

AUGUST 19–21, 2025 | MITCHELL, SOUTH DAKOTA

MAKING CONNECTIONS *in AG at* DAKOTAFEST

2025 PROSPECTUS



DAKOTAFEST®

DAKOTAFEST IS THE RIGHT FIT FOR AG COMPANIES ACROSS THE REGION.

82%

OF ATTENDEES BUY OR
INTEND TO BUY PRODUCTS
SEEN AT DAKOTAFEST

80%

OF ATTENDEES COME TO
DAKOTAFEST TO CONNECT
WITH EXHIBITORS

64%

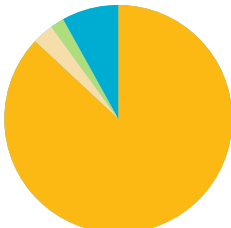
OF FARMERS WHO
ATTEND DAKOTAFEST
HAVE 500+ ACRES



DAKOTAFEST HAS SUCCESSFULLY CONNECTED AG PRODUCERS WITH AGRIBUSINESSES FOR 30 YEARS. JOIN US AND FIND THE RIGHT AUDIENCE FOR YOUR BUSINESS TODAY.

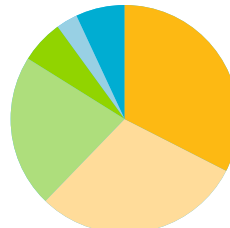
2024 ATTENDEE OCCUPATIONS

- 87% Farmers/Ranchers
- 3% Dealers
- 2% Manufacturers
- 8% Other



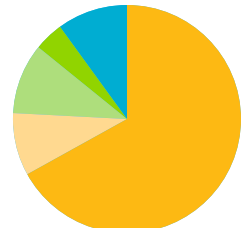
2024 ATTENDEE CROPS

- 33% Corn
- 30% Soybeans
- 22% Hay
- 6% Oats
- 3% Specialty
- 7% Wheat



2024 ATTENDEE LIVESTOCK

- 67% Beef
- 9% Poultry
- 10% Other
- 4% Dairy
- 10% Swine



SPONSORSHIP OPPORTUNITIES

Exhibit at Dakotafest and take advantage of the opportunity to get your company's brand in front of thousands of attendees. Secure these popular and exclusive sponsorship opportunities early!

Wristbands

\$8,000

Have your brand and booth number on thousands of attendees' wrists coming through the gates, including both adults and children.

Music & Entertainment Tent Title Sponsor

\$6,500

Get your company branding front and center at our popular Music & Entertainment Tent, where attendees can catch live music or ag celebrity appearances. With sponsorship, you receive naming rights for the tent; pre-show mentions of the tent in printed promotional material, social media, eNewsletter, and show program; on the radio and website; recognition on You Are Here boards; ability to collaborate on scheduled talent for the tent; signage at the tent and throughout the show grounds; and PA announcements.

Show Date Refrigerator Magnets

\$5,000

Your logo will be placed on the highly requested, 2025 Save-the-Date Dakotafest-branded magnet distributed to event attendees exiting the show. Sponsor will also receive magnets to distribute from their booth. Magnet production cost included in the sponsorship price.

Parking Lot Entrance Banners

\$3,500

Get noticed by attendees as they approach the show grounds with your company branding on these can't-miss 5' x 20' banners placed at parking lot entrances. Perfectly paired with other promotional opportunities to maximize your company's exposure!



Show Bags

\$3,000

Provide the official show bags that are given to attendees as they enter. Include your company logo, booth number, and a promotional message.



Field Ride & Drive Demos

CALL FOR PRICING
800-827-8007

Let attendees ride in the cab or drive your product at Dakotafest. You will be recognized as a Ride & Drive Sponsor on directional signage, in the show program and on the website. Provide us a video clip of your demonstration prior to the show and we'll promote it on the show's website!

Digital Packages

STARTING AT \$750

Build awareness of your company and drive digital traffic to your online properties prior to and during Dakotafest. Take advantage of space on Dakotafest.com and on social media for maximum exposure.

2025 Dakotafest Program Advertising

PRICE BY SIZE

Thousands of attendees will walk the Dakotafest grounds in August, and all of them will be carrying the show program containing all exhibitors, events, demonstrations, and activities. Set yourself apart from other exhibitors by showcasing your company in a program ad.

EXHIBIT AT 2025 DAKOTAFEST

INDOOR BOOTHS

10' wide x 9' deep \$965

Includes 8' high rear drape, 3' high side drapes, electricity, and one identification sign. No corner fees.

OUTDOOR LOTS

25' wide x 50' deep \$1,715

50' wide x 50' deep \$2,170

50' wide x 75' deep \$2,810

SEED PLOT & LOT

60' x 120' \$3,315

Includes electricity, one 15 amp electric service. Seed plot and lot space must be paid in full before planting.

Your future customers are at Dakotafest. Become an exhibitor and reach your sales and marketing goals!

SECURE SPACE TODAY!

Visit Dakotafest.com or call 1-800-827-8007.



SCAN OR VISIT
DAKOTAFEST.COM
TO BOOK YOUR
EXHIBIT SPACE
TODAY.

DAKOTAFEST®

3080 Eagandale Place, Eagan, MN 55121
#Dakotafest25 | 800.827.8007 | Dakotafest.com



CONTACT THE SALES TEAM TODAY!

● **Mark Gold, 651-384-1160**

Director, Event Sales
Mark.Gold@IDEAgGroup.com

● **Scott Odin, 651-316-4369**

Event Sales
Scott.Odin@IDEAgGroup.com

● **Neil Southworth, 651-316-4371**

Event Sales
Neil.Southworth@IDEAgGroup.com

● **Reilly Neeson, 651-316-4374**

Associate Event Sales
ReillyN@IDEAgGroup.com

<Addressee>

<Address Line 1>

<Address Line 2>

<City, State Zip>

JOIN US FOR THE 30TH ANNUAL DAKOTAFEST!

Be a part of the show that brings over 26,000 ag producers and their families to the Dakotafest grounds every year. Share your knowledge, build stronger relationships, and reach your goals by connecting with today's ag producers at Dakotafest.

ATTENDEE DRIVING EVENTS: 50 acres of exhibit and demonstration area • exhibitor equipment demonstrations • education and policy forums • livestock demonstration tent • Women in Ag Event & Woman Farmer/Rancher of the Year award • music and entertainment lounge • celebrity appearances • increased shopping opportunities • kids pedal pull

DAKOTAFEST NATIONWIDE MEDIA COVERAGE

1.2B IMPRESSIONS

\$30.7M ADVERTISING VALUE

