

## February 20th, 21st, & 22nd --**MAJOR CHANGES TO 2018**

**Subject: 2018 Aberdeen Ag Expo**

Greetings Potential Aberdeen Ag Expo Vendor,

Thank you for your interest in this year's show. As you can see above there are going to be some major changes to the 2018 Aberdeen Ag Expo. The biggest change is we have found a new home at the Best Western Ramkota Hotel and Convention Center. This change has some huge advantages. We will still be able to house a great number of vendors giving the show great variety. But one of the biggest advantages is there will be more than ample parking. This will allow show goers easier access to the show. It will also allow us to have the ability for more outside displays which will hopefully grab the attention of the public. Just like the other facility the Ramkota Convention Center has a 13x14 overhead door allowing for a wide variety of equipment and displays in the show. The Ramkota is a high quality venue, which has been completely renovated. We are sure you will enjoy the change.

If you would like to be in the show, please fill out the attached packet and return back to Dakota Broadcasting with a \$50 NON-REFUNDABLE deposit. Booth spaces will be assigned on a first come first serve basis.

We will be sending out the Aberdeen Ag Expo direct mail piece this year so don't miss your chance to take advantage of that opportunity. The details are on the following page.

We will have equipment you can use to unload large items off the trailers. However the forklift or telehandler cannot be driven into the building. If you have a question about a piece of machinery you are bringing please give us a call. Each booth will come with a 6 foot table and 2 chairs. If you do not wish to have these items in the booth please let us know. ***You are responsible for bringing your own power strips and extension cords. These will NOT be provided.***

There is a block of rooms at the Ramkota set up under the Aberdeen Ag Expo. Rooms are \$114.99. You can make reservations by calling the Ramkota at 605-229-4040.

**Show dates and set-up times are as follows:**

**Tuesday February 20th - Vendor Set up - 8am-Noon**

**Tuesday February 20th - Show Times - Noon- 6pm**

**Wednesday February 21st - Show Time - 9am -6pm**

**Thursday February 22nd - Show Time - 9am - 5pm**

**Thursday February 23rd - Tear Down - 5pm - 8pm**

Thank You,  
Dakota Broadcasting  
426 N. Hwy 281 Suite 4  
Aberdeen SD, 57401  
Ph: 605-725-5551  
Fax: 605-725-5553



**February 20<sup>th</sup> 21<sup>st</sup> & 22<sup>nd</sup>, 2018**

**Booth Pricing (DEPOSIT IS CREDITED TO BELOW TOTAL)**

If you have questions on booth location, or any other questions please call 605-725-5551

- One Booth 8x10 \$395
- Two Booths 8x20 \$735
- Three Booths 8x30 \$1,020
- Four Booths 8x40 \$1,345

**Room layout on attached pages**

- Mark if you require power at your booth- **Additional \$10 charge**, 110 volt available, call about 220

**Additional Advertising Opportunities - Also see next page**

**Ag Expo Mailer Options - see details next page**

- A** 2 live interviews  
(35) 30 second ads to be aired before 2/28/2017  
- Investment = \$295
- B** 2 live interviews  
(20) 30 second ads to be aired before 2/28/2017  
- Investment = \$190
- C** (15) 30 second ads to be aired before 2/28/2017  
- Investment = \$120

- Full Page \$1,000
- Half Page \$500
- Quarter Page \$250
- Business Card \$150

**Payment Options**

- Call me to pay with credit card
- Bill me

**Contact Information**

Business Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

**Payment Information**

Booth \$ \_\_\_\_\_

Electricity \$ \_\_\_\_\_

Advertising Plan \$ \_\_\_\_\_

Ag Expo Mailer \$ \_\_\_\_\_

Less Deposit \$50 **Due with form**

**Total** \$ \_\_\_\_\_ **Due by 1/31/2018**

**Cancellation Policy**

If you cancel your booth after January 31<sup>st</sup>, 2018 you will be charged for the full amount. If you do not show up after you reserve a booth you will be charged full price. There will be no refunds due to inclement weather. The show will go on. The deposit is NON-REFUNDABLE

**Return to Dakota Broadcasting via**  
**Fax:** 605-725-5553 or e-mail your rep  
**Mail:** 426 N. Hwy 281 Suite 4  
 Aberdeen, SD 57401



**February 20<sup>th</sup> 21<sup>st</sup> & 22<sup>nd</sup>, 2018**

## **ABERDEEN AG EXPO MAILER**

The first full week of February 4,000 colorful, quality, 8.5" x 11", 16-page mailers will go out to ag producers within a 60 mile radius of Aberdeen inviting them to our Annual Aberdeen AG EXPO at in Aberdeen.

