

2021 EXHIBITOR PROSPECTUS

THE MISSING PIECES TO REACH AG DECISION MAKERS

MINNESOTA
FARMFEST®

AUGUST 3-5, 2021
REDWOOD COUNTY, MN

DAKOTAFEST®

AUGUST 17-19, 2021
MITCHELL, SOUTH DAKOTA



AUGUST 3-5, 2021

FARMFEST

The crop diversity and regional growing conditions across Minnesota and the upper Midwest presents an exciting opportunity for agribusinesses. Farmfest has a long tradition of connecting farmers and livestock producers with companies that offer the products and services they need.

PIECES OF THE PUZZLE

34,566,686

Harvested acres

849,787

Acres of irrigated land

23,986

Farms with 500+ acres

43,451,229

Total acres

106,030

Total farms

\$8,596,527,000

Net farm income



REASONS TO EXHIBIT AT FARMFEST

Targeted Audience

Efficiently market your products to ag decision makers.

Face-to-Face Connections

Obtain access to 27,000+ farmers and livestock producers ready to make purchasing decisions.

Additional Brand Exposure

Use your booth design and additional sponsorship opportunities to launch a new product or service.

Connect with Current Customers

Use Farmfest as an opportunity to connect with many of your current customers at one event.

Contact us today to reserve your exhibit space at Farmfest.

REACH THE RIGHT DECISION MAKERS

We know how to connect you with the right buyer and you know what it takes to close the sale. Share your knowledge, build stronger relationships, and reach your goals by connecting with today's ag producers at Farmfest.



68 percent
of Farmfest attendees come to connect with exhibitors

60% of attendees **purchase or intend to purchase** products seen at Farmfest

74%

of attendees grow corn

68%

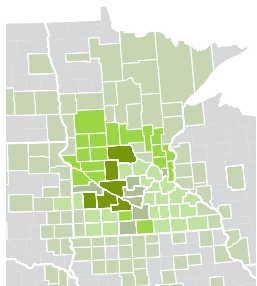
of attendees grow soybeans

80%

of attendees are farmers

48%

of Farmfest attendees farm 500+ acres compared to all MN farms where only 20% of farms are 500+ acres



Farmfest draws farmers and livestock producers from **Minnesota, South Dakota, North Dakota, Iowa, and Wisconsin.**

THE ROW CROP PIECE

Opportunity in Minnesota

Corn 49,152 farms 14,948,586 acres Ranked 4th in the U.S.	Hay & haylage 37,718 farms 2,165,003 acres Ranked 10th in the U.S.	Corn silage 7,483 farms 627,982 acres
Wheat 5,287 farms 1,401,801 acres	Oats 3,258 farms 116,915 acres Ranked 3rd in the U.S.	Sugarbeets 1,174 farms 448,425 acres Ranked 1st in the U.S.

Soybeans

49,152 farms
14,948,586 acres

3rd
in the U.S.

“For years Farmfest has been the premier show in this region. Given the timing of the event, it really serves as a perfect opportunity to meet with old and new customers to find out what their needs are for the next year.”

JASON DANNELLY, Location Manager, Fargo/Mankato, Ag Spray Equipment

THE LIVESTOCK PIECE

Farmfest attendees are actively involved in the raising and marketing of livestock. These attendees are looking to partner with the right companies who can help them with their operational needs. Join us at Farmfest and connect with the right pieces of the puzzle.

35% of attendees are livestock producers

72% of attendees who are livestock producers intend to or may purchase products seen at Farmfest

Showcase Your Products & Make Connections!

Chute Demo/Company Presentations

Company presentations (max 5 each timeslot), space available for 7 chute companies to participate in demo

Daily Schedule

9:30 a.m.-10:00 a.m.	Daily prize giveaway
10:00 a.m.-11:30 a.m.	Livestock chute demo & company presentations
11:30 a.m.-12:00 p.m.	Break/sandwich time with customer/prospects
12:00 p.m.-1:00 p.m.	Speaker program
1:00 p.m.-1:30 p.m.	Daily prize giveaway
1:30 p.m.-3:00 p.m.	Livestock chute demo & company presentations

Connect with Livestock Producers

Indoor Exhibit Cost

\$875

Includes:

- 10' x 10' exhibit area*
- 3' high side walls and back wall
- Electricity

8 booths available

Partner Cost

\$500

Includes*:

- 30 sandwich/drink tickets
- 5-minute livestock demo presentation (once each day, times rotate)
- 8' wide x 3' high max banner hung outside livestock tent (banner supplied by Partner)
- Ability to donate product(s) to be used during daily prize giveaway

*Must exhibit to participate as Partner

The Livestock Opportunity in Minnesota

Beef cattle

21,828 operations
754,301 head
Ranked 8th in the U.S.

Cattle/calves

32,729 operations
5,062,025 head

Cattle on feed

5,618 operations
1,674,825 head

Milk cows

4,607 operations
639,244 head
Ranked 7th in the U.S.



Hogs

5,898 operations
18,720,636 hogs
Ranked 2nd in the U.S.



Layers

7,069 operations
13,289,333 birds

Broilers

1,624 operations
10,975,220 birds

Turkeys

840 operations
19,344,709 birds
Ranked 1st in the U.S.



Make Farmfest the Missing Piece to Your Sales & Marketing Puzzle

Be a part of the show that brings over 27,000 ag professionals and their families to the Farmfest grounds every year. Let us help you close sales and reach your goals by connecting you to the ag producer audience you're looking for.

New Programming & Infrastructure Improvements

- Establishing an **equipment demonstration arena** for exhibitors to showcase and educate attendees on their newest or best products
- Launching new attendee-focused programming including a new **Women in Ag Event** and **Hay Bale Art Auction** benefiting local FFA Chapters and 4-H Clubs
- Increased health and safety measures including hand sanitizing stations and recommended distancing guidelines

More Ways We Bring the Right Audience

- Increased spending on targeted **marketing and promotional efforts** to attract the targeted audience
- **Robust campaign of radio ads, interviews, and mentions** on more than **60 stations** across Minnesota, Iowa, North Dakota, and South Dakota
- **Farmfest-specific editions and print ads** in ag print publications across the region
- **Increased budget for digital and social outreach** driving higher traffic to Farmfest.com

Call our sales team. Complete your puzzle and make Farmfest part of your plan.

