SOUTH DAKOTA SOYBEAN ASSOCIATION

AgOutlook

Join us for the 13th Annual AgOutlook Tradeshow & Conference!

The South Dakota Soybean Association (SDSA) invites your organization to participate in the 13th Annual AgOutlook Tradeshow and Conference on Thursday, December 7, 2017, at the Best Western Ramkota in Sioux Falls, South Dakota.

This one-day event is targeted to tri-state area agricultural producers, but pertinent for anyone in the agriculture community. Most importantly, it is a great opportunity for you to connect and interact with customers and thought leaders in the industry. Many of you have been involved in prior AgOutlook events, and your particpation and contributions have helped grow this event into one of the leading agricultural shows in the region.

The annual AgOutlook conference and tradeshow draws over 1,000 farmers and features 75 exhibitors. AgOutlook sponsors always have positive remarks about the tradeshow and conference. One of our repeat sponsors even said, "We have always really enjoyed this show- it's one of our favorites. Good quality of producers and attendees. Very focused and to the point. Enjoy the one day only." Another exhibitor said, "Planning and organization of this event is great. My hats off to the planning committee!"

Speakers for this year's event include senior market analyst and founder of Roach Ag Marketing, John Roach; founder of Thompson Law and estate attorney, Carolyn Thompson; and World Record holder for most soybeans and corn bushels per an acre, Randy Dowdy. AgOutlook has proven to be a quality event and will once again guarantee excellent attendance. This is a prime opportunity to market your products and services, and reach hundreds of the region's most progressive farmers at a time when they are most interested in making their year-end agriculture purchases.

Please review the enclosed sponsor/exhibitor opportunities and return the enclosed contract by October 1, 2017. Contracts along with full payment must be received by October 1, 2017, to ensure proper recognition in the AgOutlook 2017 brochure and/or booth space. Booth space is available on a first-come, first-serve basis.

Don't Miss This Opportunity to Reach Hundreds of Area Farmers!

- Free Admission
- Trade Show
- Speakers
- Free Noon Meal
- Social Hour
- Drawings for Prizes

We look forward to hearing from you and appreciate your participation in AgOutlook, as well as your support of South Dakota's agriculture industry.

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Tentative Agenda

Thursday, December 7, 2017
Ramkota Exhibit Hall
Sioux Falls, SD

7:30 am – 9:00 am	Trade Show Setup
9:30 am – 4:15 pm	SDSA soyPAC Silent Auction
9:30 am – 5:00 pm	Trade Show Open
10:30 am – 11:30 am	John Roach, Senior Market Analyst
11:30 am – 12:30 pm	Free Noon Meal in Trade Show Area
1:00 pm – 2:00 pm	Carolyn Thompson, Estate Planning Attorney
3:00 pm – 4:30 pm	Randy Dowdy, World Record Grower of Soybeans and Corn
4:30pm – 5:00 pm	Social & Prize Drawings
5:00 pm	Trade Show Closes

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Sponsorship Opportunities

Diamond Sponsor ($10,000)

- Opportunity for a company representative to make welcoming remarks/brief company message prior to one of the day's three keynote speakers (3-4 minute limit).
- Opportunity to host an "Early Riser Breakfast"
    - o Reach AgOutlook attendees with your company's own program on top of mind issues effecting South Dakota farmers.
- Recognition as a South Dakota Soybean AgOutlook Diamond Sponsor in all promotional materials including:
    - o One full page, 4-color ad in the AgOutlook program mailed to over 25,000 producers in South Dakota, Minnesota, Nebraska and Iowa.
    - o One full-page, 4-color ad in SD Soybean Leader magazine ($2,700 value). Company must provide the ad.
    - o Logo on SD Soybean website – www.sdsoybean.org.
    - o Verbal and PowerPoint recognition during event.
- One free double (8x20) tradeshow booth with hors d'oeuvres served during social hour.
- Company's banner in event tradeshow and speaker area.
- One free WNAX live radio interview during the tradeshow.
- Opportunity to provide a brochure or promotion piece/item in attendee welcome bags.