Whether you are participating in the Ag Expo or not this is a perfect venue for your ag-related business. With only 10 pages available for ads, we expect this mailer to sell out fast. To stay on the printing schedule we will need your ad info by **December 31st**

### **2018 Pricing**

<b>\$1,000</b>	<b>FULL Page ( 7.375 x 9.8125) Limit 4</b>
<b>\$500</b>	<b>HALF Page (7.375 x 4.7897)</b>
<b>\$250</b>	<b>QUARTER Page (3.5973 x 4.7897)</b>
<b>\$150</b>	<b>Business Card (3.6389 x 2.34)</b>

Please indicate which plan you would like on the Ag Expo Form and return to:

**Dakota Broadcasting  
426 N. Hwy 281 Suite #4  
Aberdeen SD, 57401  
PH: 605-725-5551**

**If you are not able to be in this year's Aberdeen Ag Expo and still would like to advertise in the mailer, please call Dakota Broadcasting and visit with your sales rep and we will get you in.**

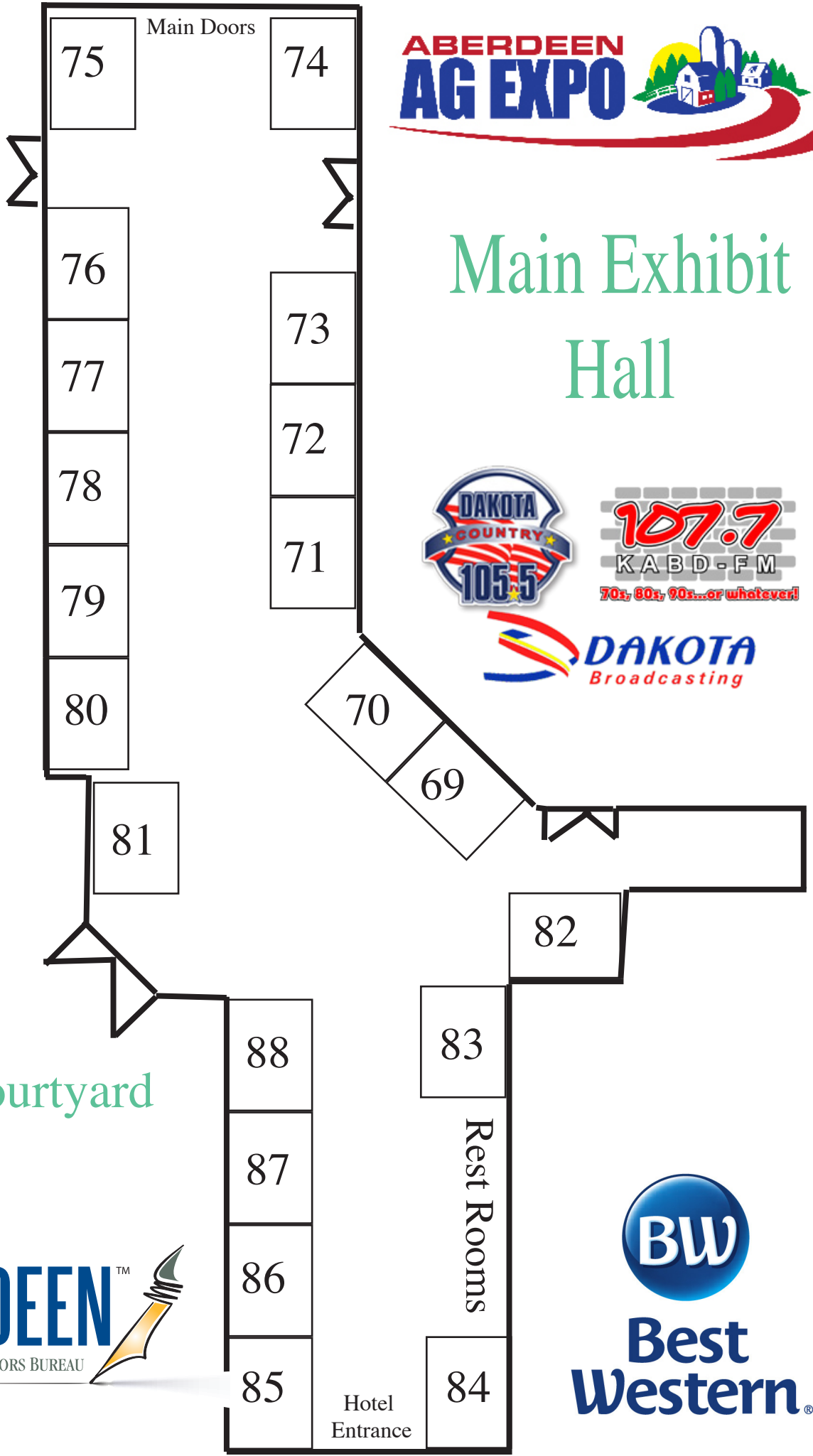


# Main Exhibit Hall



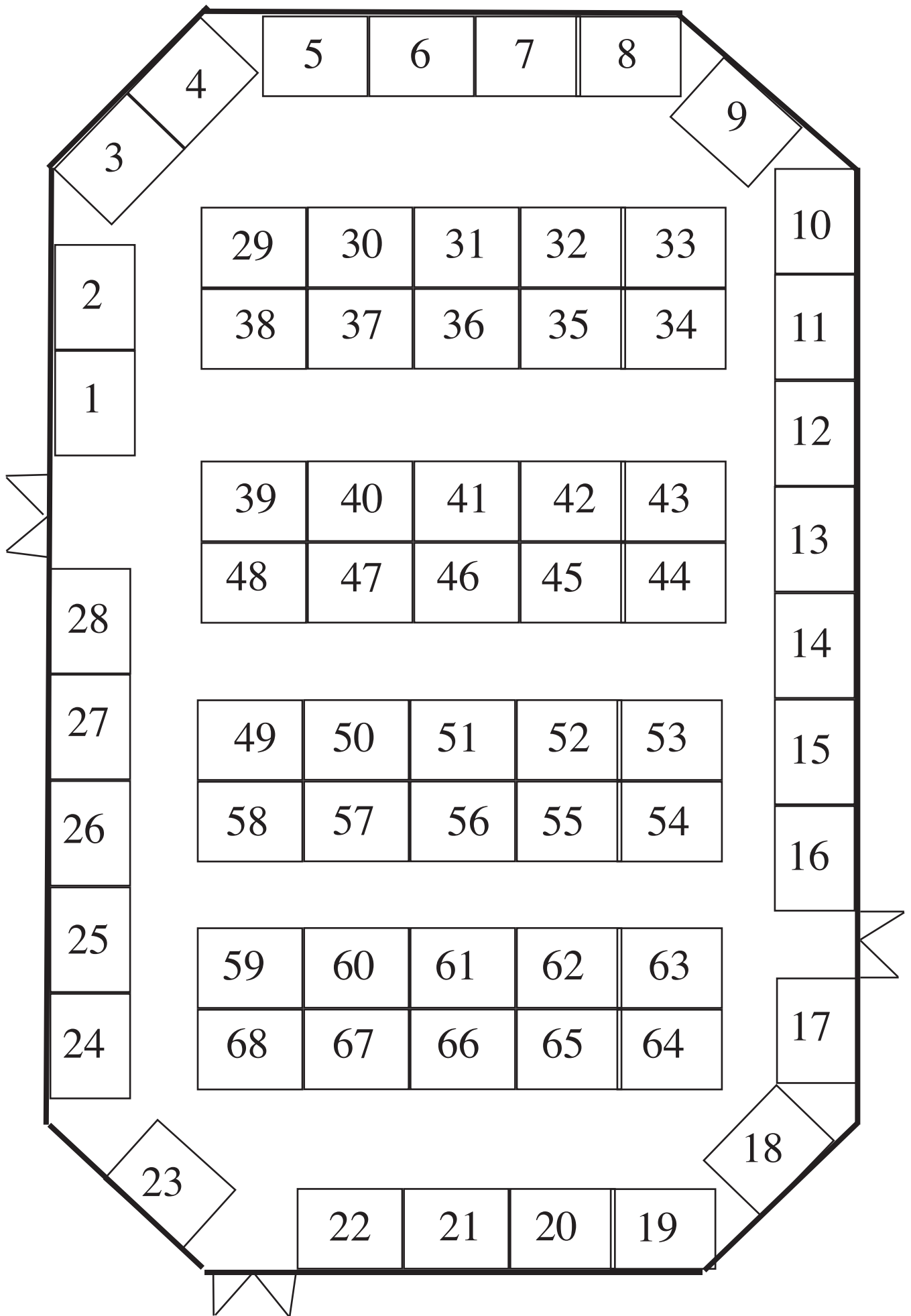
Theatre

Main Doors



Indoor Courtyard





# Indoor Courtyard Layout

