

DAKOTA FEST[®]

AUGUST 18-20, 2026 / MITCHELL, SOUTH DAKOTA

2026 SPONSORSHIP GUIDE



Built for business.
Powered by
partnerships.

Dakotafest.com #Dakotafest   





FIRST LOOK OPPORTUNITIES

Grab the attention of attendees before they enter the show with our sponsorships designed to put your company top of mind. Find one you like? If so, you can easily let us know by clicking on the sponsorship title that links to more information and an order form. Or contact us today at **800.827.8007** or **Dakotafest.com!**

DEADLINE TO ORDER: FRIDAY, JULY 10, 2026

<p><i>EXCLUSIVE!</i> PARKING LOT SPONSOR</p>	<p>Display signs throughout the attendee parking lots, located at parking row entrances, for the duration of the show. Be recognized as the Parking Lot Sponsor in the show program and digital properties. Sponsors are responsible for supplying the row signage. Dakotafest will produce row signs on your behalf for an additional fee.</p>	<p>\$4,000</p>
<p><i>EXCLUSIVE!</i> PARKING LOT SHUTTLE SPONSOR</p>	<p>Your company banners will be placed on the shuttles carrying attendees between the parking lot and main gates. Four (4), double-sided 5' x 3' banners provided by sponsor. Dakotafest will produce banners on your behalf for an additional fee.</p>	<p>SOLD</p>
<p>PARKING LOT ENTRANCE BANNERS</p>	<p>Get noticed as attendees approach the show grounds with your company branding on 20' x 5' banners placed at parking lot entrances. One (1) banner space at each entrance (2 total). Sponsor to provide banners. Dakotafest will produce banners on your behalf for an additional fee.</p> <p>Limit 5 Sponsors</p>	<p>\$3,750</p>
<p>ATTENDEE ENTRANCE GATE BANNERS</p>	<p>Place your brand and booth number on banners at the entrance gates. Twelve (12) total banner spaces available; four (4) spaces available at each of three (3) entrances. Sponsor supplies two (2) banners per available space (one for entering attendees facing the entrance gate and one for exiting attendees on the back). One (1) space at one (1) gate = \$1,750 / Three (3) spaces, one (1) at each gate = \$3,500. Dakotafest will produce banners on your behalf for an additional fee.</p> <p>Limit 12, Banners are 5' x 3'</p>	<p>\$1,750 for 1 \$3,500 for 3</p>
<p><i>EXCLUSIVE!</i> 2027 SAVE THE DATE MAGNET</p>	<p>Your logo will be placed on the 2027 Save-the-Date Dakotafest-branded magnet giveaway distributed to 2026 event attendees. Magnets are picked up by attendees at the show gates or at sponsor's booth. Magnet production cost included in the sponsorship price. Qty. 7,000</p> <p>Order Deadline: MAY 25, 2026</p>	<p>\$5,000</p>
<p><i>EXCLUSIVE!</i> WRISTBAND SPONSOR</p>	<p>Have your brand and booth number placed on the entrance wristbands worn by thousands of attendees coming through the gates, including both adults and children. Wristband production costs are included in the sponsorship price.</p> <p>Order Deadline: MAY 25, 2026</p>	<p>SOLD</p>
<p>ATTENDEE ADMISSION TICKETS</p>	<p>Custom-print your company name on attendee admission tickets and send them to your customers/prospects. Participating exhibitors agree to pay \$6 per ticket for those tickets redeemed on site (after deducting the initial \$120 charge).</p> <p>\$6.00 per ticket / \$120 minimum purchase</p>	<p>\$120 minimum</p>



ON THE SHOW GROUNDS SPONSORSHIPS

25,000+ attendees walk the streets of Dakotafest during the show. Let us help you maximize your investment and guide attendees to your booth with our “On the Show Grounds” Sponsorships. Find one you like? If so, you can easily let us know by clicking on the sponsorship title that links to more information and an order form. Or contact us today at **800.827.8007** or **Dakotafest.com!**