EVENTS AT FARMFEST 2021

- New This Year**

Product Showcase Arena & Demonstrations
Live on Stage Women in Ag Event and Woman Farmer of the Year Award
Hay Bale Art Auction for FFA and 4-H

- Returning Favorites**

400+ Exhibitor Displays
Ride and Drive Demos
Cattle Chute Demos
Farm Safety Demos

Farm Family of the Year Award
Educational, Policy and Political Forums
Kids' Pedal Pull
-
- ## EXHIBIT RATES
- | BOOTH | | EARLY BIRD
(until 4/14/21) | STANDARD
(after 4/14/21) |
|---------|----------------------|-------------------------------|-----------------------------|
| Indoor | 10' wide x 10' deep* | \$875 | \$875 |
| Outdoor | 25' wide x 50' deep | \$1,525 | \$1,675 |
| Outdoor | 50' wide x 50' deep | \$1,900 | \$2,090 |
| Outdoor | 50' wide x 75' deep | \$2,475 | \$2,725 |
| Outdoor | 50' wide x 100' deep | \$3,150 | \$3,465 |
| Outdoor | Seed Plot & Lot** | \$2,815 | \$3,095 |
- *Electricity included with indoor tent booths. Outdoor lots, based on location, have a \$105 charge per lot for electricity. Corner lots have an additional \$65 fee.
- **Includes electricity. Seed plot is 60' x 130'. Also included with the plot is a 60'x60' lot immediately in front of the seed plot for display and one 15 amp electric service.
- ### Early Bird booth rates have been extended!
- Take advantage of Early Bird pricing now until April 14.
- 2021 FARMFEST AUGUST 3-5, 2021 | 800.827.8007 | Farmfest.com
- 5

FARMFEST EXHIBIT GROUNDS



 Rented
 Available
 Concession Booth

800.827.8007

Call today to reserve your booth. Spaces go fast! Visit the floor plan on Farmfest.com for real-time space availability.



EXHIBITOR NAME

EXHIBITING NAME (as you would like it listed in the show program)

ADDRESS

CITY

STATE

ZIP

EXHIBITOR CONTACT

TITLE

PHONE

CELL

EMAIL

WEBSITE

MARKETING/AGENCY CONTACT

PHONE

EMAIL

BOOTH SELECTION

QTY	INDOOR BOOTH	Early Bird (until 4/14/21)	Standard (after 4/14/21)
_____	10' wide x 10' deep*	\$875	\$875

*Indoor space. Booth includes an 8' high rear drape, 3' high side drapes, electricity, and one identification sign. No corner fees.

QTY	OUTDOOR BOOTH	Early Bird (until 4/14/21)	Standard (after 4/14/21)
_____	25' wide x 50' deep	\$1,525	\$1,675
_____	50' wide x 50' deep	\$1,900	\$2,090
_____	50' wide x 75' deep	\$2,475	\$2,725
_____	50' wide x 100' deep	\$3,150	\$3,465
_____	Seed Plot & Lot**	\$2,815	\$3,095

**Includes electricity. Seed plot is 60' x 130'. Also included with the plot is a 60'x60' lot immediately in front of the seed plot for display and one 15 amp electric service. Seed plot and lot space must be paid in full before planting.

Preferred Booth # _____ Total Booth Size _____ x _____

Companies we DO NOT want to be near _____

Products Offered _____

ELECTRICITY & CORNER

QTY	OUTDOOR SPACE ONLY	RATES
_____	Electricity*	\$105 per lot
_____	Corner	\$65 per corner

- ☐ I would like to participate in a Demo. Please contact me with details.
☐ I am interested in additional marketing or sponsorships opportunities.
 Please contact me with details.

By providing your email on this contract, you agree to receive general show communications and advertisement from show management, from its representatives and from official show vendors about current and future events, and also about other media which may be of interest to businesses and individual participants in your industry.

Authorizing Signatures:

Exhibitor wishes to have a booth at the event identified above ("Event"). By signing below, Exhibitor acknowledges receipt of this application/contract and the IDEAg Group, LLC Standard Terms and Conditions on page 2 ("Terms"), and agrees to the provisions on this page as well as the Terms. This application/contract, the Terms, and the Exhibitor Manual shall constitute the "Contract." The Contract shall be valid and binding only upon acceptance by IDEAg Group, LLC, which shall only occur when an authorized representative of IDEAg Group, LLC, sends a confirmation email. **ALL PAYMENTS ARE NON- REFUNDABLE.**

AUTHORIZED SIGNATURE

PRINT NAME

DATE

SHOW PROGRAM ADVERTISING

<input type="checkbox"/>	Back Cover	8.125" w	x	11.00" h	\$4,100
<input type="checkbox"/>	Inside Back Cover	8.125" w	x	11.00" h	\$3,500
<input type="checkbox"/>	Inside Front Cover	8.125" w	x	11.00" h	\$3,500
<input type="checkbox"/>	Full Page	8.125" w	x	11.00" h	\$2,500
<input type="checkbox"/>	Half-Page Horizontal	7.00" w	x	4.625" h	\$1,700
<input type="checkbox"/>	Half-Page Vertical	4.625" w	x	7.00" h	\$1,700
<input type="checkbox"/>	Third-Page Horizontal	7.00" w	x	3.00" h	\$1,350
<input type="checkbox"/>	Third-Page Vertical	2.25" w	x	9.375" h	\$1,350
<input type="checkbox"/>	Third-Page	4.625" w	x	4.625" h	\$1,350
<input type="checkbox"/>	Quarter-Page	3.50" w	x	4.625" h	\$980
<input type="checkbox"/>	Sixth-Page	4.625" w	x	2.25" h	\$750

FINANCIAL SUMMARY

Booth Charge	\$ _____
Electricity Fee	\$ _____
Corner Fee	\$ _____
TOTAL BOOTH COST	\$ _____
Show Program Advertising	\$ _____
GRAND TOTAL	\$ _____

50% booth space deposit and 100% advertising payments due with contract submission. Balance due 3/26/2021.

PAYMENT METHOD

- ☐ **Electronic Payment via ACH (Preferred)**
 Transfer To: Farm Bureau Bank ABA Routing #: 121281892
 Account Name: IDEAg Group LLC Account #: 1000124485
- ☐ **VISA** ☐ **MC** ☐ **AMEX** ☐ **DISC**
☐ **Charge 50% now** ☐ **Charge full amount now**

CREDIT CARD #

EXP. DATE

CVV

NAME ON CARD

BILLING ADDRESS

EMAIL

SIGNATURE

- ☐ Fax Credit Card Payments to: 847-483-1379
☐ **Check: Make check payable to IDEAg Group, LLC.**
 Mail Checks to: IDEAg Group, LLC. – Farmfest
 3080 Eagandale Place, Eagan MN 55121

EMAIL COMPLETED CONTRACT TO RENEEM@FB.ORG.

IDEAG MINNESOTA FARMFEST / AUGUST 3-5, 2021 / STANDARD TERMS AND CONDITIONS

IDEAG Group, LLC. and its affiliates, subsidiaries, officers, directors, employees and representatives are referred to herein collectively as "IDEAG." "Company" refers to the Sponsor or Exhibitor identified on the first page of this Contract.

