



# 73rd Annual Sioux Empire Fair

## Promote Your Business

**New Extended Dates!!  
August 4-12, 2012!**

The W.H. Lyon Fairgrounds is host to the annual Sioux Empire Fair every year. It's ten year average attendance is 262,629. It attracts people of all ages and walks of life. Whatever your business is, this is the place to promote it.

### Outdoor Promotions

Advertising at the fair can be as simple as hanging a banner. For only five dollars per square foot you may hang a banner on prime outside fence area for all nine days. Now that is a great deal. Rent for outdoor sign space is not increasing this year, we're offering businesses increased exposure for the same small price. Available outdoor sign space for rent are on benches, buildings, and trams.

### Exhibit

Nice weather and new concepts drove the attendance to 275,600 last year, an average daily attendance of 45,933.3. Vendors reaped the benefits of Free Grandstand Concerts and Business Lunch (free gate admission until one p.m. on weekdays). Regular Sioux Empire Fair vendors quoted that they hadn't seen traffic in that magnitude for years. Both concepts will be returning to the 73rd Annual Sioux Empire Fair, August 4-12, 2012.

### Corporate Picnic

Showcase your business to your employees or current clients. Skip the Office Christmas Party and treat them to a day of fun and relaxation at the fair. They may enter into the fair FREE of charge, enjoy a meal under the corporate tent, and indulge in all of the free entertainment the fair has to offer.

Our Corporate Picnic areas can hold twenty to one thousand people. Did we mention it's inexpensive? Plus, here's the big bonus, you won't have to pay for big entertainment when your employees or clients are surrounded with exciting fair activities.

### Inquire

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

Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Business Mailing Address \_\_\_\_\_ Email \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Signature \_\_\_\_\_

#### Please Contact Me Regarding:

- Outdoor Signage
- Corporate Picnic
- Vendor Opportunities
- Family Education Sponsorship
- Mobile Marketing
- Arts Center Sponsorships
- Livestock Sponsorships
- Rest Area Sponsorships



### Please Send To:

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