DEADLINE TO ORDER: FRIDAY, JULY 10, 2026

REGISTER TO WIN	Donate a Register-to-Win prize (minimum value of \$3,000) that attendees will see and register for inside each entrance. With your prize donation, receive marketing promotion and a two-time use of the registrant list within 180 days after the show.	Prize Value (valued at \$3,000+)
EXCLUSIVE! SHOW BAG SPONSOR	Provide the official show bags that are handed out to attendees as they enter. Include your company logo, booth number, and a promotional message on 5,000 bags. Bags supplied by sponsor price is \$2,500. Bags supplied by Dakotafest price is \$6,500.	\$2,500 or \$6,500
SHOW BAG INSERT/ GATE HANDOUT	Drive booth traffic or promote your product on a show bag insert. 5,000 show bags with inserts handed out to attendees as attendees enter the show. Inserts supplied by sponsor.	\$600
EXCLUSIVE! SHOW PENS	Promote your business at every entrance by supplying the pens that attendees will use at the Register-to-Win areas. Sponsor to supply 2,500 pens.	\$600
YOU ARE HERE SIGNS	Two, large-scale show maps will be placed throughout the show grounds. Place your logo and booth number on both the You Are Here signs. Limit 6	\$650
EXCLUSIVE! PORTA-POTTY SIGNAGE	Place your company branding and messaging on fifty-five (55), removable vinyl stickers affixed to fifty-five (55) porta-potty doors located throughout the grounds. Art provided by sponsor. Stickers produced as part of sponsorship.	\$1,500
EXCLUSIVE! GARBAGE CAN LID SIGNAGE	Place your company branding and messaging on 80, 15”x15” removable vinyl stickers affixed to eighty (80) garbage can lids located throughout the grounds. Art provided by sponsor. Stickers produced as part of sponsorship.	\$1,500
EXCLUSIVE! KIDS PEDAL PULL SPONSOR	Sponsor the Kids Pedal Pull, an annual family favorite. Receive pre-show promotion, placement of your 5’ x 3’ banner, and ability to hand out company promotional pieces in the contest area. Opportunity for representatives to present awards to pedal pull winners in person each day.	\$2,000
SHOW BENCH SIGNS	Drive traffic to your booth by placing your company branding and booth number on resting benches placed around the show grounds. Each bench holds a 6’ x 1’ banner. Banner cost and installation included in sponsorship price.	\$500 for 1 bench \$250 each additional



EDUCATIONAL BUILDING SPONSORSHIPS

A popular place on the show grounds where attendees catch education sessions, converse with neighbors, or just rest their feet is the Dakotafest Education Center on the Reaves Campus. Build your company presence with a captive audience by participating in these sponsorships. Find one you like? If so, you can easily let us know by clicking on the sponsorship title that links to more information and an order form. Or contact us today at **800.827.8007** or **Dakotafest.com!**

DEADLINE TO ORDER: FRIDAY, JULY 10, 2026

EDUCATION BUILDING WALL SIGN	Place a 8' x 4' sign on the inside wall of the Education Building for a 2-year sponsorship. \$1,250 for year one and \$1,000 for year 2. You provide the art; we'll produce the sign. Limit 6	\$2,500 for 2 years
EDUCATIONAL SESSION PRESENTATION	Present a 30–50 minute educational session on the Education Building stage. Receive recognition in the show program, website and on-site signage, ability to hang a banner from the stage during your session and to hand out promotional fliers to attendees. Limit 3	\$1,400
DAKOTAFEST WOMAN FARMER/RANCHER OF THE YEAR 2 REMAINING!	Sponsor the Dakotafest Woman Farmer/Rancher of the Year program and receive pre-, during- and post-program promotions, recognition in the show program, on-site signage, opportunity to review applications and select the winner, 20 complimentary Dakotafest tickets, and 1–2 minutes of stage time to share a company message and introduction of one of the finalists. Limit 5—Two Spots Remaining	\$3,000
LIVESTREAM SPONSOR	Get online and onstage recognition during Dakotafest programming as the Livestream Sponsor. Your logo will appear under the livestream player on Dakotafest.com, an announcement will be made during the introduction of each session and you'll receive recognition on social media via the livestream.	\$5,000



Music & Entertainment Tent Title Sponsor

Get your company branding front and center at our popular Music & Entertainment Tent—a place for attendees to catch live music or ag celebrity appearances. With a sponsorship, you receive:

- Naming rights for the tent
- Pre-show mentions of the tent in printed promotional material, social media, and e-newsletter; on the radio and website; and in the show program
- Recognition on the You Are Here boards
- Ability to collaborate on scheduled talent for the tent
- Signage at the tent and throughout the show grounds
- PA announcements
- Tables and seating for attendees

