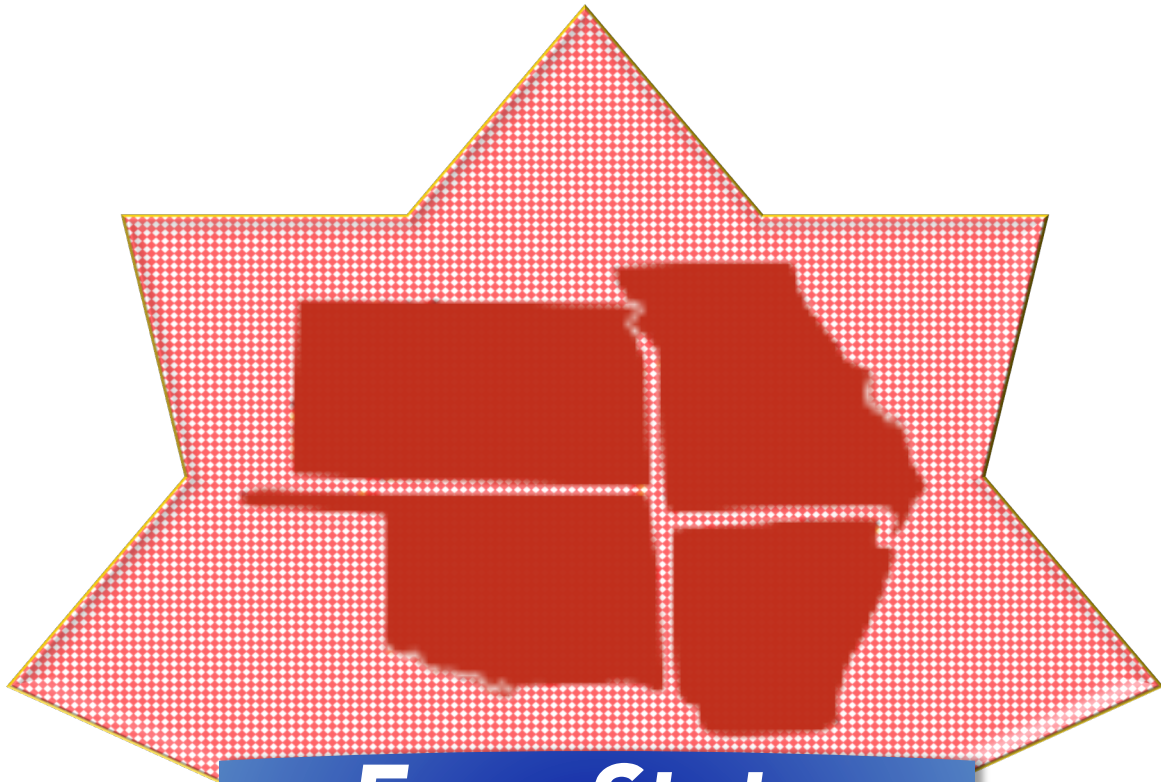


Girard FFA Chapter
An Agricultural Exposition



***Four State
Farm Show***

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Agricultural Communications

Kansas FFA Association

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TABLE OF CONTENTS

I. Executive Summary	Page 3
II. Introduction and Overview.....	Page 4
III. Target Audiences.....	Page 6
IV. Strategic Plan	
a. Objectives	Page 8
b. Key Messages	Page 9
c. Media Tactics.....	Page 11
V. Timeline.....	Page 14
VI. Evaluation.....	Page 15
VII. Budget	Page 16
VIII. Conclusion.....	Page 17
IX. References	Page 18
X. Appendices	
a. Newspaper Advertisement.....	Page 19
b. Radio Advertisement – <i>Farm Talk</i> Focused	Page 20
c. Radio Advertisement – Farm Show Focused.....	Page 21
d. Television Advertisement	Page 22
e. Facebook Page Improvements	Page 23
f. Posters	Page 24
g. Vendor Letters	Page 25

EXECUTIVE SUMMARY

The Four State Farm Show is a communications media plan designed to promote agricultural awareness and products to consumers in Kansas, Oklahoma, Arkansas and Missouri.

