

The South Dakota Association of County Commissioners and the South Dakota Association of County Officials gear up every fall for our annual South Dakota County Convention. This event serves as the largest gathering of over 500 county leaders in South Dakota for education, training, vendor displays and building face to face relationships!

We invite you to take advantage of the opportunity to make the most of your marketing dollars! Please take some time to read about how you can exhibit, sponsor and/or advertise at our yearly convention.

## **EXHIBIT**

Showcase your products and services directly to county decision-makers, and learn about their needs. Attendees highly value the occasion to view new products and meet with exhibitors. Traffic is strong in the exhibit area, as we do our best to schedule main events in that vicinity. This provides an excellent opportunity for you to demonstrate your products, display literature or sit knee to knee with your prospects. As an added bonus, all vendors will be recognized at a special appreciation breakfast held the second morning of the convention. This is another great opportunity to give a brief overview of your business and its offerings to the attendees.

## **SPONSORSHIP**

Achieve high visibility by contributing financially to the annual convention. Let county officials know you support local government and their convention. Sponsors are recognized with signs displayed throughout the event, in the convention issue of our newsletter, convention programs, in the slide show that runs throughout the convention and in the post-convention issue of our newsletter.

## **ADVERTISE**

Advertising in the convention issue of our newsletter the "*County Comment*" exposes your message to the right county decision-makers. When convention attendees receive this issue, they dive right in, reading about scheduled seminars and events. They carry it throughout the convention and refer to it often.

The County Associations and our members rely on the support of vendors and sponsors for new ideas, information and different solutions to challenging problems. Together we can all make a difference. If you have any questions, please feel free to contact us at (605) 224-4554 or email to: [info.sdacc@midconetwork.com](mailto:info.sdacc@midconetwork.com).

**Exhibit,  
Sponsor  
AND  
Advertise,  
or any  
combination  
that works  
for  
YOU!**

**South Dakota Association of County Commissioners**

**211 East Prospect Avenue**

**Pierre, SD 57501**

**Phone: (605) 224-4554**

**Fax: (605) 224-4833**

**Website: [www.sdcc.govoffice2.com](http://www.sdcc.govoffice2.com)**

**Email: [info.sdacc@midconetwork.com](mailto:info.sdacc@midconetwork.com)**

## Exhibit Space Contract

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Web Site: \_\_\_\_\_

Company email: \_\_\_\_\_

Convention Contact Person Email: \_\_\_\_\_

*(Confirmation will be sent to the contact person listed above by email if provided)*

Brief Description of Nature of Business: \_\_\_\_\_

## Exhibit Space Options and Costs

### Exhibit Fee

1st Booth    \$500.00                       2nd Booth    \$350.00

Outdoor Equipment Display    \$100.00  
*(Available with purchase of indoor space)*

Exhibit space availability is limited and will be handled on a pre-paid, first come basis.

**Additional Meal Packages** (\$100 each)      No. Requested: \_\_\_\_\_

One complimentary meal package is available with each booth purchase.

**Total Amount Due: \$** \_\_\_\_\_

Name Badges Needed (names of company representatives attend the convention)

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

Enclose check made payable to SDACC for the **Total Amount Due** to confirm Exhibit Space.

Please return contract to:

SDACC, 211 East Prospect Ave, Pierre, SD 57501

Phone: (605) 224-4554, Fax: (605) 224-4833

Email: info.sdacc@midconnetwork.com

### Exhibit Benefits

**Booth Space and Accommodations:**

8' X 10' Pipe & draped display space  
 One 6' table with tablecloth  
 Two Chairs

Complimentary electrical access  
 (extension cords not provided)

**Outdoor Equipment Display:** Available upon request for a nominal fee with purchase of indoor space.

**Networking Opportunities:** Visible and available during breaks and evening social.

**Recognition/Acknowledgements:**

Company name, contact information and a description of product/service in the convention newsletter issue, also recognition at a special appreciation vendor & attendee breakfast.

**Meals:** One full complimentary convention meal packet.

Additional meals packets - \$100 ea.

**Name Badges:** Name badges for all pre-registered exhibitors.

### Terms & Conditions

**Payment Schedule:** Full payment is due to SDACC with registration form to guarantee exhibit space.

**Cancellation Policy:** No refund will be issued after August 1st.

**Booth Assignment:** SDACC reserves the right to make and/or change booth assignments as it deems appropriate. Every attempt will be made to ensure competitors will not be next to each other.

**Booth Set-Up/Tear Down & Staffing:** Monday morning is reserved for vendor set up. Tear down is Tuesday afternoon after the final scheduled break. Exhibit booths must be staffed during all exhibit hours.

**Lodging Information:** Room block listing will be provided upon registration.

**Liability, Loss or Damage:** Exhibitor agrees it will hold harmless and indemnify SDACC for any loss or damage, expense or penalty arising from any action including an action based upon strict liability or negligence for personal injury or property damage to exhibitor, its employees, guests or property.

## Sponsorship and/or Advertising Contract




**Increase your exposure, visibility and recognition by becoming a contributing sponsor of the South Dakota County Annual Convention!**

This event brings 500+ attendees involved in all aspects of county government to one area and provides you a unique marketing opportunity with county decision-makers. Let county officials know you support local government at their convention. Sponsors are recognized with your company name listed in the convention issue of the *County Comment* newsletter, signage posted throughout the facility, and in the slide show that runs continuously.

You may choose to be a full or partial sponsor of an event or simply donate toward the general convention fund. To become a sponsor, please complete the form below indicating which event you would like to contribute to and at what level. Thank you for your support of South Dakota counties.

- |   |            |                                       |
|---|------------|---------------------------------------|
| <input type="checkbox"/> Diamond Sponsor  | \$5,000.00 | <input type="checkbox"/> Meals        |
| <input type="checkbox"/> Platinum Sponsor | \$3,000.00 | <input type="checkbox"/> Breaks       |
| <input type="checkbox"/> Gold Sponsor     | \$1,000.00 | <input type="checkbox"/> Social       |
| <input type="checkbox"/> Silver Sponsor   | \$500.00   | <input type="checkbox"/> General Fund |
| <input type="checkbox"/> Bronze Sponsor   | \$250.00   |                                       |

Want to put your products and services in the Convention issue of the *County Comment*? Place an ad in this special newsletter which provides high visibility at a low cost, with each attendee referring to this newsletter numerous times throughout the event. Please check your preferred ad size.

		
Full Page 7.5" W x 10" H \$325.00 <input type="checkbox"/>	Half Page Horizontal 7.5" W x 5" H \$190.00 <input type="checkbox"/>	Quarter Page 3.75" W x 5" H \$125.00 <input type="checkbox"/>

### Ad Guidelines

- Ads must be received by August 1st to be printed in the convention issue of the newsletter.
- Ads must be provided camera-ready. Preferred electronic format is PDF.
- If providing an electronic ad, minimum of 300 dpi @ 100% of size.
- Ads may be supplied on CD. Please also fax or mail a hard copy proof.

**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, State, Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Contact Person Email:** \_\_\_\_\_

To be listed in the Convention issue of the *County Comment* as a sponsor and/or advertiser, please complete contract and enclose payment to the address below:

South Dakota Association of  
 County Commissioners  
 211 East Prospect Avenue  
 Pierre, SD 57501  
 Phone: (605) 224-4554  
 Fax: (605) 224-4833  
 Email: info.sdacc@midconetwork.com

We certainly appreciate your time to consider participating in this year's event and look forward to hearing from you soon!