Platinum Sponsor ($7,000)

- Recognition as a South Dakota Soybean AgOutlook Platinum Sponsor in all promotional materials including:
    - o One half page, 4-color ad in the AgOutlook program mailed to over 25,000 producers in South Dakota, Minnesota, Nebraska and Iowa.
    - o One half page, 4-color ad in SD Soybean Leader magazine ($1,890 value). Company must provide the ad.
    - o Recognition on SD Soybean website – www.sdsoybean.org.
    - o Verbal and PowerPoint recognition during event.
- One free double (8x20) tradeshow booth with hors d'oeuvres served during social hour.
- Company's banner in tradeshow area.
- Opportunity to place informational materials on tables in lounge area.
- One free WNAX live radio interview during the tradeshow.
- Opportunity to provide a brochure or promotion piece/item in attendee welcome bags.

E-mail a high-resolution company logo in .eps format to sdsa@sdsoybean.org

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Sponsorship Opportunities

Gold Sponsor ($5,000)

- Recognition as a Annual South Dakota Soybean AgOutlook Gold Sponsor in all promotional materials including:
    - o Company name listed in the AgOutlook program mailed to over 25,000 producers in South Dakota, Minnesota, Nebraska and Iowa.
    - o One third page, 4-color ad in SD Soybean Leader magazine ($1,350 value). Company must provide the ad.
    - o Recogition on the SD Soybean website – www.sdsoybean.org.
    - o Verbal and PowerPoint recognition during event.
- One free 8x10 tradeshow booth with hors d'oeuvres during social hour.
- Company's logo on sponsor signs on refreshment/break tables.
- Company's banner in tradeshow area.
- Opportunity to place informational materials on tables in break areas.
- Opportunity to provide a brochure or promotion piece/item in attendee welcome bags.

Silver Sponsor ($3,500)

- Recognition as a South Dakota Soybean AgOutlook Silver Sponsor in promotional materials including:
    - o Company name listed in the AgOutlook program mailed to over 25,000 producers in South Dakota, Minnesota, Nebraska and Iowa.
    - o Recogition on the SD Soybean website – www.sdsoybean.org.
    - o Verbal and PowerPoint recognition during event.
- One free 8x10 tradeshow booth with hors d'oeuvres served during social hour.
- Company's banner displayed in tradeshow area.
- Company may provide napkins with company logo on them for social hour.
- Company's brochure in attendee registration packet.

Bronze Sponsor ($2,500)

- Recognition as a South Dakota Soybean AgOutlook Bronze Sponsor in promotional materials including:
    - o Company name listed in the AgOutlook program mailed to over 25,000 producers in South Dakota, Minnesota, Nebraska and Iowa.
    - o Recogition on the SD Soybean website – www.sdsoybean.org
    - o Verbal and PowerPoint recognition during event.
- One free 8x10 tradeshow booth with hors d'oeuvres during social hour.
- Company's banner displayed in tradeshow area.
- Company's brochure in attendee registration packet.

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Medallion Sponsor ($2,000)

- Recognition as a South Dakota Soybean AgOutlook Medallion Sponsor in promotional materials including:
    - o Company name listed in the AgOutlook program mailed to over 25,000 producers in South Dakota, Minnesota, Nebraska and Iowa.
    - o Recogition on the SD Soybean website – www.sdsoybean.org.
    - o Verbal and PowerPoint recognition during event.
- One free 8x10 tradeshow booth with hors d'oeuvres during social hour.
- Company's logo on sponsor signs on lunch tables.
- Company's brochure in attendee registration packet.

Champion Partner ($1,250)

- Recognition as a South Dakota Soybean AgOutlook Champion Partner in promotional materials including:
    - o Company name listed in the AgOutlook program mailed to over 25,000 producers in South Dakota, Minnesota, Nebraska and Iowa.
    - o PowerPoint recognition during event.
- One free 8x10 tradeshow booth with hors d'oeuvres during social hour.

General Exhibitor ($550)

- Recognition as a South Dakota Soybean AgOutlook General Exhibitor in promotional materials including:
    - o Company name listed as an exhibitor in the AgOutlook program mailed to over 25,000 producers in South Dakota, Minnesota, Nebraska and Iowa.
- One free 8x10 booth during tradeshow.

E-mail a high-resolution company logo in .eps format to sdsa@sdsoybean.org

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Terms & Conditions

The following terms and conditions shall apply to all Sponsors/Exhibitors as part of our AgOutlook trade show:

AgOutlook Events: The trade show encourages attendees to interact with exhibitors by offering a morning break, free noon meal, afternoon break and social hour with hors d'oeuvres held in the trade show area.

