



GOVERNOR NOEM'S
**SOUTH DAKOTA
SHOWCASE**

· OCTOBER 22-23, 2021 ·

EXHIBITOR APPLICATION INFORMATION

Governor Noem's 2021 South Dakota Showcase is a family-friendly trade show specializing in all things outdoors, including hunting, fishing, recreation, arts and more! We are thrilled to bring a variety of exhibitors to the Sioux Falls Convention Center & Arena, October 22-23, to offer something for every outdoor enthusiast. We are looking for exhibitors who will provide a positive experience for show attendees and help us celebrate all that is great about South Dakota.

Exhibitors in the following categories have the highest priority, but we are not limiting exhibitors to only these categories:

- **Outdoor Services** – *hunting services, guide services, hunting dog sales, dog training, etc.*
- **Outdoor Retail** – *outdoor lifestyle apparel, outfitting and gear, sporting goods, etc.*
- **Recreational Vehicles** – *ATVs/UTVs, watercraft, custom trailers, niche vehicles, etc.*
- **Interactive Exhibits** – *dog care, archery, outdoor and game cooking, gun cleaning/safety, etc.*
- **Kid-Friendly** – *simulation games, gear demonstrations, outdoor safety and first aid, animal education, kite making, etc.*
- **Fine Arts** – *painting and sculpture (emphasis on the outdoors and wildlife), fine jewelry, pottery, stained glass, etc.*

An effort will be made to group similar booths together in the Convention Center.

All applications will be reviewed and approved or declined by the South Dakota Department of Tourism. There are approximately 90 booth spaces available. Applications will be reviewed in the order received and we will strive to provide confirmation via email within one week of receipt.

SHOW HOURS + SETUP AND TEARDOWN:

Friday, October 22, 2021 | 12 noon–8 p.m.

Saturday, October 23, 2021 | 9 a.m.–5 p.m.

Setup will take place 3–8 p.m. on Thursday, October 21, and 8–11 a.m. on Friday, October 22.

Teardown may begin no earlier than 5 p.m. and must be completed by 7 p.m. on Saturday, October 23.

There will not be any assistance with loading in and loading out, however on-site carts are provided by the Convention Center on a first-come, first-served basis. Arrangements may be made ahead of time for larger items (i.e. vehicles and watercraft) to be brought in and taken out via the larger garage door. Please note this when submitting your online application.

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COST:

The goal is to make the show affordable for both exhibitors and attendees. Public attendance for 2021 will be free. Exhibitor booth rates have been reduced from 2020.

2021 booth pricing is straightforward:

- \$300 – for one 10' x 10' space
- \$600 – for two 10' x 10' spaces
- \$900 – for three 10' x 10' spaces
- \$1,200 – for four 10' x 10' spaces
- \$1,500 – for five 10' x 10' spaces
- \$1,800 – for six 10' x 10' spaces

Booth space will include black pipe and draping, basic electrical, one eight-foot table with black linen, two chairs and one trash can per exhibitor. For multiple booth spaces (two or more), arrangements can be made for additional tables and chairs, if needed. Other items exhibitors may wish to provide themselves include power strips, UL-approved extension cords, lighting, branded table coverings, etc.

The Denny Sanford Premier Center Arena is the exclusive provider of utilities and food and beverage for the facility. If you have any need for these extra services, a separate form must be completed and submitted directly to the Arena, along with payment. More information and access to that form can be found on SouthDakotaShowcase.com/Exhibitors. Your exhibitor booth fee does NOT cover any of these services except for the items specified in the previous paragraph.

Actual space configuration in the Arena will vary depending on your needs and the availability of existing floor space.

Booth payment is not required and will not be collected when you apply. Payment invoices will be emailed to approved exhibitors by the South Dakota Department of Tourism. Payment will be expected upon receipt of invoice and will be accepted via check or credit card.

All exhibitors selling items are required to collect and remit sales tax through the usual channels.

EXHIBITOR CANCELLATION POLICY:

Written cancellations made up to Monday, October 18, 2021, will receive a 50% booth refund. Any cancellations made after that date will still pay full booth pricing.

APPLICATION DEADLINE:

Tuesday, October 12, 2021 (5 p.m. CT). The official online application is available at SouthDakotaShowcase.com/Exhibitors.

SPECIAL NOTE:

This trade show takes place in conjunction with and is promoted as part of Governor Noem's Invitational Pheasant Hunt. As such, some invited Hunt guests will receive two, \$25 gift cards to redeem towards the purchase of exhibitor items. The South Dakota Department of Tourism will reimburse exhibitors for all gift cards redeemed. More information, including an example of the gift card and specific reimbursement instructions will be provided to exhibitors at the trade show. All participating exhibitors are expected to honor these gift cards.

CONTACT:

Please contact the South Dakota Department of Tourism with questions:

Thad Friedeman – Thad.Friedeman@TravelSouthDakota.com or 605-773-5329

Kirk Hulstein – Kirk.Hulstein@TravelSouthDakota.com or 605-773-5034

Information, application and FAQs can be found at SouthDakotaShowcase.com/Exhibitors.

Thank you in advance for your interest and participation!