\$5,000

DEADLINE TO ORDER: FRIDAY, JULY 10, 2026



ATTENTION GRABBING SPONSORSHIPS

Make a splash at Dakotafest with these high-value, high-visibility sponsorships. Find one you like? If so, you can easily let us know by clicking on the sponsorship title that links to more information and an order form. Or contact us today at **800.827.8007** or **Dakotafest.com!**

DEADLINE TO ORDER: FRIDAY, JULY 10, 2026

<p>FIELD RIDE & DRIVE DEMONSTRATIONS</p>	<p>Let attendees ride in the cab or drive your product on our demonstration field, in the northeast corner of the grounds. You will be recognized as a Ride & Drive Sponsor on directional signage, in the show program and on the website. Demonstrations are subject to show management approval.</p>	<p>Call for Pricing</p>
<p><i>EXCLUSIVE!</i> COURTESY SHUTTLE & GOLF CART SPONSOR</p>	<p>Sponsor the Dakotafest Courtesy Shuttle and get your company seen all over the grounds. Sponsorship includes:</p> <ul style="list-style-type: none"> ■ Two 6–8 passenger shuttles/golf carts and drivers ■ A branded wrap around each shuttle, co-branded with Dakotafest ■ Signage at each shuttle stop with your logo and booth number ■ Sponsorship mentions in the show map and on signage at the show entrances ■ Opportunity to place fliers in each passenger shuttle/golf cart (sponsor provides fliers) ■ Your company name and/or logo on all pre-show marketing materials promoting the On-site Courtesy Shuttle Sponsor ■ Signage placed on 50 golf carts driven by attendees and Dakotafest staff throughout the show grounds 	<p>SOLD</p>
<p>LIVESTOCK EDUCATION SPONSOR</p>	<p>As the Livestock Education Sponsor, your company can present the lunchtime education event each day of the show and provide a company representative to be master of ceremonies of the livestock tent events. The Sponsor also receives recognition in the show program, website, app and social media as well as radio mentions, banners, a dedicated eblast and an upgraded listing package.</p>	<p>\$5,000</p>
<p>LIVESTOCK EXHIBIT PARTNER</p>	<p>Be where the livestock action is and speak directly to livestock producers at Dakotafest when you secure a tabletop exhibit in the livestock tent. Become a partner, and you'll get an opportunity to hang an 8' x 3' max sized banner outside the tent and present a 5-minute livestock demonstration two times each day of the show.</p>	<p>\$500 tabletop display \$500 partner add-on</p>
<p>IN-BOOTH GIVEAWAY PROMOTION</p>	<p>Giving away an item at your booth? Let's make sure everyone knows about it! Choose this sponsorship and your company's logo and giveaway information will be included on event signage, in the printed show program, on the show website, Dakotafest social media platforms, and in the Dakotafest mobile app.</p> <p>Order by JUNE 26 to be included in the show program.</p>	<p>\$500</p>
<p>IN-BOOTH EVENT PROMOTION</p>	<p>Hosting an education session or event in your booth? Let's make sure attendees swing by! Choose this sponsorship and your company's in-booth event information will be included on event signage, in the printed show program, on the show website, Dakotafest social media, and in the Dakotafest mobile app.</p> <p>Order by JUNE 26 to be included in the show program.</p>	<p>\$500</p>

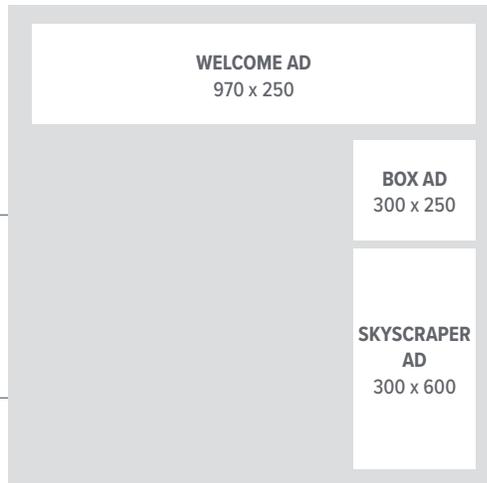


DIGITAL SPONSORSHIPS

Build awareness of your company at Dakotafest and drive digital traffic to your online properties prior to and during the show with our digital sponsorship options. Select a digital package or speak with your sales rep about using our digital tools individually. Find one you like? If so, you can easily let us know by clicking on the sponsorship title that links to more information and an order form. Or contact us today at **800.827.8007** or **Dakotafest.com!**

