

Dakotafest 2009 Attendee Summary

Now in it's **15th year**, Dakotafest is **the premier ag event** in the state, surpassing even the South Dakota State Fair. This three-day event attracts **farmers and ranchers** from South Dakota and surrounding states who are looking to **upgrade their equipment** and **learn about the newest innovations** in the ag industry.



Exhibiting at Cygnus Farm Shows creates opportunities for you to build brand awareness and develop relationships with new and existing customers. Our comprehensive ag events have a proven track record of facilitation sales opportunities for hundreds of agribusinesses who return year after year.

2009 Attendee Information

Attendance: 33,288

Male: 79.4%

Female: 20.6%

Primary States Represented:

South Dakota

North Dakota

Nebraska

Minnesota

Primary Commodities Produced:

Corn 89.2%

Beef 87.3%

Soybeans 76.2%

Hay 68.7%

Wheat 37.1%

Oats 23.9%

Swine 13%

Dairy 11%

Other Livestock 8.2%

Attendee Purchasing Power:

Final Decision Maker: 73%

Recommend: 17%

Specify: 3%

Other: 2%

No Role 5%

Average Acreage: 1533.15 Acres

2010 EXHIBIT PRICING:

INDOOR BOOTH

10' x 10' \$630

Indoor space includes electricity. No corner fees.

OUTDOOR BOOTH

25' x 50' \$860

50' x 50' \$1,125

50' x 75' \$1,330

Seed Row Lot* \$2,045

*Seed Row Lot details: 60' frontage x 120' depth. Includes 15 amp electrical service.

Booth Packages also Include:

- ◆ Company listing in the official show program.
- ◆ Complimentary brochures to distribute to key clients and prospects.
- ◆ Convenient, online access to exhibitor tools where you can order exhibitor badges, brochures and update company information anytime.
- ◆ Purchases customized attended tickets at a reduced price to distribute to top prospects and customers (Dakotafest and Farmfest only).

Space is Limited - Reserve Your Space Today!

Call 800.827.8007 or Visit www.farmshows.com