

February 21st 22nd & 23rd, 2017

Subject: 2017 Aberdeen Ag Expo

Greetings Aberdeen Ag Expo Vendor,

Thank you for participating in last year's Aberdeen Ag Expo.

Attached you will find the 2017 layout, details and entry form. Please notice the dates and times of this year's show: **Tuesday February 21 - vendor setup 8-12, show time 12-6; Wednesday February 22 - show time 9-6; and Thursday February 23 - show time 9-5, tear down 5-8.**

If you'd like to participate in the 2017 Aberdeen Ag Expo you may choose to be in the same location as last year or move to one of the open spots. You must return your form with a **\$50** deposit by **MONDAY OCTOBER 31st**. You'll not be guaranteed a spot after November 1, 2016. The show will be open to new vendors after this date.

Again we'll be sending out our Aberdeen Ag Expo mailer. Please make sure to take a look at the pricing on the attached pages so you won't miss out on this great opportunity.

We want to make the show as affordable for our vendors as we can and due to increasing costs of the show we will NOT be having a vendor reception. The resources that were dedicated to that will be moved to help promote the show in different mediums and different markets.

Please feel free to contact Dakota Broadcasting if you have any questions or would like to reserve your spot with a credit card. We accept Visa, MasterCard, and Discover. Full payment must be received no later than **January 31st, 2017**.

Display Guidelines for the 2017 Aberdeen Ag Expo: Any motorized vehicle or machine must have the battery disconnected and have less than 1/8 tank of fuel, by order of the Fire Marshall. Small vehicles can be driven in, however please call ahead for approval. All large items must be pushed or carried in by two people, moved on a two wheeled cart or small pallet jack, or it cannot not be displayed inside. Please call if you have questions. A telehandler will be available to remove items off trailers. It is your responsibility to run the telehandler. Anything that has fluid or sharp edges must be set on a mat, carpet square, or cardboard to prevent damage to the carpet.

There is a block of rooms at the Hampton Inn and Holiday in Express. There will be special room rates for show vendors. Call 605-262-2600 for the Hampton Inn or 605-725-4000 for the Holiday Inn Express. The rooms will be released 30 days prior to the show.

We look forward to seeing you at the Aberdeen Ag Expo.

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



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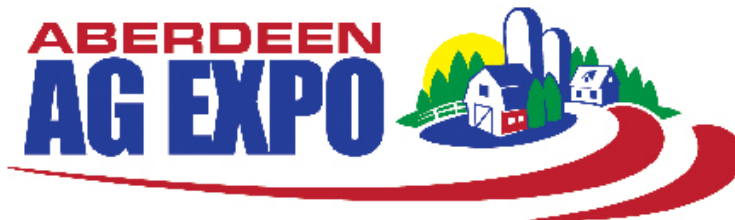
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Entrance

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DAKOTA BROADCASTING





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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

Same as last year _____

Alternative #1 _____

Alternative #2 _____

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 \$1,050
- Half Page \$525
- Quarter Page \$265
- Business Card \$160

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 \$ _____

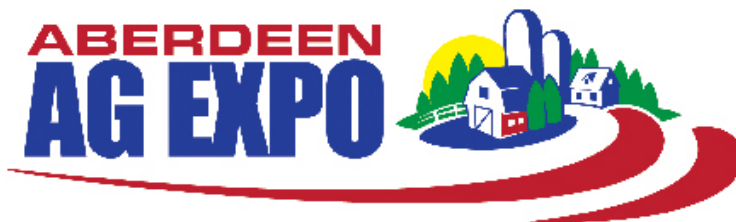
Less Deposit \$50 **Due with form**

Total \$ _____ **Due by 1/31/2017**

Cancellation Policy

If you cancel your booth after January 31st, 2017 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



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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 8th Annual Aberdeen AG EXPO at The DEC (Dakota Event Center) 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 23rd**.

2017 Pricing

\$1,050 FULL Page (7.375 x 9.8125) Limit 4

\$525 HALF Page (7.375 x 4.7897)

\$265 QUARTER Page (3.5973 x 4.7897)

\$160 Business Card (3.6389 x 2.34)

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.