DEADLINE TO ORDER: FRIDAY, JULY 10, 2026

<p>EXCLUSIVE! FARM SHOW APP SPONSOR</p>	<p>Receive recognition as the exclusive Dakotafest Show App Sponsor anywhere we promote the show app on signage, show program, pre-show marketing and the website.</p>	<p>\$1,250</p>
<p>E-NEWSLETTER SPONSOR</p>	<p>Place a logo or banner ad on the Dakotafest monthly E-newsletter. E-newsletter will deploy to all Dakotafest subscribers May–August. \$250 for one placement or \$425 for two. 250 px x 300 px max size. Size may adjust based on newsletter layout.</p>	<p>\$250 for 1 \$425 for 2</p>
<p>DIGITAL GOLD PACKAGE Limit 4 sponsors</p>	<ul style="list-style-type: none"> ■ Dakotafest.com Welcome ad (970 px x 250 px) ■ Embedded product video or picture with a description on Dakotafest.com ■ 3 social media posts on Dakotafest Instagram, Facebook, and X ■ 2 show app push notifications during Dakotafest ■ E-newsletter digital ad (300 px x 250 px) sent to 7,000+ subscribers in 2 editions ■ Upgraded Exhibitor Listing 	<p>\$2,000</p>
<p>DIGITAL SILVER PACKAGE Limit 6 sponsors</p>	<p>A great package option for promoting specific products or special pricing promotions!</p> <ul style="list-style-type: none"> ■ Dakotafest.com skyscraper ad (300 px x 600 px) ■ Embedded product video or picture with a description on Dakotafest.com ■ 2 social media posts on Dakotafest Instagram, Facebook, and X ■ 1 show app push notification during Dakotafest ■ E-newsletter digital ad (300 px x 250 px) sent to 7,000+ subscribers in 1 edition ■ Upgraded Exhibitor Listing 	<p>\$1,500</p>
<p>DIGITAL BRONZE PACKAGE Limit 6 sponsors</p>	<ul style="list-style-type: none"> ■ Dakotafest.com box ad (300 px x 250px) ■ 1 social media post on Dakotafest Instagram, Facebook, and X ■ Upgraded Exhibitor Listing 	<p>\$750</p>





Online & Show Program Company Listing Packages

Help attendees find you at Dakotafest! Your company's details are listed on Dakotafest.com's digital floor plan, on the show app, and in the company and category listings sections of the show program. Find out how to log in and update your information here. Or contact us today at **800.827.8007** or **Dakotafest.com!**

DEADLINE TO ORDER: FRIDAY, JULY 10, 2026

BASIC LISTING	To enter your company details	FREE
UPGRADED EXHIBITOR LISTING	To receive additional benefits as listed below	\$199
ADD UPGRADED EXHIBITOR LISTING ADD-ON	Add the Upgraded Exhibitor Listing to any other sponsorship item and pay only \$99!	\$99

Basic Booth Listing

No additional cost

In digital booth profile:

- Logo
- Social media links—Facebook, LinkedIn, X
- 250-character company description
- 2 booth contacts
- 2 document uploads
- 1 product upload that includes
- 2 product photos
- 250-character product description
- Access to visitor analytics
- Industry/product category selections

In show program:

- Listed alphabetically
- Listed by industry/product category

Upgraded Booth Listing

\$199 or \$99 when added on to one other sponsorship

In digital booth profile:

- Logo
- Wallpaper logo—shows up on the website floorplan
- Custom banner
- Social media links—Facebook, LinkedIn, X +2 additional
- 500-character company description
- 4 booth contacts with photos
- 10 document uploads
- 5 product uploads that include:
 - Up to 5 photos per product
 - 500-character product description
 - Access to visitor analytics
 - Industry/product category selections
 - Company pinned to top of online exhibitor list

In show program:

- Listed alphabetically
- Listed by industry/product category
- Company profile printed in show program



Show Program Advertising

Thousands of attendees will walk the grounds of Dakotafest this August, and all of them will be carrying the Dakotafest Show Program containing all exhibitors, events, demonstrations, and activities. Set yourself apart from other exhibitors by showcasing your company in a program ad. Contact us today at **800.827.8007** or **Dakotafest.com!**