1. Payment and Terms

All amounts due from Company must be paid in a timely manner by the deadlines established in the Contract. All payments are non-refundable. Failure to pay the amounts owed by the deadlines may result in termination of this Contract by IDEAG.

2. Cancellation

(a) By Company. Company will remain solely responsible for the total exhibit fee, along with all fees paid or payable by IDEAG with respect to Company, including without limitation costs associated with the booth, branding, advertising and similar expenses relating to Company's participation in the Event. These amounts shall be considered liquidated and agreed-upon damages for the injuries IDEAG will suffer as a result of Company's cancellation. If Company reduces its space, IDEAG reserves the right to treat such reduction as a cancellation of the original space and purchase of new space, in which event the original booth cost will not be reduced or refunded and Company may be required to move to a new location. Cancellation notice must be made in writing to IDEAG Group, LLC., 3080 Eagandale Place, Eagan, MN 55121 or emailed to IDEAG@IDEAGGroup.com and must be received no less than two weeks prior to the first day of move-in. Mail return receipt is recommended, as verification of delivery may be required. Companies who fail to provide written notice of their cancellation (no-show) may lose their assigned booth space for the following year. Companies that do not provide notice twice in a row may be prohibited from exhibiting in the future. Companies who have paid in full and cancel their space may retain their assigned booth space for one year. Companies who are not paid in full and cancel their space may lose their assigned booth space for the following year.

(b) By IDEAG. If Company fails to timely make any payment required by this Contract or otherwise breaches any of its obligations under this Contract, IDEAG may terminate this Contract and Company's participation in the Event by providing Company with written notice of termination, and may reassign and/or resell Company's booth location to another party. No payments made by Company will be refunded under these circumstances.

(c) Of the Event. If IDEAG cancels the Event due to circumstances beyond its reasonable control, including without limitation acts of God, war, labor strike, government emergency or damage or loss of the Event facility, then this Contract shall be canceled automatically. In such cases, Company's sole and exclusive remedy shall be a refund of monies paid by Company under this Contract, less a pro rata share of expenses actually incurred by IDEAG in connection with the Event.

(d) If IDEAG cancels the 2021 Event due to a pandemic outbreak, IDEAG will, at the Company's option, either (1) apply monies paid in 2021 toward the Company's exhibit space at the 2022 Farmfest or (2) refund all monies paid by the Company for the 2021 Event.

3. Use and Assignment of Space

The space contracted for is to be used solely by Company and Company shall not sublet or assign any portion of the space without IDEAG's approval. IDEAG will assign space to Company prior to the Event and will endeavor to take into account any requests by Company about its proximity to other exhibitors, but IDEAG cannot guarantee that all such requests will be honored. IDEAG RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS. IDEAG SHALL HAVE NO LIABILITY FOR ITS FAILURE OR INABILITY TO COMPLY WITH COMPANY'S REQUESTS, AND COMPANY SHALL HAVE NO RIGHT TO CANCEL THIS CONTRACT BECAUSE OF IDEAG'S FAILURE TO COMPLY WITH COMPANY'S REQUESTS.

4. Exhibit Content

The Event is designed to provide a showcase for goods and services either specifically designed for or customarily used by the industry served by the exposition. Company may not, under any circumstances, display or promote any goods or services other than its own goods and services of the kind described on page one of this contract. Company shall at all times conduct itself with decorum and good taste and in a manner compatible with the general character and objectives of the Event, and IDEAG reserves the right to close Company's exhibit, withdraw acceptance of the Contract, or require Company to change its personnel, exhibits, or promotional materials in the event Company violates this paragraph.

5. Distribution of Materials

Company may distribute samples and promotional materials only at its exhibit booth. Company shall not display any advertisements or promotional materials in areas outside of its booth space without the express written consent of IDEAG.

6. Company's Authorized Representative

Company must designate one person as its representative in connection with installation, operation and removal of its exhibit. The designated representative shall be authorized to enter into exhibition service contracts for which Company shall be responsible. The designated representative must be available throughout the Event and shall be responsible for keeping the exhibit neat, staffed and orderly at all times. If the designated contact changes between contract submission and Event move-in date, it is the Company's responsibility to notify IDEAG at IDEAG@IDEAGGroup.com.

7. Compliance with Laws and Rules

Company assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health and for all applicable federal and state laws. Company shall also comply with all rules and requirements of the Event facility including without limitation any union labor work rules or agreements applicable to the Event.

8. Exhibit Rules and Regulations

Company will be provided with an Exhibitor Manual no later than 60 days prior to the opening of the show. The Exhibitor Manual and all rules and regulations included therein will become part of this Contract. All booth space must be arranged and constructed in accordance with the requirements in the Exhibitor Manual. If, in the sole opinion of IDEAG, Company's exhibit fails to conform to the Exhibitor Manual guidelines, the Company shall be in breach of this Contract and IDEAG may terminate this Contract as set forth in Paragraph 2. IDEAG further reserves the right to require Company to alter the exhibit before or during the Event, as IDEAG deems appropriate. Such changes shall be made at Company's expense and will be subject to IDEAG's prior approval.

9. Licenses/Permits

Company shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the Event. Company shall be responsible for paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activities at the Event. COMPANY IS NOT PERMITTED TO MAKE SALES AT ITS BOOTH SPACE UNLESS IT HAS OBTAINED AND DISPLAYS A SALES TAX AUTHORIZATION AS REQUIRED BY LOCAL LAW. Company shall not permit the delivery of merchandise to the Event without IDEAG's written permission.

10. Use of Names and Logos

Company grants to IDEAG a limited, non-exclusive license to use, display and reproduce the name, trade names, and logos of Company in any directory, advertisements, websites, or promotional materials relating to the Event. IDEAG shall not be liable for any errors in such materials or for omitting Company from the same. IDEAG shall retain all ownership and copyrights to all materials it publishes for the Event. During the term of this Contract, IDEAG grants Company a limited, non-exclusive license to use IDEAG's name, the name of the Event and their associated logos on Company's website and other promotional materials solely for purposes of publicizing the Event, however, IDEAG's pre-approval of all such uses shall be required.

11. Music and Other Effects

Company acknowledges that the use or performance of recorded or live music at the Event must be licensed from the copyright owner or its agent. Live performances must be approved by IDEAG prior to the Event start date. Company takes full responsibility for obtaining any necessary licenses to play or perform such music and agrees to defend, indemnify and hold harmless IDEAG from any damages or expenses (including reasonable attorneys' fees) incurred by IDEAG due to Company's use or performance of music. The use of sound, lighting, laser devices and similar items must be controlled and limited to the area within the Company's exhibit. Should any of these items interfere with the Event or other exhibits, IDEAG may require the Company to cease use of such items.

