



Sioux Empire Fair Association

100 N Lyon Blvd • Sioux Falls, SD 57107-0289
PHONE: 605.367.7178 • FAX: 605.367.7886
jen@siouxempirefair.com • www.siouxempirefair.org

Mobile Marketing

New to the Sioux Empire Fair in 2012, Mobile Marketing will be offered to businesses local and abroad. Make your business stand out with your mobile trailer, bus, or display. The Sioux Empire Fair's ten year attendance average is 262,629; making it the highest attended fair in South Dakota.

Mobile Marketers will be listed on the Sioux Empire Fair Daily Schedule. The Daily Schedule is distributed at every admission gate to fair attendees, listed on the Sioux Empire Fair website, and on display on the W.H. Lyon Fairgrounds.

Cost is \$500 for the first day and \$200 for each additional day for tours and displays under 5,000 square feet. Cost is \$750 for the first day and \$300 for each additional day for tours and displays 5,000 square feet and over.

Additional Information

- Exhibit hours are 10 a.m.- 9 p.m. daily.
- Food Sampling must adhere to the 1 bite, 2 sips rule (about 2 oz).
- Sponsors are able to distribute coupons, promotional items or small giveaways with approval of Fair officials.
- Sponsors will receive eight admission tickets and one special parking permit for each day exhibiting at the Fair. Additional tickets may be purchased prior to the fair. Anyone coming on to the grounds must have a ticket.
- All personnel must remain in the exhibit area; roaming is not allowed.
- No stick-ons, bumper stickers, t-shirts, hats or inflated balloons may be given away.



73rd Annual Sioux Empire Fair • W.H. Lyon Fairgrounds
August 7-12, 2012 • www.siouxempirefair.org



Mobile Marketing Application

August 7-12, 2012

Company Name _____

Contact _____ Phone _____ Fax _____

Business Mailing Address _____ Email _____

City _____ State _____ Zip _____

Title Of Exhibit _____

Size of Exhibit: *Must include all awnings, tie-ons, overhangs, trailer hitches, working and public interaction area, etc.* _____

Are your dimensions flexible? _____ What is the least amount of depth you can work with? _____

Utility Needs (*Check all that apply*)

Self-contained
 Water

Electric (amps, etc.) _____
 Other _____

Day(s) Inquiring to Attend _____

Exhibit Purpose: Products and/or services to be displayed or sold, or description or attraction. *You must also include photos or renderings of the exhibit presentation or layout.* _____

Activities (*Check all that apply*)

Making Cash, Check or Credit Card Sales
 Sampling Products/ Services
 Other: _____

Display
 Order Taking

References: *Recent participation in two fairs/shows; please include contact, phone, e-mail, and address.*

Please Send To:

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