ORDERS DUE: JUNE 12 / ART DUE: JUNE 19

Back Cover* Full Page	Page size = 7.875" x 10.75" Bleed size = 8.125" x 11"	\$4,550
Inside Front Cover* Full Page	Page size = 7.875" x 10.75" Bleed size = 8.125" x 11"	\$3,900
Inside Back Cover* Full Page	Page size = 7.875" x 10.75" Bleed size = 8.125" x 11"	\$3,900
Full Page*	Page size = 7.875" x 10.75" Bleed size = 8.125" x 11"	\$2,800
1/2 Page Horizontal	7" x 4.625"	\$1,900
1/2 Page Vertical	4.625" x 7"	\$1,900
1/3 Page Horizontal	7" x 3"	\$1,515
1/3 Page Vertical	2.25" x 9.375"	\$1,515
1/3 Page Square	4.625" x 4.625"	\$1,515
1/4 Page	3.5" x 4.625"	\$1,040
1/6 Page	4.625" x 2.25"	\$810

*FULL PAGE ADS

- Keep live matter (logos and text) .25" from edges.
- Extend bleed .125" beyond trim on all sides; pull color and photos to bleed edges.
- File type = PDF
- Resolution = 300 DPI
- Export PDF with bleeds and crop marks.

1/2 PAGE HORIZONTAL
7" x 4.625"

1/4 PAGE
3.5" x 4.625"

1/3 PAGE SQUARE
4.625" x 4.625"

1/3 PAGE HORIZONTAL
7" x 3"

1/2 PAGE VERTICAL
4.625" x 7"

1/3 PAGE VERTICAL
2.25" x 9.375"

1/6 PAGE
4.625" x 2.25"



Free Promotional Items & Tickets

Give yourself a competitive edge and drive booth traffic with these FREE promotional materials! Order online with the ability to customize your postcards with a company name and booth number.

Three Ways to Order

1. Go to IDEAGroup.com/Dakotafest/Sponsorships, choose your promotional option, and follow the prompts to place your order.
2. Use the order form on the back of this document, fill it out, then scan and email to IDEAG@IDEAGroup.com or your Dakotafest Sales Representative.
3. Talk to a Dakotafest representative, 800.827.8007.

Last day to order is JULY 18. Fulfillment takes approximately 10–15 business days so plan accordingly.

ATTENDEE ADMISSION TICKETS	<p>Custom-print your company name on attendee admission tickets and send them to customers. Participating exhibitors agree to pay \$6 per ticket for those tickets redeemed on site (after deducting the initial \$120 charge).</p> <p>\$6.00 per ticket/\$120 minimum purchase</p>
SHOW POSTCARDS	<p>Order 8.5" x 5.5" customized postcards to distribute to your customers before the event to let them know you'll be exhibiting. Postcards will include Dakotafest branding along with your company name and booth number.</p>
SHOW POSTER	<p>Our Dakotafest posters (11" x 17") are perfect to hang in high-traffic areas of your business or in local businesses around your community.</p>

Contact Your Sales Rep Today!

Have an idea you don't see listed? We want to help you reach your goals for this year's Dakotafest. Let us customize a sponsorship package just for you! Contact our sales staff or find our Contact Us page on Dakotafest.com.

Mark Gold, Director, Event Sales

651-384-1160

Mark.Gold@ideaggroup.com

Scott Odin, Event Sales

651-316-4369

Scott.Odin@ideaggroup.com

Neil Southworth, Event Sales

651-316-4371

Neil.Southworth@ideaggroup.com

Connect with us at Dakotafest.com

#Dakotafest26 [f](#) [in](#) [@](#)

2026 SPONSORSHIP ORDER FORM

To place an order, complete this form and return it to the IDEAg Marketing Department at IDEAg@IDEAgGroup.com. Online order forms can also be submitted at IDEAgGroup.com/Dakotafest/Sponsorships. Please place your order no later than **JULY 10, 2026** or by specific sponsorship due date indicated in the Sponsorship Guide.

For all other marketing and sponsorship opportunities, please contact a member of our sales team.