12. Functions During Exposition Hours

Company's booth will be open and fully staffed during all official Event hours. Company agrees that it and its employees will not extend invitations, call meetings, host events or otherwise encourage absence of attendees from the show site during hours of operation.

13. Photography

The photographic rights for the Event are reserved to IDEAG. Upon request, any photography required by Company may be carried out by the official Event photographers designated by IDEAG. If Company wishes to make its own arrangements for the photographing of its own exhibit, Company must notify IDEAG prior to the event. IDEAG may take photographs of Company's exhibits, booth, and/or personnel at any time during the Event and IDEAG may use such photographs for any marketing or promotional purposes.

14. Installation and Removal

Shipping and ancillary costs are the responsibility of the Exhibitor. Company must install its exhibit before the opening of the Event. The exhibit must be dismantled and removed immediately after the Event's close and in all cases prior to the established dismantlement cutoff time in the Exhibitor Manual. Anything not removed by the stated deadline will be discarded at Company's cost. Exhibits shall not be dismantled prior to the Event's close. Dismantling a booth prior to the end of the Event may result in the Company losing their assigned booth space at future events.

15. Assumption of All Risks; Releases

Company shall be solely responsible for all risks associated with its participation in the Event, including without limitation, all risks of theft, loss, harm, damage or injury to persons or property, regardless of the cause. Company shall be solely responsible for its property and all losses and damages to its property. Company's responsibilities under this paragraph include sole responsibility and liability for all of Company's property and persons while in transit to and from the Event facility and while located in the facility.

Neither IDEAG nor its officers, directors, employees, contractors, vendors, agents, representatives or assigns, nor the owner or manager of the Event facility, shall have any liability to Company relating to the Event, regardless of cause or type of claim. Company expressly waives and releases all of them from any liabilities relating to or arising from any loss, damage or injury to persons or property.

Company shall be responsible for all costs and damages to the Event facility or the other Exhibitors' property which are caused by Company or its employees, personnel, agents or representatives, and shall promptly pay for the same.

16. Insurance

Company shall secure and maintain, at its expense, at all times during the Event, the following insurance with limits no less than listed below: (a) Workers compensation and employer's liability insurance in accordance with the laws of the State where the Event is located; (b) comprehensive general liability insurance for personal injury, contractual liability, and operation of mobile equipment, and products liability; (c) automobile liability insurance; and (d) sufficient insurance to protect the Company's personal property and the property of its employees, representatives, agents, servants, contractors, guests, licensees and invitees at the Event.

Class 1 Exhibitor (Exhibitors with a 10X10 booth that do not exhibit equipment or chemicals):

- General Liability - \$1,000,000 each occurrence and \$2,000,000 each occurrence
- Automobile Liability - \$500,000 each occurrence

Class 2 Exhibitor (All other exhibitors)

- General Liability - \$1,000,000 each occurrence and \$2,000,000 each occurrence
- Automobile Liability - \$1,000,000 each occurrence
- Umbrella Liability - \$1,000,000 each occurrence

All such insurance shall be primary and shall name IDEAG and the Event facility owner and manager as additional insureds. All coverage shall be written on an occurrence basis. IDEAG RESERVES THE RIGHT TO PROHIBIT COMPANY FROM SETTING UP OR OPERATING ITS BOOTH WITHOUT HAVING PROVIDED A CERTIFICATE OF INSURANCE.

17. Indemnification

Company agrees to defend, indemnify and hold harmless IDEAG and the Event facility owner and manager and each of those parties' officers, directors, employees, agents and affiliates (collectively, "Indemnitees") from and against all claims, demands, actions, damages, losses, costs, liabilities, expenses and judgments, including reasonable attorney's fees and court costs, recovered from or asserted against one or more of the Indemnitees (each, a "Claim") on account of injury or damage to person or property to the extent that any such Claim may be incident to, rise out of, or be caused, either proximately or remotely, wholly or in part, by (a) any act, omission, negligence or misconduct on the part of Company or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees (excluding Indemnitees) at or in connection with the Event; (b) the violation by Company or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees (excluding Indemnitees) of any law, ordinance or governmental order of any kind; or (c) the Company's violation or infringement of any patent, copyright, trademark or other intellectual property rights.

18. Limitation on Liability

Under no circumstances shall IDEAG or the Event facility owner or manager be liable for any lost profits, consequential, incidental, special, indirect or punitive damages for any reason. Under no circumstances shall IDEAG's liability for any reason exceed the amount actually paid by Company under this Contract. IDEAG makes no representations or warranties, express or implied, about the number and nature of attendees, other exhibitors, or any other matters relating to the Event, and IDEAG expressly disclaims the same.

19. Other Contracts

IDEAG may be subject to other contracts governing the Event, including contracts with the Event facility and contracts with certain contractors hired to perform exclusive services for the Event. Upon notice from IDEAG, Company shall observe the terms of all such contracts and, to the extent needed for the Event, Company shall use only those exclusive contractors to perform the type of services under contract.

20. Resolution of Disputes

In the event of a dispute or disagreement between Company and an official contractor, or between Company and a labor union or labor union representative, or between two or more exhibitors, or concerning the interpretation of the rules and regulations, the actions or decision concerning this dispute or disagreement by IDEAG intended to resolve the dispute or disagreement shall be final and binding on Company.

21. Integration

This contract contains the entire agreement between IDEAG and Company. It may not be orally modified. Only an agreement in writing signed by a duly authorized representative of the party against whom enforcement or waiver or modification is sought will be enforceable.

22. Severability

In the event any provision in this Contract is deemed to be invalid or unenforceable by a court of competent jurisdiction, that provision shall be considered severed from this Contract and the rest of the Contract shall remain in full force and effect.

23. Assignability

IDEAG may assign its rights and obligations under this Agreement in connection with a sale of all or a substantial part of its business to which such rights and obligations pertain.

24. Choice of Law and Forum

This contract shall be governed by the laws of the State of Illinois. Any action commenced by Company arising out of or relating to this Agreement, or arising out of or relating to the Event, shall be brought solely in the state circuit court in Cook County, Illinois or in the federal court in Cook County, Illinois, as appropriate, unless IDEAG consents in writing to another forum. Company consents to the jurisdiction of these courts for the resolution of any action arising out of or relating to this Contract or arising out of or relating to the Event.

25. Other Rules and Regulations

IDEAG RESERVES THE RIGHT TO CHANGE THE EXHIBITOR MANUAL AND TO MAKE ADDITIONAL RULES AND REGULATIONS AS IT DEEMS TO BE IN THE BEST INTERESTS OF THE EVENT. IDEAG SHALL HAVE SOLE POWER TO INTERPRET, AMEND AND ENFORCE RULES AND REGULATIONS. THIS CONTRACT DOES NOT LIMIT THE REMEDIES AVAILABLE TO IDEAG IN THE EVENT OF A BREACH OF CONTRACT BY COMPANY, AND IN SUCH CASE, IDEAG MAY PURSUE ANY REMEDY AVAILABLE TO IT UNDER CONTRACT, BY LAW OR IN EQUITY.

