

# SDCA Trade Show Contract

Person below will receive our complimentary registration with payment of the booth space.

Company \_\_\_\_\_

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

Title \_\_\_\_\_

Email - updates & reminders will be emailed \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**FOR OFFICE USE ONLY:**

Date Received \_\_\_\_\_

Member? \_\_\_\_\_

Amount Received \_\_\_\_\_

Pmt/Ck # \_\_\_\_\_

Booth # Assigned \_\_\_\_\_

QTY			TOTAL
	Early Bird Deadline 8/1/2017	\$600	
	Regular Price After 8/1/2017	\$650	
	Each Additional Booth or Outside Space	\$100	
	Additional Attendee Registration * <i>(Names listed to the left)</i>	\$100	
	Optional Membership <i>(see Allied Industry Form for specific information on membership levels &amp; what is included)</i>		
	Member Discount <i>(Must be a current or new member.) Please contact the office to verify membership status.</i>	-\$100	
<b>Total</b>			
* Price if paid simultaneously with booth payment, additional attendees not pre-registered will pay on-site registration fees. Non-member prices include one year associate membership			
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Check <input type="checkbox"/> Please Invoice			
Credit Card # _____			
Expiration Date _____			
Name on Card _____ Phone # _____			
Billing Address _____			

## Additional Attendees

Registration: You will receive a packet containing a nametag and meal tickets for one person. Please pre-register any additional people who will be working your booth by listing them below. Extra meal tickets can be purchased on site for guests during meals only. **Any additional booth workers not pre-registered will be charged on-site registration prices.**

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

## Booth Requirements

<input type="checkbox"/>	Yes, we want _____ booth(s) at the 2017 SDCA Trade Show
<input type="checkbox"/>	Yes, we want to donate an item to the President's Travel Fund Auction
<input type="checkbox"/>	Yes, we want to donate an item to the SD Cattlemen's Aux. silent auction
<input type="checkbox"/>	Yes, we require electricity. <b>Please bring your own extension cords</b>
<input type="checkbox"/>	Yes, we require a large door move-in. <i>Dimensions ( H x W x L ) _____</i>
<input type="checkbox"/>	Yes, Please contact us about additional advertising options.

What type of product or service will you be exhibiting?  
\_\_\_\_\_

**Booth Choices:** 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_  
\* Please provide your top 3 choices



Make checks payable and return to:

**SDCA**  
**116 N Euclid, Suite C**  
**Pierre, SD 57501**  
**office@sdcattlemen.org**

### Contract Completion Checklist:

1. Contact information completely filled out, including additional registrants.
2. Booth cost is calculated, including additional registrants and optional membership.
3. Check booth space openings (email office@sdcattlemen.org for a current map of available spaces).
4. The enclosed Exhibitor Profile sheet has been filled out and  
 Please email me my bio from last year to make changes.  
 No changes, please use last year's bio.
5. Additional opportunities have been considered.
6. Payment has been submitted to SDCA.

# Thank You!

# SDCA Exhibitor Profile Sheet

Each year the South Dakota Cattlemen's Association's Annual Convention & Trade Show includes a Convention Program sponsored and published by Tri State Livestock News. This program is mailed out to the TSLN subscribers and SDCA members prior to our event. Trade show exhibitor information is included with other highlights of the convention, including the agenda and speaker biographies. Please complete the form below and return it with your contract via email to [office@sdcattlemen.org](mailto:office@sdcattlemen.org).

**Please Print or Type**

Office Use: Booth # \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Phone # \_\_\_\_\_

Email *(For customer inquiries)* \_\_\_\_\_

Website \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone (if different) \_\_\_\_\_

Contact Person Email (if different) \_\_\_\_\_

Company Description (tell us about your company & products/ services offered):

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*If you would like to include additional sales person contact info or additional information please feel free to use a separate sheet.*

Please list any special convention promotions?

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- Yes, I have / will email my company logo to [communications@sdcattlemen.org](mailto:communications@sdcattlemen.org)
- Please email my bio from last year to be revised  No changes necessary, please run my bio from last year
- Yes, I would like to advertise with the South Dakota Cattlemen Association. Please contact me with my options.

**Important  
Dates**

**October 10** -Deadline to advertise in the Nov/Dec Convention issue of the South Dakota Cattleman

**October 13** -Deadline to be included in list of exhibitors in our Convention Issue\*

**November 1** -Deadline to be included in Buyer's Guide \*

\* With payment and signed contract at office

# Terms of Trade Show Contract

*Please read these rules and regulations in their entirety as by reference they are incorporated into your contract.*

Participation in the South Dakota Cattlemen's Association Convention and Trade Show does not in any way constitute an endorsement by the SDCA of any item or product on display, and any liability on the part of the SDCA Trade Show for the improper function of any item or product is hereby DENIED.