FIRST LOOK OPPORTUNITIES

- Parking Lot Sponsor *Exclusive*.....\$4,000
- Parking Lot Shuttle Sponsor *Exclusive*SOLD
- Parking Lot Entrance Banners.....\$3,750
- Attendee Entrance Gate Banners
 - 1 space at 1 gate\$1,750
 - 3 spaces, 1 at each gate.....\$3,750
- 2027 Save the Date Magnet *Exclusive*\$5,000
- Wristband Sponsor *Exclusive*.....SOLD
- Attendee Admission Tickets..... \$6/ticket, \$120 minimum
No. of tickets _____ \$ _____

ON THE SHOW GROUNDS

- Register to Win (minimum value of \$3,000)Prize Value
- Show Bag Sponsor *Exclusive*
 - My company will supply bags.....\$2,500
 - Dakotafest will supply my bags.....\$6,500
- Show Bag Insert/Gate Handout.....\$600
- Show Pens *Exclusive*.....\$600
- You Are Here Signs.....\$650
- Porta-Potty Signage *Exclusive*\$1,500
- Garbage Can Lid Signage *Exclusive*\$1,500
- Kids Pedal Pull Sponsor *Exclusive*\$2,000
- Show Bench Signs
 - 1 bench.....\$500
 - Additional benches\$250No. of benches _____ \$ _____

TOTAL PAYMENT \$ _____

Company _____

Contact Name _____

Phone _____ Email _____

Payment Method

- ACH (Preferred) Transfer To: Farm Bureau Bank, ABA Routing #: 121281892, Account #: 1000124485, Account Name: IDEAg Group LLC
- Bill Me Check Visa MasterCard AMEX Discover

CC# _____ Exp Date _____ Security Code _____

Name on Card _____

Billing Address _____

City _____ State _____ Zip _____

Authorized Signature _____

Mail Check To: IDEAg Group, LLC/DFST, 3080 Eagandale Place, Eagan, MN 55121

2026 SPONSORSHIPS ORDER FORM

To place an order, complete this form and return it to the IDEAg Marketing Department at IDEAg@IDEAgGroup.com. Online order forms can also be submitted at IDEAgGroup.com/Dakotafest/Sponsorships. Please place your order no later than **JULY 10, 2026** or by specific sponsorship due date indicated in the Sponsorship Guide.

For all other marketing and sponsorship opportunities, please contact a member of our sales team.

EDUCATION BUILDING

- Wall Sign (for 2 years).....\$2,500
- Educational Session Presentation.....\$1,400
- Dakotafest Woman Farmer/Rancher of the Year.....\$3,000
- Livestream Sponsor\$5,000

MUSIC & ENTERTAINMENT TENT

- Title Sponsor.....\$5,000

ATTENTION GRABBING

- Field Ride & Drive Demonstrations* Call for Pricing
**Complete Ride & Drive demo form.*
- Courtesy Shuttle & Golf Cart Sponsor *Exclusive*SOLD
- Livestock Education Sponsor.....\$4,600
- Livestock Exhibitor Partner
 - Tabletop Display.....\$500
 - Partner Add-On\$500
- In-Booth Giveaway Promotion\$500
- In-Booth Education Session Promotion.....\$500

TOTAL PAYMENT \$ _____

Company _____

Contact Name _____

Phone _____ Email _____

Payment Method

- ACH (Preferred) Transfer To: Farm Bureau Bank, ABA Routing #: 121281892, Account #: 1000124485, Account Name: IDEAg Group LLC
- Bill Me Check Visa MasterCard AMEX Discover

CC# _____ Exp Date _____ Security Code _____

Name on Card _____

Billing Address _____

City _____ State _____ Zip _____

Authorized Signature _____

Mail Check To: IDEAg Group, LLC/DFST, 3080 Eagandale Place, Eagan, MN 55121

2026 ADVERTISING ORDER FORM

To place an order, complete this form and return it to the IDEAg Marketing Department at IDEAg@IDEAgGroup.com. Online order forms can also be submitted at IDEAgGroup.com/Dakotafest/Sponsorships.

For all other marketing and sponsorship opportunities, please contact a member of our sales team.

DIGITAL SPONSORSHIPS

Please place your order no later than **JULY 10, 2026** or by specific sponsorship due date indicated.

- Farm Show App Sponsor *Exclusive*..... \$1,250
- E-Newsletter Sponsor
 - One placement.....\$250
 - Two placements\$425
- Digital Gold Package\$2,000
- Digital Silver Package.....\$1,500
- Digital Bronze Package.....\$750

ONLINE & PROGRAM LISTING PACKAGES

- Upgraded Exhibitor Listing\$199
- Upgraded Exhibitor Listing \$99
with other sponsorship(s)

SHOW PROGRAM ADVERTISING

Please place your order no later than **FRIDAY, JUNE 13**. All ads are due **FRIDAY, JUNE 20**. See the show program sponsorship page on the website for submission guidelines.