EXHIBITOR NAME

EXHIBITING NAME (as you would like it listed in the show program)

ADDRESS

CITY

STATE

ZIP

EXHIBITOR CONTACT

TITLE

PHONE

CELL

EMAIL

WEBSITE

MARKETING/AGENCY CONTACT

PHONE

EMAIL

BOOTH SELECTION

RATES

QTY	INDOOR BOOTH	Early Bird (until 4/14/21)	Standard (after 4/14/21)
_____	10' wide x 10' deep*	\$875	\$900

*Indoor space. Booth includes an 8' high rear drape, 3' high side drapes, electricity, and one identification sign. No corner fees.

QTY	OUTDOOR BOOTH	Early Bird (until 4/14/21)	Standard (after 4/14/21)
_____	25' wide x 50' deep	\$1,325	\$1,600
_____	50' wide x 50' deep	\$1,675	\$2,025
_____	50' wide x 75' deep	\$2,170	\$2,625
_____	Seed Plot & Lot**	\$2,815	\$3,095

**Includes electricity, one 15 amp electric service. Seed plot is 60' x 120'. Seed plot and lot space must be paid in full before planting.

Preferred Booth # _____ Total Booth Size _____ x _____

Companies we DO NOT want to be near _____

Products Offered _____

ELECTRICITY & CORNER

RATES

QTY	OUTDOOR SPACE ONLY	
_____	Electricity*	\$110 per lot

*One, 15-amp service. A \$110 charge will be billed for all exhibits with an electrical outlet, regardless of usage.

_____	Corner	\$68 per corner
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- ☐ I would like to participate in a Demo. Please contact me with details.
☐ I am interested in additional marketing or sponsorships opportunities.
 Please contact me with details.

By providing your email on this contract, you agree to receive general show communications and advertisement from show management, from its representatives and from official show vendors about current and future events, and also about other media which may be of interest to businesses and individual participants in your industry.

Authorizing Signatures:

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AUTHORIZED SIGNATURE

PRINT NAME

DATE

SHOW PROGRAM ADVERTISING

<input type="checkbox"/>	Back Cover	8.125" w	x	11.00" h	\$4,285
<input type="checkbox"/>	Inside Back Cover	8.125" w	x	11.00" h	\$3,658
<input type="checkbox"/>	Inside Front Cover	8.125" w	x	11.00" h	\$3,658
<input type="checkbox"/>	Full Page	8.125" w	x	11.00" h	\$2,613
<input type="checkbox"/>	Half-Page Horizontal	7.00" w	x	4.625" h	\$1,777
<input type="checkbox"/>	Half-Page Vertical	4.625" w	x	7.00" h	\$1,777
<input type="checkbox"/>	Third-Page Horizontal	7.00" w	x	3.00" h	\$1,411
<input type="checkbox"/>	Third-Page Vertical	2.25" w	x	9.375" h	\$1,411
<input type="checkbox"/>	Third-Page	4.625" w	x	4.625" h	\$1,411
<input type="checkbox"/>	Quarter-Page	3.50" w	x	4.625" h	\$1,024
<input type="checkbox"/>	Sixth-Page	4.625" w	x	2.25" h	\$784

FINANCIAL SUMMARY

Booth Charge	\$ _____
Electricity Fee	\$ _____
Corner Fee	\$ _____
TOTAL BOOTH COST	\$ _____
Show Program Advertising	\$ _____
GRAND TOTAL	\$ _____

50% booth space deposit and 100% advertising payments due with contract submission. Balance due 4/9/2021. South Dakota's 4.5% sales tax is included in all fees.

PAYMENT METHOD

- ☐ **Electronic Payment via ACH (Preferred)**
 Transfer To: Farm Bureau Bank ABA Routing #: 121281892
 Account Name: IDEAg Group LLC Account #: 1000124485
- ☐ **VISA** ☐ **MC** ☐ **AMEX** ☐ **DISC**
- ☐ **Charge 50% now** ☐ **Charge full amount now**

CREDIT CARD #

EXP. DATE

CVV

NAME ON CARD

BILLING ADDRESS

EMAIL

SIGNATURE

- ☐ Fax Credit Card Payments to: 847-483-1379
- ☐ **Check: Make check payable to IDEAg Group, LLC.**
 Mail Checks to: IDEAg Group, LLC. - Dakotafest
 3080 Eagandale Place, Eagan MN 55121

EMAIL COMPLETED CONTRACT TO RENEEM@FB.ORG.

IDEAG DAKOTAFEST / AUGUST 17–19, 2021 / STANDARD TERMS AND CONDITIONS

IDEAG Group, LLC. and its affiliates, subsidiaries, officers, directors, employees and representatives are referred to herein collectively as “IDEAG.” “Company” refers to the Sponsor or Exhibitor identified on the first page of this Contract.

1. Payment and Terms

All amounts due from Company must be paid in a timely manner by the deadlines established in the Contract. All payments are non-refundable. Failure to pay the amounts owed by the deadlines may result in termination of this Contract by IDEAG.

2. Cancellation

(a) By Company. Company will remain solely responsible for the total exhibit fee, along with all fees paid or payable by IDEAG with respect to Company, including without limitation costs associated with the booth, branding, advertising and similar expenses relating to Company’s participation in the Event. These amounts shall be considered liquidated and agreed-upon damages for the injuries IDEAG will suffer as a result of Company’s cancellation. If Company reduces its space, IDEAG reserves the right to treat such reduction as a cancellation of the original space and purchase of new space, in which event the original booth cost will not be reduced or refunded and Company may be required to move to a new location. Cancellation notice must be made in writing to IDEAG Group, LLC., 3080 Eagandale Place, Eagan, MN 55121 or emailed to IDEAG@IDEAGGroup.com and must be received no less than two weeks prior to the first day of move-in. Mail return receipt is recommended, as verification of delivery may be required. Companies who fail to provide written notice of their cancellation (no-show) may lose their assigned booth space for the following year. Companies that do not provide notice twice in a row may be prohibited from exhibiting in the future. Companies who have paid in full and cancel their space may retain their assigned booth space for one year. Companies who are not paid in full and cancel their space may lose their assigned booth space for the following year.

(b) By IDEAG. If Company fails to timely make any payment required by this Contract or otherwise breaches any of its obligations under this Contract, IDEAG may terminate this Contract and Company’s participation in the Event by providing Company with written notice of termination, and may reassign and/or resell Company’s booth location to another party. No payments made by Company will be refunded under these circumstances.