#### **Exhibitor Representative Responsibility:**

Exhibitors must name at least one person to be their representative in connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contract as may be necessary, and for which the exhibitor shall be responsible. Each exhibitor must keep an attendant in the display during the hours designated on the convention agenda as official exhibiting hours.

#### **Building Occupancy:**

In case the convention center is destroyed or damaged or access to the premises is prevented or interfered with by reason of any strike, lock out, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason, this contract may be terminated by SDCA. In the event of such termination, the exhibitor waives any damages and agrees that SDCA's sole liability will be to return the exhibitor's space payment, less a pro-rata share of all costs and expenses incurred by SDCA.

#### **Rejected Displays:**

The exhibitor agrees that their exhibit shall be admitted and remain daily solely on strict compliance with the rules herein. SDCA reserves the right to reject, eject or prohibit any exhibit in whole or in part or any exhibitor or his representatives, with or without giving cause, liability shall not exceed the return to the exhibitor the amount of rental unearned at the time of ejection. If an exhibit or exhibitor is ejected for violation of these rules or this contract or for any stated reason, no return of rental shall be made.

#### **Special Visual & Sound Effects:**

Audio-visual equipment and other sound and attention getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of SDCA, do not interfere with the activity of neighboring exhibitors. Films purely for entertainment without educational informative value will not be permitted.

#### **Defacing Building:**

Exhibitors are liable for any damage caused by displays or fixtures to the building floors, walls, or to the standard booth equipment or for damages caused in any other manner. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building walls and floors or standard booth equipment.

#### **Safety, Fire & Health:**

The exhibitor must comply with all applicable safety, fire and health laws, ordinances and regulations. Exhibitor will not do anything, which would increase any insurance premium for SDCA or void its insurance policy.

#### **Limitation of Liability:**

Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment and display items at all times; and whenever the same may be located within, on, or about the exhibition hall premises. SDCA will not be responsible for property damage or loss by or for any cause and exhibitor hereby waives any right to claim liability against them for the same.

SDCA, its employees, subcontractors and the convention center will not be liable for injuries to any person or for damages or injuries that may be incident to, arising from, or be in any way connected with the exhibitors' occupation or display space; and the exhibitor agrees to defend, indemnify, and hold SDCA, its employees, subcontractors, and the convention center, harmless against all such claims.

The exhibitor expressly understands and agrees that the foregoing limitations of liability clauses, and each of them, applies not only to the exhibit hours, but also at all other hours of each day for the period extending from the commencement of installation until the final removal of all the exhibitor's property and personnel from the exhibit hall, and to any latent or contingent damage, injuries, or liability arising from or out of, exhibitor's participation in the SDCA Trade Show.

SDCA and its employees, subcontractors, or the convention center will not be responsible to any degree whatsoever for any ill effects caused any person or group of persons in attendance prior to, during, and after the close of the SDCA Convention & Trade Show for any samples taken, or by other means given them by the exhibitor representatives. SDCA assumes no responsibility for having included the name of the cancelled exhibitor or description of exhibitor's products in the show magazine, program, news releases or other material.

#### **Amendment to Rules:**

Any and all matters of question not specifically covered by the preceding rules and regulations shall be subject to the decision of SDCA. SDCA may amend these rules and regulations any time and all amendments so made shall be binding on exhibitors equally with the foregoing rules.

***Acceptance of your application by SDCA constitutes a contract. We agree to abide by the rules and regulations of the 2017 South Dakota Cattlemen's Convention & Trade Show which are printed above and to all conditions under which exhibit space at the trade show site is leased to the SDCA.***

\_\_\_\_\_  
Authorized Exhibitor Signature

## Trade Show Guidelines

1. **Booth assignments are first-come, first-served** with preference given to SDCA Allied Industry supporters. Please contact Janna Reeves, Trade Show Manager, for an updated trade show map of space availability.
2. Contracts will be accepted until the trade show is sold out. **No booths will be reserved until PAID IN FULL.** Refunds are available if requested in writing by 10/1/17.
3. Your booth space includes registration for **ONE PERSON**, including nametag and meal tickets. **Please pre-register any additional people** who will be working in your booth. See *contract form for more information.*
4. **Booth spaces** are 8'x10' and will include two chairs and one 8' table with tablecloth.
5. Please clearly mark on your contract if you require electricity. **It is necessary for exhibitors to bring their own extension cords.**
6. SDCA reserves the right to determine the eligibility of any company or product for inclusion in the event. **NO LIVE ANIMAL(S)** will be permitted as a part of an inside exhibit. Please mark on your contract what you will be exhibiting.
7. Booth set up is 11/28/2017 from 1-6 PM CST. Heavy equipment move in will be promptly at 1:00pm. If your equipment needs to be in place prior to set up of pipe and drape, please contact Janna Reeves at office@sd cattlemen.org.