Trade Show Booth: The 8x10' booth space includes two chairs and a draped 6-foot table. Electricity is available for $30. Please indicate your needs on the booth contract.

Trade Show Hours: Booth set-up is 7:30 a.m. to 9:00 a.m. on December 7. (If earlier set-up is available, you will be notified in advance). The trade show is open to the public from 9:30 a.m. to 5:00 p.m. on December 7.

Location: AgOutlook is held at the Sioux Falls Best Western Ramkota Exhibit Hall (I-29, Exit 81). Discounted hotel rates are available if reservations are made by November 29. For reservations, contact the Best Western Ramkota at (605) 336-0650.

Exhibitor Representative Responsibility: Exhibitors shall be responsible for operating, setting up/installing, and tearing down their booths. Each exhibitor must keep an attendant in the trade show area during official exhibiting hours. Audio-visual equipment and other sound and attention-getting devices and effects shall not be permitted without the expressed consent of SDSA.

Internet Access: Free wireless internet access is available through the hotel, but dial up connections are $50. Contact Marsha or Julie at the Best Western Ramkota by November 29 if you are in need of a phone line. (605) 336-0650

Liability: The exhibitor is entirely responsible for the space leased by him/her and shall not injure, mar or deface the premises. The exhibitor shall not drive, nor permit to be driven any nails, hooks, tacks or screws in any part of the building nor affix to the walls of building any advertisement, signs, etc., or use Scotch tape, masking tape or any adhesive-type materials on painted surfaces. The exhibitor agrees to reimburse the facility for any loss or damage to the premises or equipment occurring in the space leased to the exhibitor. SDSA, its employees and sponsors shall not be liable for failure to perform its obligation under this contract as a result of strikes, riots, acts of God, or any other causes beyond its control.

Reservations/Cancellation of Participation by Sponsor/Exhibitor: All sponsor/exhibitor contracts must be returned to SDSA with full payment by October 1, 2017, to ensure booth space and recognition in the AgOutlook brochure. All exhibitor cancellations must be received by SDSA in writing and postmarked by November 1, 2017.

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Sponsor/Booth Contract

I am interested in participating as a sponsor/exhibitor (includes booth)

____ $10,000 Diamond Sponsor
____ $7,000 Platinum Sponsor
____ $5,000 Gold Sponsor
____ $3,500 Silver Sponsor
____ $2,500 Bronze Sponsor
____ $2,000 Medallion Sponsor
____ $1,250 Champion Partner
____ $550 General Exhibitor
____ $30 Electricity at booth

_____ An additional $400 is enclosed for a second 8 x 10 booth space.

* *

Payment Information

Print company name as it should appear in promotional materials.

____
Company

____
Contact Name Title

____
Address City State Zip

____
Phone Email Website

_____ ***I would like to donate_______________________________ for a door prize (cash or an item, $200 minimum value).***

_____ ***I would like to donate_______________________________ for the SoyPac Auction to benefit SDSA.***

Total amount enclosed: __________________

I have included the credit authorization form in this packet for SDSA to process my credit card.

By signing this contract, the individual acknowledges reading and understanding the terms and conditions outlined in this contract provided for the participation in AgOutlook.

____
Signature Date

Full payment is required by October 1, 2017. Please return this form with a check payable to the South Dakota Soybean Association. Mail to: SDSA - AgOutlook, 5000 South Broadband Lane, Suite #100, Sioux Falls, SD 57108 or email (with check to follow) to kwubben@sdsoybean.org. Questions? 605.330.9942.

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Credit Card Authorization Form

PLEASE COMPLETE THIS AUTHORIZATION AND RETURN TO US.
All information will remain confidential.

Cardholder Name: _____

Billing Address: _____

_____

Email Address: _____

Credit Card Type: _____ Visa _____ Mastercard ____ Discover _____ AmEx

Credit Card Number: _____

Expiration Date: _____

Card Identification Number (last 3 digits located on the back of the credit card): _____

Amount to Charge: $ _____ (USD)

I authorize South Dakota Soybean Association to charge the agreed amount listed above to my credit card provided herein. I agree that I will pay for this purchase in accordance with the issuing bank cardholder agreement.

Cardholder – Print Name, Sign and Date Below:

Signed: _____

Dated: _____

Name: _____

MEMO: _____

_____