(c) Of the Event. If IDEAG cancels the Event due to circumstances beyond its reasonable control, including without limitation acts of God, war, labor strike, government emergency or damage or loss of the Event facility, then this Contract shall be canceled automatically. In such cases, Company’s sole and exclusive remedy shall be a refund of monies paid by Company under this Contract, less a pro rata share of expenses actually incurred by IDEAG in connection with the Event.

(d) If IDEAG cancels the 2021 Event due to a pandemic outbreak, IDEAG will, at the Company’s option, either (1) apply monies paid in 2021 toward the Company’s exhibit space at the 2022 Dakotafest or (2) refund all monies paid by the Company for the 2021 Event.

3. Use and Assignment of Space

The space contracted for is to be used solely by Company and Company shall not sublet or assign any portion of the space without IDEAG’s approval. IDEAG will assign space to Company prior to the Event and will endeavor to take into account any requests by Company about its proximity to other exhibitors, but IDEAG cannot guarantee that all such requests will be honored. IDEAG RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS. IDEAG SHALL HAVE NO LIABILITY FOR ITS FAILURE OR INABILITY TO COMPLY WITH COMPANY’S REQUESTS, AND COMPANY SHALL HAVE NO RIGHT TO CANCEL THIS CONTRACT BECAUSE OF IDEAG’S FAILURE TO COMPLY WITH COMPANY’S REQUESTS.

4. Exhibit Content

The Event is designed to provide a showcase for goods and services either specifically designed for or customarily used by the industry served by the exposition. Company may not, under any circumstances, display or promote any goods or services other than its own goods and services of the kind described on page one of this contract. Company shall at all times conduct itself with decorum and good taste and in a manner compatible with the general character and objectives of the Event, and IDEAG reserves the right to close Company’s exhibit, withdraw acceptance of the Contract, or require Company to change its personnel, exhibits, or promotional materials in the event Company violates this paragraph.

5. Distribution of Materials

Company may distribute samples and promotional materials only at its exhibit booth. Company shall not display any advertisements or promotional materials in areas outside of its booth space without the express written consent of IDEAG.

6. Company’s Authorized Representative

Company must designate one person as its representative in connection with installation, operation and removal of its exhibit. The designated representative shall be authorized to enter into exhibition service contracts for which Company shall be responsible. The designated representative must be available throughout the Event and shall be responsible for keeping the exhibit neat, staffed and orderly at all times. If the designated contact changes between contract submission and Event move-in date, it is the Company’s responsibility to notify IDEAG at IDEAG@IDEAGGroup.com.

7. Compliance with Laws and Rules

Company assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health and for all applicable federal and state laws. Company shall also comply with all rules and requirements of the Event facility including without limitation any union labor work rules or agreements applicable to the Event.

8. Exhibit Rules and Regulations

Company will be provided with an Exhibitor Manual no later than 60 days prior to the opening of the show. The Exhibitor Manual and all rules and regulations included therein will become part of this Contract. All booth space must be arranged and constructed in accordance with the requirements in the Exhibitor Manual. If, in the sole opinion of IDEAG, Company’s exhibit fails to conform to the Exhibitor Manual guidelines, the Company shall be in breach of this Contract and IDEAG may terminate this Contract as set forth in Paragraph 2. IDEAG further reserves the right to require Company to alter the exhibit before or during the Event, as IDEAG deems appropriate. Such changes shall be made at Company’s expense and will be subject to IDEAG’s prior approval.

9. Licenses/Permits

Company shall be responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the Event. Company shall be responsible for paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activities at the Event. COMPANY IS NOT PERMITTED TO MAKE SALES AT ITS BOOTH SPACE UNLESS IT HAS OBTAINED AND DISPLAYS A SALES TAX AUTHORIZATION AS REQUIRED BY LOCAL LAW. Company shall not permit the delivery of merchandise to the Event without IDEAG’s written permission.

10. Use of Names and Logos

Company grants to IDEAG a limited, non-exclusive license to use, display and reproduce the name, trade names, and logos of Company in any directory, advertisements, websites, or promotional materials relating to the Event. IDEAG shall not be liable for any errors in such materials or for omitting Company from the same. IDEAG shall retain all ownership and copyrights to all materials it publishes for the Event. During the term of this Contract, IDEAG grants Company a limited, non-exclusive license to use IDEAG’s name, the name of the Event and their associated logos on Company’s website and other promotional materials solely for purposes of publicizing the Event, however, IDEAG’s pre-approval of all such uses shall be required.

11. Music and Other Effects

Company acknowledges that the use or performance of recorded or live music at the Event must be licensed from the copyright owner or its agent. Live performances must be approved by IDEAG prior to the Event start date. Company takes full responsibility for obtaining any necessary licenses to play or perform such music and agrees to defend, indemnify and hold harmless IDEAG from any damages or expenses (including reasonable attorneys’ fees) incurred by IDEAG due to Company’s use or performance of music. The use of sound, lighting, laser devices and similar items must be controlled and limited to the area within the Company’s exhibit. Should any of these items interfere with the Event or other exhibits, IDEAG may require the Company to cease use of such items.

12. Functions During Exposition Hours

Company’s booth will be open and fully staffed during all official Event hours. Company agrees that it and its employees will not extend invitations, call meetings, host events or otherwise encourage absence of attendees from the show site during hours of operation.

13. Photography

The photographic rights for the Event are reserved to IDEAG. Upon request, any photography required by Company may be carried out by the official Event photographers designated by IDEAG. If Company wishes to make its own arrangements for the photographing of its own exhibit, Company must notify IDEAG prior to the event. IDEAG may take photographs of Company’s exhibits, booth, and/or personnel at any time during the Event and IDEAG may use such photographs for any marketing or promotional purposes.

14. Installation and Removal

Shipping and ancillary costs are the responsibility of the Exhibitor. Company must install its exhibit before the opening of the Event. The exhibit must be dismantled and removed immediately after the Event’s close and in all cases prior to the established dismantlement cutoff time in the Exhibitor Manual. Anything not removed by the stated deadline will be discarded at Company’s cost. Exhibits shall not be dismantled prior to the Event’s close. Dismantling a booth prior to the end of the Event may result in the Company losing their assigned booth space at future events.

15. Assumption of All Risks; Releases

Company shall be solely responsible for all risks associated with its participation in the Event, including without limitation, all risks of theft, loss, harm, damage or injury to persons or property, regardless of the cause. Company shall be solely responsible for its property and all losses and damages to its property. Company’s responsibilities under this paragraph include sole responsibility and liability for all of Company’s property and persons while in transit to and from the Event facility and while located in the facility.