# Additional Exhibitor Information

Make plans to exhibit in the SDCA Trade Show today! This is a great opportunity to reach agricultural producers, business leaders and industry professionals from across South Dakota.

With your complimentary registration you are welcomed to attend our educational seminars to learn about issues and advances affecting today's cattlemen. You will also enjoy our annual President's Live Auction and Awards Banquet.

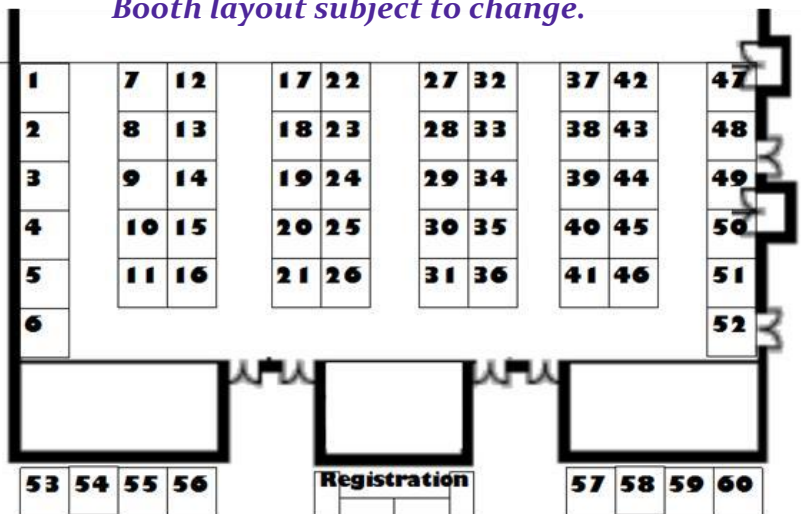
Attendees always look forward to networking with exhibitors to learn about new and innovative products and services available to the cattle industry.

## Each Exhibitor receives:

- 8'x10' Draped booth space
- Table, table cloth, and 2 chairs
- Identification sign
- One complimentary registration and discounted additional registrations (see contract)
- Invitation to Welcome Reception held Tuesday evening
- Listing in the November/December Convention issue of *The SD Cattleman* magazine if space reserved prior to October 10, 2017
- Listing in the official Convention Program published in conjunction with the Tri-State Livestock News reserved before November 1, 2017
- Electrical service upon request (*please bring extension cords*)

## 2017 Trade Show Layout Pierre Ramkota Hotel & Convention Center

*Booth layout subject to change.*



## Increase Your Reach

Exhibiting at the SDCA Trade Show helps you and your company reach South Dakota's innovative cattle producers. Increase your market reach by supplementing your trade show activities with SDCA advertising or Allied Industry Membership investment options.

*Learn more about your opportunities in this packet.*

Exhibitors will also be recognized for their participation during the SDCA President's Auction. Please be sure to check the box on your contract if you would like to donate an item to the auction. Participants are recognized in our January/February issue of *The SD Cattleman* and on our website.

*To learn about additional sponsorship opportunities please contact the SDCA Office.*

*Advertising is also available in our official Convention Program through the Tri-State Livestock News.*

### Trade Show Booth

SDCA Member \$550  
Non-Member \$650  
Additional Booth/ \$100 ea.  
Early Bird Member \$500  
Early Bird Non-Member \$600

*Early Bird Pricing good until August 1, 2017*

*One Complimentary Registration with Booth*  
Each additional registration \$100\*  
*\*Discount applies if paid with booth.*  
*Any additional registrations paid later will be subject to regular registration pricing.*

### Schedule

*(Times subject to change)*

**Tuesday, November 28, 2017**

**Heavy Equipment Move In**

1:00 pm CST

*(another time w/ prior approval)*

**Booth Set up**

3:00 pm-6:00 pm CST

**Wednesday, November 29, 2017**

**Trade Show Open**

7:30 am- 5:30 pm CST

**Thursday, November 30, 2017**

**Trade Show Open**

8:00 am-2:00 pm CST

Please contact the Trade Show Manager, Janna Reeves, for the most current trade show map before selecting your booth preferences.

