$30}$	$\frac{2^{\text{nd}}}{\$25}$	$\frac{3^{\text{rd}}}{\$20}$	$\frac{4^{\text{th}}}{\$15}$	$\frac{5^{\text{th}}}{\$10}$	$\frac{6^{\text{th}}}{\$5}$	$\frac{7^{\text{th}}}{\$5}$	$\frac{8^{\text{th}}}{\$5}$
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