



South Dakota
Women's
Expo

Saturday, September 27, 2008

9:00 a.m. - 5:00 p.m.

South Dakota State Fairgrounds

It's back – and it is even bigger than last year! Huron Regional Medical Center and the South Dakota State Fair are proud to announce the **2008 South Dakota Women's Expo: A Day for Women, Saturday, Sept. 27, 2008 from 9 a.m. to 5 p.m.** on the SD State Fairgrounds in Huron.

The event will feature keynote speaker Diana Jordan, a comedian and singer who Oprah Winfrey calls "One of the funniest people on the planet." Diana is a motivational speaker and author of *A Wife's Little Instruction Book: Your Survival Guide to Marriage Without Bloodshed!* She also appeared in the popular movie *Jerry McGuire* and has been a guest on the *Bob & Tom Show* radio program.

Diana shares healthy positive coping strategies, using as many smiles as possible along the way. She clearly demonstrates that our attitude equally impacts our health and ability to put things in perspective. Attendees are sure to leave laughing and with a more positive way to deal successfully with difficult problems or situations.

In addition to the keynote presentation, information on a diverse number of areas relating to women's health and their everyday lives will be presented in a relaxing, enjoyable atmosphere. Plus, a few lucky ladies will receive free makeovers and be transformed as "Women for a Day."

In 2007, more than 600 women from throughout South Dakota spent the day learning, laughing and shopping at 60 vendor displays. There are many ways for your business to join the fun and present your products and services to hundreds of captive women as an event sponsor or vendor.

The attached marketing opportunities detail some of the options for your business – but customized involvements can also be created based on your needs and desires. KSFY television has again signed on to provide broad promotional support, as well as an on-air personality who will emcee the various stage happenings throughout the event.

For more information or questions, contact Candi Hettinger or Joni Kiple at the SD State Fair at 605-353-7340 or 1-800-529-0900. **But hurry, prime sponsor opportunities are limited!**



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Marketing Opportunities

\$2,500 Presenting Sponsor

(LIMITED number available – act now!)

- Dinner with Diana Jordan for 8 women from your company on Friday evening
- 25 tickets to Saturday's Expo
- Inclusion in all print and television advertising* (newspaper ads, direct mail, TV spots – valued at more than \$1,000)
- Company logo listing on event poster*
- Company logo on event banners
- Company logo Web link from event site
- 3' x 8' banner at event (sponsor provides)
- Free 8' x 10' single booth at event (premium placement ensured)
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.). Items due by 8/22/08.
- Logo recognition in event program

\$1,500 Sponsorship Package

- 15 tickets to Saturday's Expo
- Inclusion in all print advertising* (newspaper ads & direct mail-\$500 value)
- Line listing on event poster*
- Line listing on event banners
- Company logo Web link from event site
- Free 8' x 10' single booth at event
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.). Items due by 8/22/08
- Line listing recognition in event program

\$1,000 Sponsorship Package

- 10 tickets to Saturday's Expo
- Line listing on event poster*
- Line listing on event banners
- Line listing Web link from event site
- Free 8' x 10' single booth at event
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.). Items due by 8/22/08.
- Line listing recognition in event program

\$500 Sponsorship Package

- 5 tickets to Saturday's Expo
- Line listing on event banners
- Line listing on event site
- Free 8' x 10' single booth at event
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.). Items due by 8/22/08.
- Line listing recognition in event program

\$250 Sponsorship Package

- 2 tickets for Saturday's Expo
- Line listing on event site
- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.). Items due by 8/22/08.
- Line listing recognition in event program

\$100 Sponsorship Package

- Inclusion in 500 gift bags (e.g.: coupon, giveaway, etc.). Items due by 8/22/08.
- Line listing recognition in event program

**Some promotional materials may be produced prior to deadline. Become a part of the fun today!*

Sponsor Registration Form (Sponsor Deadline: September 12, 2008)

Please complete the information below and mail with payment to the address provided. If sponsorship level includes free single booth, please also complete a vendor registration form.

Company Name _____ Contact Name _____

Address _____ City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____ E-mail _____

Sponsorship Level _____ Payment enclosed. Bill me, please.

Please return to: South Dakota State Fair, Attn: Candi, 890 3rd St. SW, Huron, SD, 57350. For information, contact Candi Hettinger at 605-353-7340, 1-800-529-0900 or candi.hettinger@state.sd.us.