Neither IDEAG nor its officers, directors, employees, contractors, vendors, agents, representatives or assigns, nor the owner or manager of the Event facility, shall have any liability to Company relating to the Event, regardless of cause or type of claim. Company expressly waives and releases all of them from any liabilities relating to or arising from any loss, damage or injury to persons or property.

Company shall be responsible for all costs and damages to the Event facility or the other Exhibitors’ property which are caused by Company or its employees, personnel, agents or representatives, and shall promptly pay for the same.

16. Insurance

Company shall secure and maintain, at its expense, at all times during the Event, the following insurance with limits no less than listed below: (a) Workers compensation and employer’s liability insurance in accordance with the laws of the State where the Event is located; (b) comprehensive general liability insurance for personal injury, contractual liability, and operation of mobile equipment, and products liability; (c) automobile liability insurance; and (d) sufficient insurance to protect the Company’s personal property and the property of its employees, representatives, agents, servants, contractors, guests, licensees and invitees at the Event.

Class 1 Exhibitor (Exhibitors with a 10X10 booth that do not exhibit equipment or chemicals):

- General Liability - \$1,000,000 each occurrence and \$2,000,000 each occurrence
- Automobile Liability - \$500,000 each occurrence

Class 2 Exhibitor (All other exhibitors)

- General Liability - \$1,000,000 each occurrence and \$2,000,000 each occurrence
- Automobile Liability - \$1,000,000 each occurrence
- Umbrella Liability - \$1,000,000 each occurrence

All such insurance shall be primary and shall name IDEAG and the Event facility owner and manager as additional insureds. All coverage shall be written on an occurrence basis. IDEAG RESERVES THE RIGHT TO PROHIBIT COMPANY FROM SETTING UP OR OPERATING ITS BOOTH WITHOUT HAVING PROVIDED A CERTIFICATE OF INSURANCE.

17. Indemnification

Company agrees to defend, indemnify and hold harmless IDEAG and the Event facility owner and manager and each of those parties’ officers, directors, employees, agents and affiliates (collectively, “Indemnitees”) from and against all claims, demands, actions, damages, losses, costs, liabilities, expenses and judgments, including reasonable attorney’s fees and court costs, recovered from or asserted against one or more of the Indemnitees (each, a “Claim”) on account of injury or damage to person or property to the extent that any such Claim may be incident to, rise out of, or be caused, either proximately or remotely, wholly or in part, by (a) any act, omission, negligence or misconduct on the part of Company or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees (excluding Indemnitees) at or in connection with the Event; (b) the violation by Company or of any of its booth personnel, representatives, agents, servants, employees, contractors, patrons, guests, licensees or invitees (excluding Indemnitees) of any law, ordinance or governmental order of any kind; or (c) the Company’s violation or infringement of any patent, copyright, trademark or other intellectual property rights.

18. Limitation on Liability

Under no circumstances shall IDEAG or the Event facility owner or manager be liable for any lost profits, consequential, incidental, special, indirect or punitive damages for any reason. Under no circumstances shall IDEAG’s liability for any reason exceed the amount actually paid by Company under this Contract. IDEAG makes no representations or warranties, express or implied, about the number and nature of attendees, other exhibitors, or any other matters relating to the Event, and IDEAG expressly disclaims the same.

19. Other Contracts

IDEAG may be subject to other contracts governing the Event, including contracts with the Event facility and contracts with certain contractors hired to perform exclusive services for the Event. Upon notice from IDEAG, Company shall observe the terms of all such contracts and, to the extent needed for the Event, Company shall use only those exclusive contractors to perform the type of services under contract.

20. Resolution of Disputes

In the event of a dispute or disagreement between Company and an official contractor, or between Company and a labor union or labor union representative, or between two or more exhibitors, or concerning the interpretation of the rules and regulations, the actions or decision concerning this dispute or disagreement by IDEAG intended to resolve the dispute or disagreement shall be final and binding on Company.

21. Integration

This contract contains the entire agreement between IDEAG and Company. It may not be orally modified. Only an agreement in writing signed by a duly authorized representative of the party against whom enforcement or waiver or modification is sought will be enforceable.

22. Severability

In the event any provision in this Contract is deemed to be invalid or unenforceable by a court of competent jurisdiction, that provision shall be considered severed from this Contract and the rest of the Contract shall remain in full force and effect.

23. Assignability

IDEAG may assign its rights and obligations under this Agreement in connection with a sale of all or a substantial part of its business to which such rights and obligations pertain.

24. Choice of Law and Forum

This contract shall be governed by the laws of the State of Illinois. Any action commenced by Company arising out of or relating to this Agreement, or arising out of or relating to the Event, shall be brought solely in the state circuit court in Cook County, Illinois or in the federal court in Cook County, Illinois, as appropriate, unless IDEAG consents in writing to another forum. Company consents to the jurisdiction of these courts for the resolution of any action arising out of or relating to this Contract or arising out of or relating to the Event.

25. Other Rules and Regulations

IDEAG RESERVES THE RIGHT TO CHANGE THE EXHIBITOR MANUAL AND TO MAKE ADDITIONAL RULES AND REGULATIONS AS IT DEEMS TO BE IN THE BEST INTERESTS OF THE EVENT. IDEAG SHALL HAVE SOLE POWER TO INTERPRET, AMEND AND ENFORCE RULES AND REGULATIONS. THIS CONTRACT DOES NOT LIMIT THE REMEDIES AVAILABLE TO IDEAG IN THE EVENT OF A BREACH OF CONTRACT BY COMPANY, AND IN SUCH CASE, IDEAG MAY PURSUE ANY REMEDY AVAILABLE TO IT UNDER CONTRACT, BY LAW OR IN EQUITY.

AUGUST 17-19, 2021

DAKOTAFEST

The livestock diversity and crop acres expansion across South Dakota make Dakotafest the right fit for ag companies across the region. Dakotafest has successfully connected ag producers with agribusinesses for 25 years. Join us and find the right audience for your business today.

PIECES OF THE PUZZLE

27,635,031

Harvested acres

2,341,359

Acres of irrigated land

22,495

Farms with 500+ acres

10,888

Farms with sales of \$500K+

58,901

Total farms

60,175,770

Total acres

\$10,392,068,000

Net farm income

Ag opportunity
within 150 mile radius
of Dakotafest

"I've been an exhibitor at Dakotafest from the very first year and this show keeps growing and getting more farmers every year. What I like about Dakotafest is that the guys that come here are serious about equipment. A lot of the attendees come ready to buy. Best show we attend!"