In conjunction with *Farm Talk* newspaper, we hold the following goals:

- Reach more vendors and visitors
- Maximize our advertisements to promote the show
- Increase universal adoption of emerging agricultural technologies and safety standards

We realize these goals seem ambitious but believe they are very attainable. The key to succeeding is reaching out and engaging not only the greatest number of agricultural producers in the Four States, but also the many citizens who are disconnected from agricultural life. These target audiences will be instrumental in promoting agricultural awareness, diversity and technology. Each group is addressed based on specific demographic data that will increase our chances of success.

In the end, we plan to use the allotted money to carry out an in-depth media plan that will promote the objectives and key messages necessary to achieving adequate advertisement for this massive event. We feel that we can draw both agricultural and home consumers to the Farm Show to provide assistance to the large farmer or hobby farmer.

Overall, we feel that consumers and businesses alike will come away from the Farm Show with the best benefits possible. Producers will be able to utilize the latest in new technology through more affordable prices and special offers given during the show. Finally, businesses will increase their customer bases and reach in the market.

INTRODUCTION & OVERVIEW

Imagine yourself as a hardworking, rural farmer chugging along through your wheat field when you suddenly hear a screeching noise coming from the engine. Undoubtedly, this means what no farmer wants to hear: another breakdown. Now switch gears and picture yourself as a typical cattle rancher. You begin your day by loading buckets onto the old, trustworthy feed truck and heading toward the field. As you approach it, your heart sinks for the third time this month because the fence is down yet again. Then put yourself in the shoes of a newly married couple who recently purchased their first home together, a dream come true with its four bedrooms, big kitchen, basement and two-car garage. However, out the windows is a daunting TWO-acre lawn that must be cared for—with a puny push mower. What do the individuals in these situations have in common? They all need some type of help, be it an equipment dealership or other service organization, to remedy their agricultural problems.

Ideally, these people would be able to solve their diverse problems in one place with many organizations present, a situation that can easily become reality with the proposed media plan for the Four State Farm Show. This plan is designed to deliver helpful information and buying options to farmers and ranchers, young adults, future agriculturists and everyone in between. This Four State Farm Show is sponsored by the *Farm Talk* newspaper, which has served the production agriculture and agribusiness community within the Four State area for over 35 years. This Four State Farm Show will consist of hundreds of booths, representing a variety of companies and organizations, including John Deere, Case International, DuPont Pioneer Seed and Stine Seed Company, OK Cattle Corral, Dierksen Buildings, Pike's Fertilizer, Farm Bureau Insurance, local cooperatives and regional stockyard booths, all set up on a 25-acre plot of land conveniently located in southeast Kansas near the Missouri, Oklahoma and Arkansas borders.

With such a variety of groups present, a solution to practically every agriculturally related problem is sure to be provided. Visitors will not only find reasonable prices and relationships with dealers and businesses, but also a deeper connection into the vast agricultural community in the Four States.

TARGET AUDIENCES

Target Audience One - Four State Producers and Agriculturalists

Description: Producers and agriculturalists provide the backbone for the world economy and work hard to support humanity's various needs. With roughly 30,000 farms in the Four State area, their role in the local economy cannot be overstated. A Farm Show simply cannot exist without the participation of the farmers and ranchers it aims to serve.

Justification: Everyday, producers use a wide variety of equipment, chemicals and other products in their work. However, it can be difficult and time consuming for agriculturalists to keep up with developments and advancements they could apply to their endeavors. By attending the Farm Show, they will be able to view nearly every kind of equipment imaginable without needing to take excessive time out of their already busy schedules.

Target Audience Two - Four State Consumers

Description: Despite the Four State area's rich agricultural background, nearly 60 percent of the population lives in urban areas and has little to no knowledge or experience with how farms and ranches operate or what impact agriculture has on their lives. This lack of familiarity can severely affect both their own health and the lives of producers by their avoidance of products they believe are "unsafe," as well as initiating backlash against misunderstood agricultural advancements or technologies.

Justification: Through increased consumer attendance at the Farm Show, the general public will be better educated about the safety efforts and guidelines in place to protect the foods they eat and products they use, make more knowledgeable purchasing decisions, and invest more trust in the agricultural community.