- Back Cover..... \$4,550
- Inside Front Cover..... \$3,900
- Inside Back Cover \$3,900
- Full Page\$2,800
- 1/2 Page Horizontal\$1,900
- 1/2 Page Vertical\$1,900
- 1/3 Page Horizontal\$1,515
- 1/3 Page Vertical.....\$1,515
- 1/3 Page Standard.....\$1,515
- 1/4 Page.....\$1,040
- 1/6 Page.....\$810

TOTAL PAYMENT \$ _____

Company _____

Contact Name _____

Phone _____ Email _____

Payment Method

- ACH (Preferred) Transfer To: Farm Bureau Bank, ABA Routing #: 121281892, Account #: 1000124485, Account Name: IDEAg Group LLC
- Bill Me Check Visa MasterCard AMEX Discover

CC# _____ Exp Date _____ Security Code _____

Name on Card _____

Billing Address _____

City _____ State _____ Zip _____

Authorized Signature _____

Mail Check To: IDEAg Group, LLC/DFST, 3080 Eagandale Place, Eagan, MN 55121

2026 FREE PROMOTIONAL ITEMS & TICKETS ORDER FORM

To place an order, complete this form and return it to the IDEAg Marketing Department at IDEAg@IDEAgGroup.com. Online order forms can also be submitted at IDEAgGroup.com/Dakotafest/Sponsorships. Please place your order no later than **JULY 18, 2026** or by specific sponsorship due date indicated.

Production takes 10–15 days so plan accordingly if planning to mail to customers.

For all other marketing and sponsorship opportunities, please contact a member of our sales team.

- Show PostcardQuantity _____ Free
- Customer Appreciation Tickets*Quantity _____ \$ _____

*Participating exhibitors agree to pay \$6.00 per ticket for those redeemed on-site (after deducting the initial \$120 charge). Tickets will not be mailed until the initial set-up payment is received. **Deadline to order: JULY 18, 2026**

TOTAL PAYMENT \$ _____

Company _____

Contact Name _____

Phone _____ Email _____

Payment Method

- ACH (Preferred) Transfer To: Farm Bureau Bank, ABA Routing #: 121281892, Account #: 1000124485, Account Name: IDEAg Group LLC
- Bill Me Check Visa MasterCard AMEX Discover

CC# _____ Exp Date _____ Security Code _____

Name on Card _____

Billing Address _____

City _____ State _____ Zip _____

Authorized Signature _____

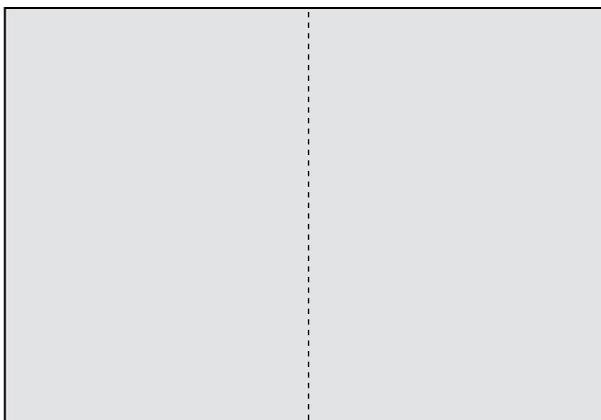
Mail Check To: IDEAg Group, LLC/DFST, 3080 Eagandale Place, Eagan, MN 55121

DAKOTAFEST SHOW PROGRAM AD SIZES



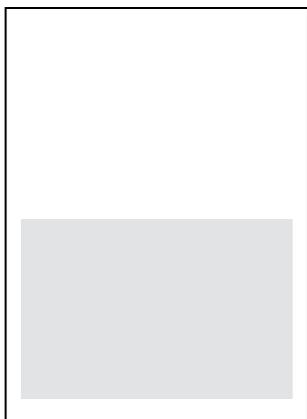
FULL PAGE*
7.875" x 10.75"

