

890 3rd Street SW Huron, SD 57350  
 605-353-7340 or 800-529-0900  
 FAX: 605-353-7348  
 www.sdstatefair.com  
 Email. joni.kiple@state.sd.us



**This application does not denote an offer for space. This is NOT A CONTRACT**

Company Name \_\_\_\_\_ (Name on your Insurance)

Name of Contact Person \_\_\_\_\_

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

Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax # \_\_\_\_\_

Drivers License # \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_

South Dakota State Fair reserves the right to designate the area where any Licensee may present their exhibit as is beneficial to the South Dakota State Fair and its patrons.

WERE YOU AT THIS LOCATION IN 2011? YES \_\_\_ NO \_\_\_ EXHIBITING \_\_\_ OR SELLING \_\_\_  
 \_\_\_ USING SOUND AMPLIFICATION \_\_\_ FOOD OR DRINK SAMPLING ~ If so, what? \_\_\_\_\_

SPACE SIZE REQUESTED: \_\_\_\_\_ ( 10'x 8', 10' x 10', 20 x 8' or 10', 30' x 8' or 10', etc)  
 BUILDING LOCATION (TABLES & CHAIRS NOT INCLUDED)

* INDICATES AIR CONDITIONED BUILDING	Size	Price	After March 1ST
___ *EXPO BUILDING, ___ *WOMEN'S BLDG, ___ *DAKOTA MARKET	10' X 8'	\$425	\$500
___ *TECH CENTER, (change in the booth size in the Tech Center only)			
___ FAMILY LIVING CENTER	10' X 10'	\$425	\$500
___ EXHIBIT HALL (BETWEEN FLC & TECH CTR)	10' X 10'	\$325	\$400
___ FOOD COURT -PERMANENT FOOD BOOTH (Equipped with 2 serving windows, sink and a back door entrance )		\$1300	\$1375
___ FOOD OR COMMERCIAL (Independent Midway)	25' X 19'	\$875	\$950
	12.5' X 12.5'	\$475	\$550

\_\_\_ 3<sup>RD</sup> STREET, \_\_\_ W. MACHINERY, \_\_\_ E. MACHINERY, \_\_\_ N. MACHINERY, \_\_\_ NEW HOME,  
 \_\_\_ RECREATION AVE

(1<sup>st</sup> 25') - \$345 ( After March 1, the first 25' will be \$420) ( 2<sup>nd</sup> 25') - \$200 (ALL ADD'L) - 25' - \$130  
 LOTS ARE 25' FRONTAGE (DEPTHS VARY)

### ELECTRICAL REQUIREMENTS

Additional information on electrical, required matting, securing of cords and hoses, and inspections are in the handbook. This fee includes your electrical inspection fee of \$5.00.

**You are responsible for your own matting to cover electrical cords and water hoses.**

**Failure to check your electrical needs may result in improper placement.**

20 volt (20amp) ~ indoor only	\$23.00 x _____ exhibit(s)
120 volt ( 20amp) ~ concessions	\$45.00 x _____ exhibit(s)
240 volt ( 30 amp & 50amp) (no 100 amp)	\$95.00 x _____ exhibit(s)
Do you require more then ( 1 ) 50amp?	_____ yes _____ no

## DESCRIPTION OF PRODUCT OR SERVICE

List below all items that you plan to sell or display. **ITEMS NOT LISTED HERE WILL NOT BE ALLOWED.** Please be specific - include brand names. (Do not indicate "etc." or "accessories" or "same as last year.") Include photographs and/or brochures. **Requests for changes or additions must be made in writing to the South Dakota State Fair by July 1, 2012. NEW VENDORS - PLEASE SUBMIT A PICTURE OF YOUR FOOD TRAILER OR DISPLAY.**

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Comments: \_\_\_\_\_

\*\*\*\* All new vendors must provide (3) recent references from fairs/festivals/events you have participated in\*\*\*\*