Target Audience Three - Four State Agricultural Businesses and Vendors

Description: Producers rely on the help of several businesses, including equipment manufacturers, insurance companies, and seed, chemical and feed dealers. Likewise, these vendors are dependent on being able to reach their customers. Considering that the average farmer lives approximately 20 miles from the nearest town and taking into account how spread out agricultural establishments are, it can be difficult for vendors to encourage their customers to take a more in-depth look at new products. To help bring these groups together, businesses will be encouraged to attend and provide attendees with information about their products.

Justification: By bringing these businesses together during the Farm Show, they will have ample opportunities to meet new customers and effectively demonstrate their products. They will also be able to increase their own brand awareness and help define their place in the community.

Target Audience Four - Four State Agriculture Advocates and Organizations

Description: Many organizations exist for the purpose of educating the public about the virtues and practices of modern agriculture. These advocates play a very important role in shaping the image of agriculture and are an integral part of the Farm Show's educational goals.

Justification: Advocacy organizations rarely have opportunities to meet with the public face-to-face. Allowing these groups to have a presence at the Farm Show alongside typical businesses provides them with the ability to answer questions and dismiss commonly held misconceptions about the role of agriculture in today's world.

STRATEGIC PLAN – OBJECTIVES

In order to host the most efficient and beneficial Four State Farm Show possible, the Girard FFA communications team proposes the following objectives on behalf of the *Farm Talk* newspaper:

- Reach over 700 vendors
- Reach over 3,000 visitors over three days
- Reach 300 new subscribers for *Farm Talk* newspaper
- Invite a broad variety of agricultural exhibitors to reach a maximum audience
- Maximize the number and venue of advertisements to promote the Farm Show
- Minimize heat-related injuries and incidents
- Determine the show's success and outreach following its conclusion

STRATEGIC PLAN – KEY MESSAGES

By utilizing multiple avenues of communication throughout the Four State area, the Farm Show will portray and emphasize the following key messages with the goal of producing a three-day event where any and every kind of person can consult with multiple organizations about eliminating their agricultural problems and build relationships with companies to ensure smooth sailing in future endeavors. In addition, we seek to promote diversity in the agriculture industry and increase the readership of the *Farm Talk* newspaper, which graciously sponsors the Farm Show.

Key Message 1: The Four State Farm Show is a place for agriculturists to get personal customer service and a broad look at their products and buying options.

The world is changing each day, making it necessary to keep up with these developments to be better able to repair inoperative machinery, improve operating practices, and face each day's challenges. To help in this never-ending pursuit of progress, we need to look for advice from a wide variety of organizations.

Key Message 2: Communication is absolutely necessary for maintaining a relationship between businesses and their customers after a purchase or informational meeting.

It is important for consumers and establishments to communicate with each other via email, newsletters and phone calls so consumers may know about future changes that may affect them and keep updated on upcoming events and topics.

Key Message 3: Agriculture always has the best interests and safety of the consumer in mind.

Many people in society today are removed from agriculture and have a fearful misunderstanding of many of the industry's techniques and methods. Educating the consumer

prevents misinformation and needless concern regarding new and upcoming agricultural technologies and improvements.

Key Message 4: A goal of every company or organization within the agricultural industry is to promote diversity within its area.

Diversity is important in any industry, but it is extremely vital in the agricultural field. Incorporating a variety of people and their different demands brings out new ideas and revolutionizes industry concepts that could be obsolete or in need of renovation.

Key Message 5: Increasing membership for the *Farm Talk* newspaper means promoting agriculture and its practices in a good light, which reflects positives on the agriculture industry.

Increasing the number of subscriptions to *Farm Talk* newspaper will result in many more people reading agricultural articles and promoting agriculture to a wider audience.

STRATEGIC PLAN – MEDIA TACTICS

When promoting an event as large as the Four State Farm Show, it is essential that the most effective and efficient media avenues be pursued to reach the largest groups possible. Because of this, our focus is primarily on choosing media tactics that provide the most cost-effective, widespread penetration into our target audiences. Below is an outline of our recommended media resources.

Newspaper Advertisements

The premiere industry news resource for local agriculturalists is the weekly *Farm Talk* newspaper. As sponsors of the Farm Show, this newspaper provides the most cost-effective method of advertising, and ads can begin as soon as January. In the months leading up to the Farm Show, an article regarding preparations for the upcoming event would also be published. In addition, to reach those outside of the agricultural market, we will post several ads during the month and a half before the show in one major newspaper in each of the Four States. These newspapers include *The Morning Sun* (KS), *The Joplin Globe* (MO), *The Northwest Arkansas Times* (AR), and *Tulsa World* (OK).