[office@sd cattlemen.org](mailto:office@sd cattlemen.org) / 605-945-2333

**Get convention updates and other news from SDCA**

Text 'SDCA' to 42828 to join the SDCA weekly E-Bulletin;

'Like' SDCA on Facebook

Follow @SDCattlemen on Twitter

& During Convention - Be sure to 'Check-In' each day & be part of the #SDCA69 Conversation!

# 2017 Allied Industry Membership



- One-time annual commitment to SDCA and financial planning to meet your budget.
- Direct access to SDCA members.
- Repeat exposure to SDCA members - a proven audience of decision makers.
- Complimentary non-voting membership(s) for company employees.
- Recognition in *The South Dakota Cattleman* magazine.
- Advertising preference in *The South Dakota Cattleman* magazine.
- Discounted trade show space and early convention registrations during the SDCA convention.

All event sponsorships are first-right-of-refusal to the previous year's sponsor, but additional sponsorship opportunities may be available. Contact the SDCA office at 605-945-2333 to help you design a sponsorship package to meet your company's needs!

### Please Choose Level:

- Prime Allied Industry
- Choice Allied Industry
- Select Allied Industry
- Standard Allied Industry
- Supporting Allied Industry

## Designate Primary Member

Name — Primary Employee Member

Company

Address City State Zip

Phone Email

### Additional information for Prime, Choice & Select:

- \* Please select issue for complimentary ad in *The South Dakota Cattleman*;
- \* Prime & Choice, Please email your logo to [communications@sd cattlemen.org](mailto:communications@sd cattlemen.org);
- \* Please list your company website.

### Company Website Address

I would like our complimentary ad in the selected issue:

0 Jan/Feb  0 March/April  0 May/June  0 July/Aug  0 Sep/Oct  0 Nov/Dec

## Designate Additional Members (Standard-1; Select-1; Choice-1; Prime-2)

Name—Employee Member #2 (Standard, Select, Choice)

Company

Address City State Zip

Phone Email

Name—Employee Member #3 (Prime only)

Company

Address City State Zip

Phone Email

SDCA 116 N Euclid Ave Ste C Pierre SD 57501

605.945.BEEF (2333)

[www.sd cattlemen.org](http://www.sd cattlemen.org)

To Pay with credit card  
Please complete form or register online.

Name (as shown on card)

Billing Address



Credit Card # CVC Exp. date

Signature

Phone Number

[www.sd cattlemen.org](http://www.sd cattlemen.org)

# 2017 Allied Industry Membership Options

## *Cattlemen Working for Cattlemen*

### Prime Member - \$2,500

(Package Value \$2,980)

- ◆ Complimentary 1/2 page ad in your preferred 2017 issue of *The South Dakota Cattleman*. \*
- ◆ Company logo and Allied Industry membership listing at [www.sd cattlemen.org](http://www.sd cattlemen.org) with a link to your website.
- ◆ 8x10 booth at the 2017 SDCA Trade Show, November 29-30 in Pierre (based on space availability).
- ◆ Recognition in *The South Dakota Cattleman* and other 2017 convention promotional materials.
- ◆ Complimentary 2017 convention registration for 4 company employees.
- ◆ Complimentary 2017 membership for 3 company employees.
- ◆ The opportunity to conduct one direct mailing to SDCA members (labels will be provided, no electronic lists).

### Choice Member - \$1,000

(Package Value \$1,720)

- ◆ Complimentary 1/4 page ad in your preferred 2017 issue of *The South Dakota Cattleman*. \*
- ◆ Company logo and Allied Industry membership listing at [www.sd cattlemen.org](http://www.sd cattlemen.org) with a link to your website.
- ◆ 8x10 booth at the 2017 SDCA Trade Show, November 29-30 in Pierre (based on space availability).
- ◆ Recognition in *The South Dakota Cattleman* and other 2017 convention promotional materials.
- ◆ Complimentary 2017 convention registration for 2 company employees.
- ◆ Complimentary 2017 membership for 2 company employees.

### Select Member - \$500

(Package Value \$810)

- ◆ Complimentary 1/8 page ad in your preferred 2017 issue of *The South Dakota Cattleman*. \*
- ◆ Allied Industry membership listing at [www.sd cattlemen.org](http://www.sd cattlemen.org).
- ◆ Recognition in *The South Dakota Cattleman* and other 2017 convention promotional materials.
- ◆ Complimentary 2017 convention registration for 1 company employee.
- ◆ Complimentary 2017 membership for 2 company employees.