DAN "BUBBA" PETERSON, MacDon Industries/Brandt Ag Products

REACH THE RIGHT DECISION MAKERS

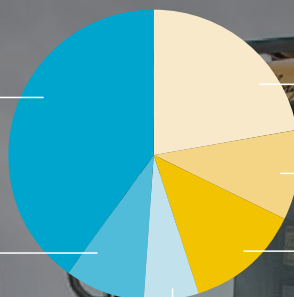
We know how to connect you to the right buyer and you know what it takes to close the sale. Share your knowledge, build stronger relationships and reach your goals by connecting with today's ag producers at Dakotafest.

85%

of farmers attend Dakotafest to connect with exhibitors

40% Visit exhibitor booths

9% Other



22% Learn about new products & technologies

10% Network with other agribusinesses

13% Research or make a purchase

6% Education sessions & forums

85%

of farmers at Dakotafest are primary decision makers

45%

of attendees farm 1,000+ acres

66%

of attendees grow corn/soybeans

THE ROW CROP PIECE

Opportunity in South Dakota

Corn Silage

8,379 farms
1,138,214 acres

Soybeans

26,228 farms
10,033,146 acres
Ranked 8th in the U.S.

Hay & haylage

23,795 farms
3,784,661 acres
Ranked 4th in the U.S.

Wheat

3,364 farms
1,305,836 acres
Ranked 7th in the U.S.

Oats

2,061 farms
167,354 acres
Ranked 2nd in the U.S.

Sunflowers

888 farms
572,410 acres
Ranked 1st in the U.S.



18.6M

acres of corn

THE LIVESTOCK PIECE

Dakotafest attendees are actively involved in raising and marketing livestock. These attendees are looking to partner with companies who can help manage their unique livestock management and health needs. Join us at Dakotafest and connect with the right pieces of the puzzle.



Showcase Your Products & Make Connections!

Chute Demo/Company Presentations (Daily)

Company presentations (max 5 each timeslot), space available for 7 chute companies to participate in demo

- 10:00 a.m.–11:30 a.m. Livestock chute demo and company presentations
- 11:30 a.m.–12:00 p.m. Break/sandwich time with customer/prospects
- 12:00 p.m.–1:00 p.m. Speaker program
- 1:30 p.m.–3:30 p.m. Auction and Prize Giveaways



“If a company is ag based and wants a presence in the South Dakota and Nebraska market, this show is a must. It’s a very diverse show so you get the opportunity to show your products to serious ag producers of all kinds whether they are row crop, cow calf, beef, etc.”

DAN FABER, Faber’s Farm Equipment

Connect with Livestock Producers

Exhibit/Banner Display Cost **\$500**

Table Top Display Includes:

- 8’ draped and skirted table with chairs located under chute demo livestock tent
- 2 folding chairs

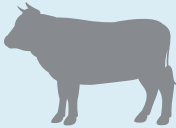

Banner Display:

- 8’ wide (max) x 3’ high banner hung in Livestock Tent

14 spaces available

Talk to us about presenting a session at Dakotafest in the livestock area!

The Livestock Opportunity in South Dakota

Beef cattle 15,570 operations 1,402,481 head Ranked 5th in the U.S.		Cattle/calves 18,856 operations 5,550,192 head Ranked 4th in the U.S.	<div>40%</div> of Dakotafest attendees are livestock producers	
Cattle on feed 2,721 operations 1,378,031 head	Milk cows 779 operations 191,155 head	Hogs 2,548 operations 8,972,879 hogs Ranked 8th in the U.S.		Layers 1,644 operations 2,708,331 birds
			Turkeys 132 operations 1,993,073 birds	



Make Dakotafest the Missing Piece to Your Sales & Marketing Puzzle

Be a part of the show that brings over 25,000 ag professionals and their families to the Dakotafest grounds every year. Let us help you close sales and reach your goals by connecting you to the ag producers you're looking for.

New Programming & Infrastructure Improvements

- Installation of **WiFi system** to enable stronger exhibitor connectivity
- Establishing an **equipment demonstration arena** for exhibitors to showcase and educate attendees on their newest or best products
- Launching new attendee-focused programming including a new **Women in Ag Event** and **Hay Bale Art Auction** benefiting local FFA Chapters and 4-H Clubs

More Ways We Bring the Right Audience

- Increased spending on targeted **marketing and promotional efforts**
- **Robust campaign of radio ads, interviews, and mentions** on more than 29 stations across South Dakota, North Dakota, Minnesota, and Nebraska
- **Strategic media partnerships** with WNAX and AgWeek for maximum advertising and PR exposure
- **Increased budget for digital and social outreach** driving higher traffic to Dakotafest.com

Reasons to Exhibit at Dakotafest

- Reach a targeted audience of ag producers
- Make face-to-face connections with over 25,000+ farmers and livestock producers
- Use live demonstration space to launch new products
- Connect with current customers

Call our sales team, select a booth on the map, and fill out the contract. It is time to complete the puzzle and make Dakotafest part of your plan.

EVENTS AT DAKOTAFEST 2021

New This Year

25th Anniversary Celebration
Product Showcase Arena & Demonstrations
Live on Stage Women in Ag Event and Woman Farmer and Rancher of the Year Award
Hay Bale Art Auction for FFA and 4-H

Returning Favorites

400+ Exhibitor Displays
 Ride and Drive Demos
 Cattle Chute Demos
 Farm Safety Demos
 Educational, Policy and Political Forums
 Kids' Pedal Pull

EXHIBIT RATES

BOOTH		EARLY BIRD (until 4/14/21)	STANDARD (after 4/14/21)
Indoor	10' wide x 10' deep*	\$875	\$900
Outdoor	25' wide x 50' deep	\$1,325	\$1,600
Outdoor	50' wide x 50' deep	\$1,675	\$2,025
Outdoor	50' wide x 75' deep	\$2,170	\$2,625
Outdoor	Seed Plot & Lot**	\$2,815	\$3,095

*Electricity included with indoor tent booths. Outdoor lots, based on location, have a \$105 charge per lot for electricity. Corner lots have an additional \$65 fee.

**Includes electricity. Seed plot is 60' x 130'. Also included with the plot is a 60' x 60' lot immediately in front of the seed plot for display and one 15 amp electric service.

Early Bird booth rates have been extended!

Take advantage of Early Bird pricing now until April 14.

DAKOTAFEST EXHIBIT GROUNDS



Call today to reserve your booth. Spaces go fast! Visit the floor plan on Dakotafest.com for real-time space availability.

800.827.8007





3080 Eagandale Place, Eagan, MN 55121

MINNESOTA FARMFEST®

AUGUST 3-5, 2021
FARMFEST.COM

DAKOTAFEST®

AUGUST 17-19, 2021
DAKOTAFEST.COM



**CONTACT YOUR
SALES REP TODAY!**

John Hendel, Director, Event Sales
Scott Odin, Sales Manager

651-768-2195
651-768-2193

JHendel@IDEAgGroup.com
Scott.Odin@IDEAgGroup.com