1. Event: \_\_\_\_\_ Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

2. Event: \_\_\_\_\_ Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

3. Event: \_\_\_\_\_ Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

**If you do not list references, your application will not be considered**

## ADDITIONAL PASSES

All concessionaires receive two (2) weekly gate passes for each exhibit/booth (location not spaces). With a limit of (10) passes per vendor. Additional gate passes can be purchased through the South Dakota State Fair office or can be included in your application fees. **Purchasing your additional passes prior to opening day will save you time!**

### Weekly Gate Passes

Adult weekly -16 years and older - \$20  
 Youth weekly passes - 6-15 years old - \$10  
 Weekly value pack - 4 adult bands - \$60

NUMBER                  TOTAL

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

### Concessionaire/Exhibitor

Parking - \$15 (off grounds only)  
 West Machinery/Lincoln Fence Parking Gate 6 \$15.00  
 Supply Truck or Trailer **parked in designated area** - \$75  
 Delivery Vehicle: ( Gates 4,6 & 8 ) - \$40.00

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

**Golf Cart Vehicle Permit - \$150.00 (permit only)**

\_\_\_\_\_

Space \$ \_\_\_\_\_ @ March 1st. \$75.00 \$ \_\_\_\_\_ Electrical \$ \_\_\_\_\_ Additional Passes \$ \_\_\_\_\_

Parking \$ \_\_\_\_\_ Golf Cart \$ \_\_\_\_\_ PA Announ. \$ \_\_\_\_\_ Marketplace Coupons \$ \_\_\_\_\_

Delivery or Supply Truck Parking \$ \_\_\_\_\_

Processing Fee \$2.00

**TOTAL \$ \_\_\_\_\_**

### For Office Use Only

Date: \_\_\_\_\_

Check #: \_\_\_\_\_

### Credit Card

\_\_\_\_\_ Mastercard      \_\_\_\_\_ Visa      \_\_\_\_\_ Discover Card

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 digit pin \_\_\_\_\_

Authorization #: \_\_\_\_\_



**Marketing opportunities for South Dakota State Fair vendors.** Promote your product or services to 191,158 fairgoers and be included in nearly 1500 camping packets. You won't want to miss out on these marketing opportunities.

## State Fair Marketplace Coupons

A new and exciting opportunity has been created just for South Dakota State Fair vendors. Advertise in the State Fair Marketplace! The State Fair Marketplace will be a coupon insert in nearly 1600 camping packets that go out. You are directly advertising to the thousands of people who are staying on grounds during the fair. The State Fair Marketplace will also be available on our website, [www.sdstatefair.com](http://www.sdstatefair.com). The same coupon that is inserted in the camping edition of the State Fair Marketplace will be uploaded to the web edition. If interested in taking advantage of this, please check your selection below. Please email a black and white, 2.5 inchx4 inch camera ready ad to [candi.hettinger@state.sd.us](mailto:candi.hettinger@state.sd.us) by July 30th. If taking advantage of the web edition as well, please email a colored 2.5 inch x 4 inch, GIF file. This can be done at any time. The sooner it gets up on the website, the sooner you'll start getting impressions! If you are doing the camping and web edition, the ads do not have to have the same content on them. They can be different ads.

- \_\_\_\_\_ \$100.00 - Inclusion in the State Fair Marketplace camping edition
- \_\_\_\_\_ \$150.00 - Inclusion in the State Fair Marketplace camping and web edition
- \_\_\_\_\_ No, I do not want to take advantage of this opportunity.

If you do not meet the deadline your ad will not be placed in the camper packets. No refunds will be made.

## PA Announcements

**To be broadcast over the State Fair PA system.**

Advertise your product or services during peak times by purchasing ads over the State Fairgrounds PA system. You will reach 191,158 fairgoers with your advertisements.

**SOLD OUT**

2 mentions per day x \$25

\_\_\_\_\_ Thurs. \_\_\_\_\_ Fri. \_\_\_\_\_ Sat. \_\_\_\_\_ Sun. \_\_\_\_\_ Mon.      **Cost: \$** \_\_\_\_\_

**State Fair Marketplace Coupons**    Total: \$ \_\_\_\_\_      **PA Announcements**    Total \$ \_\_\_\_\_

**Spots are limited and sold on a first come, first serve basis.**