Radio Advertisements

As the authoritative source for live agricultural news and content, such as market prices and policy reports, KKOW-AM is the preferred radio station for advertising the Farm Show. Various daily promotions will air four times a day evenly spaced through KKOW's agriculturally centered programming beginning a month before the show starts. Some ads will be aimed at local producers to provide specific information about many of the participating establishments and organized events, and others will aim to increase subscription rates to *Farm Talk*.

Television Advertisement

To help reach the general consumer audience, television advertisements will be run on the local Kansas, Oklahoma, Arkansas and Missouri (KOAM) station. KOAM is the number one television station in the area with more than double the market share of its two competitors. These advertisements will run once a day Monday through Friday during the two weeks leading up to the Farm Show. Because of their intended audience, these clips will focus on reaching out to the general consumer.

Facebook Page

Though the Farm Show has an existing Facebook page, it currently only posts pictures and very minimal news updates while the show is happening. In addition to these kinds of posts, information about participating vendors and organizations, as well as any specials they will run, should be presented on the Facebook page. To help with pre-event promotion, posts that can be easily shared by followers with their friends should be made in the month leading up to the show. This allows people who would not otherwise be reached by our efforts to receive news via their Facebook friends.

Organization Posters

Because it is impractical for us to speak to individual potential attendees, we will offer attending businesses poster templates that they can use to promote the Farm Show and their involvement with it. With the more personal communication these establishments have with their patrons, this advertising will be substantially more effective compared to other methods. In addition, by promoting their own involvement in the Farm Show, businesses increase the amount of traffic that will purposefully seek out their booths during the show.

Vendor Letters

Because the number of vendors attending the Farm Show is substantially smaller compared to the number of visitors, it is more feasible to initiate direct contact with them via personalized letters. These letters will be sent to past vendors several months in advance providing them with information about the upcoming Farm Show and encouraging them to continue their involvement.

Live Radio Broadcast

In addition to traditional advertisements, KKOW also offers a live, on-site radio broadcasts during some events. During these broadcasts, radio interviewers will speak with Farm Show organizers and various vendors and participants, providing a real-time look at the Farm Show. This allows people who are not currently present to learn about some of the promotions and events taking place and also serves as additional advertising for those who have not previously attended the show.

TIMELINE: December 2013 – July 2014

(Promotion) Mail vendor letters.....	December 2013
(Preparation) Sell/register booth space/vendor space	January 2014
(Preparation) Secure volunteer workers.....	January
(Preparation) Arrange needed services:	January
–Trash	
–Electric	
–Concessions	
–Restrooms	
(Promotion) Start <i>Farm Talk</i> advertisements	January
(Promotion) Distribute organization posters.....	May
(Promotion) Start radio advertisements	June
(Promotion) Start newspaper advertisements	June
(Promotion) Start television advertisements.....	July 1
(Preparation) Hire buses on standby for emergency evacuation transportation	July 1
(Preparation) Mow show location.....	July 1
(Preparation) Setup	July 8
(Preparation) Contact law enforcement to help direct traffic and provide security.....	July 9
(Preparation) Have ambulance and fire trucks arrive	July 18
Four State Farm Show.....	July 18-20
(Conclusion) Cleanup	July 20
(Conclusion) Begin evaluation process	July 21

EVALUATION

At the conclusion of the Four State Farm Show, our team will organize a complete evaluation of the success of our newly introduced program. By comparing the outcome of our event to our objectives, we will be able to measure the success of the program, specifically in the areas of meeting our goal of over 700 vendors, over 3,000 visitors during the three-day span and 300 new subscribers to *Farm Talk* newspaper by counting the vendors present, providing a sign-in page at the entrance of the show, where visitors can pick up maps of the grounds and by keeping track of new subscribers who register during the weekend.

Another stage of our evaluation will be a survey conducted via Internet to gather information on whether or not we reached our goal of serving a broad variety of agriculturists, as well as to determine if we met the customers' interests and expectations.