### Standard Member - \$250

(Package Value \$460)

- ◆ Allied Industry listing at [www.sd cattlemen.org](http://www.sd cattlemen.org) and in *The South Dakota Cattleman*. \*
- ◆ Complimentary 2017 membership for 2 company employees.

### Supporting Member - \$150

(Package Value \$260)

- ◆ Recognition in *The South Dakota Cattleman* and other convention promotional materials.
- ◆ Complimentary 2017 membership for 1 company employee.

### Corporate Membership (*Minimum of 4 locations*)

- ◆ \$150 membership for the first location. \$75 for each additional location.
- ◆ Recognition in *The South Dakota Cattleman* and other 2017 convention promotional materials.



[www.sd cattlemen.org](http://www.sd cattlemen.org)

**\* *The South Dakota Cattleman* magazine is published in January, March, July, September & November.  
Advertising reservations must be confirmed by the 10th of the month prior to publication.**

**Advertising is also available on our website and in the weekly electronic newsletter.  
Contact Tracie Bradford at [communications@sd cattlemen.org](mailto:communications@sd cattlemen.org) or 605-945-2333 for more information.**



# 2017 President's Auction

**Ticket #**  
*Office Use Only*

<b>Company Donating:</b>	
<b>Contact Person:</b>	
<b>Address:</b>	
<b>City/State/Zip:</b>	
<b>Phone:</b>	
<b>Email Address:</b>	
<b>Item Donated:</b>	
<b>Approx. Retail Value:</b> <small>Items under \$100 value may be grouped together or placed in the silent auction.</small>	
<b>Suggested Starting Bid:</b>	
<b>Item Description:</b>	

Please return completed forms by:  
**Friday, November 17, 2017 to:**

**SDCA  
116 N Euclid Suite C  
Pierre SD 57501**

**Email:  
communications  
@sd cattlemen.org**

*The President's Auction will begin at approximately 5:30 pm CST on Wednesday November 29, 2017 at the Ramkota in Pierre. You are asked to bring your contribution to the registration desk by **no later than 3:00 pm CST November 30th** to ensure your item is included in the auction.*

***Thank you for your support!***

*Office Use - Slip will be detached and placed on items*

**Ticket #**  
*Office Use Only*

Donated By:

Item:

Description:



# The South Dakota Cattlemen's Association

## 2017 Advertising Rates

### *The South Dakota Cattleman*

Page Size	Ad Rate / Issue	3 Issue Rate	3 Issues Rate / Month
<b>Black &amp; White Advertisements</b>			
Full Page	\$600	\$1620	\$540
2/3 Page	\$500	\$1380	\$450
1/2 Page	\$425	\$1147	\$382
1/3 Page	\$250	\$675	\$225
1/4 Page	\$200	\$540	\$180
1/8 Page	1 - Complimentary Ad with AI Select Membership (Issue of choice)		
<b>Full Color Advertisements</b>			
Full Page	\$800	\$2160	\$720
2/3 Page	\$700	\$1890	\$630
1/2 Page	\$625	\$1687	\$562
1/3 Page	\$450	\$1215	\$405
1/4 Page	\$400	\$1080	\$360
1/8 Page	Please see 'Color' cost options below		
Front Inside Cover FP*	\$920	\$2484	\$828
Back Cover 1/2 Page*	\$719	\$1941	\$647
Inside Back Cover FP*	\$920	\$2484	\$828
<i>Quotes will be provided by request for other sizes or options not listed.</i>			

#### Specifications

- Finished Size: 8.25 x 11
- Pages 24-32
- Stock: 60#
- Binding: Saddle Stitch

#### Format

We accept the following types of files (*at least 300 dpi*):

- .jpg
- .pdf
- Microsoft Word / Publisher

*All ads are to be camera-ready, or a set-up charge of \$20/hour will apply.*

#### Ad Sizes



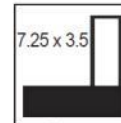
Full Page  
7.25 x 10



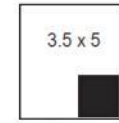
2/3 Page  
7.25 x 6.25 horz.



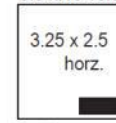
1/2 Page  
7.25 x 5 horz  
3.5 x 10 vert



1/3 page



1/4 page



1/8 page



116 N Euclid Ave Ste C  
Pierre SD 57501  
Office 605.945.2333



**Net Due 30 days. Finance Charges apply after that.**

**Rates are noncommissioned.**

**Please email ads to [communications@sd cattlemen.org](mailto:communications@sd cattlemen.org).**

**Circulation:** The bi-monthly publication is sent to all SDCA members:  
1,000 South Dakota cow-calf, seedstock, dairy and feeder cattle producers.