**Template and specs on next page.*

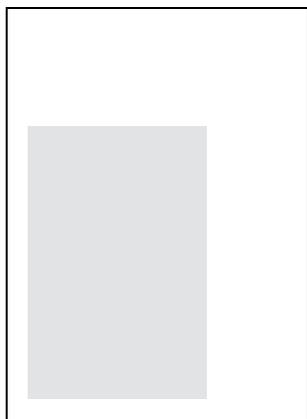


FULL SPREAD*
15.75" x 10.75"

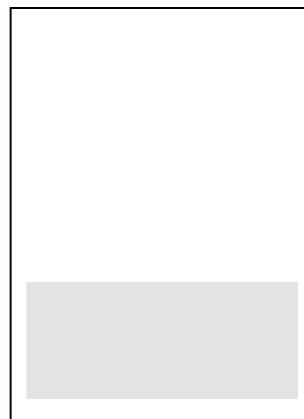
**Call for pricing. Use Full Page ad specs on next page.*



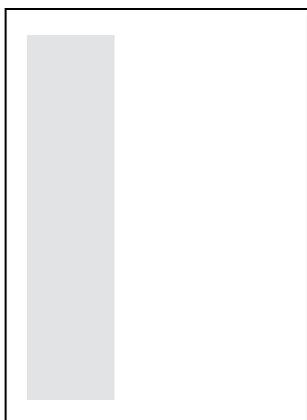
1/2 PAGE HORIZONTAL
7" x 4.625"



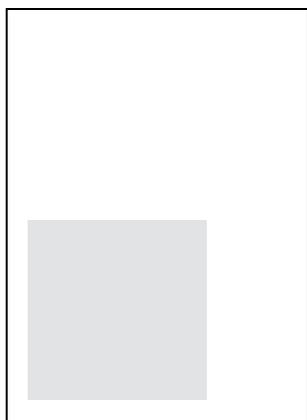
1/2 PAGE VERTICAL
4.625" x 7"



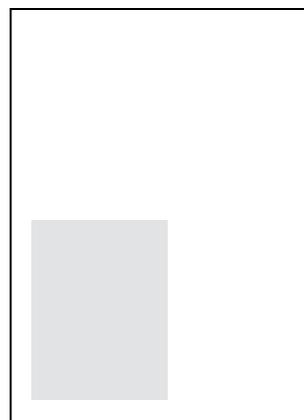
1/3 PAGE HORIZONTAL
7" x 3"



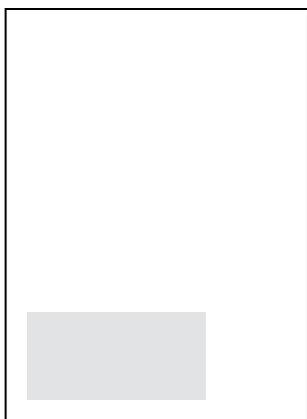
1/3 PAGE VERTICAL
2.250" x 9.375"



1/3 PAGE SQUARE
4.625" x 4.625"



1/4 PAGE
3.5" x 4.625"



1/6 PAGE
4.625" x 2.250"

ART DUE: FRIDAY, JUNE 19

Accepted File Formats:

- PDF (preferred)
- high-resolution JPEG or PNG

Specifications:

- Build file to exact size
- File must be high resolution = 300 DPI

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BLEED = ADD .125" PAST PAGE EDGES ON ALL SIDES

SAFE ZONE = .25"

7.875"

10.75"

FULL PAGE AD TEMPLATE

Page size = 7.875" x 10.75"

Bleed = .125" on all sides past page edges (8.125" x 11")

Safe zone = .25" inside from page edges

FILE SETUP

Option 1:

1. In Document Setup, enter:
 - Width = 7.875" / Height = 10.75"
 - Bleed = .125
2. Export PDF:
 - Compression = 300 DPI
 - Marks and Bleeds:
 - check "Crop Marks" box
 - check "Use Document Bleed Settings" box

Option 2:

1. Set up your file with dimensions of 8.125" x 11"
2. Use margin of .375" and keep logos and text within margins.
NOTE: .125" around all sides will be trimmed off of page.
3. Export PDF at 300 DPI and full page size.

SAFE ZONE = .25"

BLEED = ADD .125" PAST PAGE EDGES ON ALL SIDES

BLEED = ADD .125" PAST PAGE EDGES ON ALL SIDES

SAFE ZONE = .25"

BLEED = ADD .125" PAST PAGE EDGES ON ALL SIDES

SAFE ZONE = .25"