The third and final stage of our assessment will evaluate the success of and provide feedback about our advertising choices. To determine how a majority of the visitors found out information about the Four State Farm Show, there will be a survey attached to the show map, and as an incentive, those who return the survey will be entered in a drawing for a free month of the *Farm Talk* newspaper.

BUDGET

Newspaper Advertisements	\$4,100.00
Radio Advertisements	\$3,800.00
Television – Local KOAM Channel	\$2,120.00
Live Remote Radio Broadcasts	\$2,000.00
Posters	\$1,100.00
Letters (including postage)	\$810.00
Transportation Costs	\$500.00
Total	\$14,430.00

CONCLUSION

It is our intention to assist the maximum number of people with our all-purpose Four State Farm Show. By utilizing multiple venues of media and advertising, we hope to reach as many consumers as possible to ensure a positive and productive event. After collecting data and records of this event, it should become easier to organize and plan improvements for the future. Hopefully, the exhibition will benefit all who are involved and the show will be able to continue to aid area agriculturalists and citizens. On behalf of the Girard FFA chapter, we hope that this proposal will prove sufficient in helping to carry out a successful Farm Show. Being in such a cohesive and interconnected area, it is our hope that there will be something for everyone at the 2014 Four State Farm Show.

REFERENCES

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NEWSPAPER ADVERTISEMENT

2014
FOUR STATE
FARM SHOW



JULY

Friday • 18
Saturday • 19
Sunday • 20

7:30AM-3PM FRI. & SAT.; 8AM-3PM SUN.

1/2 mile east of Junction of Hwy 69, K-171, and 400 South of Pittsburg, Kansas

RADIO ADVERTISEMENT – *FARM TALK* FOCUSED

Subscribe to *Farm Talk* newspaper at the Four State Farm Show, July 18th, 19th, and the 20th. While you're there, sign up to win the daily \$1000 shopping spree at the *Farm Talk* tent. *Farm Talk* brings you page after page of farm classifieds, auctions, humor, stories about farm and ranch folks, management information to help make your operation more profitable, and much, much more. Subscribe or renew at the Farm Show and you'll receive a free gift as well as 52 weeks of the area's best farm publication. The Four State Farm Show is located just south of Pittsburg, a half a mile east of the 69, K-171, and 400 highway junction. Show hours are from 7:30 A.M. to 3 P.M. Friday and Saturday, and 8 A.M. to 3 P.M. July 18th, 19th, 20th. Free admission and free parking. Stop by and visit with the *Farm Talk* folks and be sure to sign up for the daily \$1000 shopping spree so you'll keep on getting the area's best farm and ranch publication. *Farm Talk* and the Four State Farm Show: Working together to serve America's farmers and ranchers.

RADIO ADVERTISEMENT – FARM SHOW FOCUSED

Don't miss this year's Four State Farm Show, Friday, Saturday and Sunday, July 18th, 19th, and 20th, just south of Pittsburg, KS. Come on out and see the area's largest farm and ranch equipment show with 700 exhibits, 25 acres of tractors, machinery, livestock equipment, buildings, bins, trailers, seed, feed, four-wheelers—everything you need to get the job done. See the hay equipment demonstrations and check out the lawn mower test-driving range, antique farm equipment, and more. The very latest farm and ranch equipment will be at the Four State Farm Show. Make sure you sign up to win the daily \$1000 shopping spree at the *Farm Talk* booth. And don't miss out on the special deals offered only at the Four State Farm Show. Located just south of Pittsburg, a half a mile east of the highway 69, 400, and K-171 junction. Free admission, free parking! Open 7:30 A.M. to 3 P.M Friday and Saturday, and 8 A.M. to 3 P.M. on Sunday. Sponsored by *Farm Talk*, your weekly regional agricultural newspaper. See you at the Four State Farm Show Friday, Saturday, and Sunday, July 18th, 19th, and 20th. Don't miss it!

TELEVISION ADVERTISEMENT

Visuals

On screen in the background will be a rotating collection of various pictures taken from previous years at the Farm Show. Along the top of the screen will be the show's logo, as seen in the Example Newspaper Advertisement. At the bottom, the Farm Show's phone number and Facebook addresses will be displayed. During each section of the script below, a small caption summarizing the audio recording will be displayed to emphasize the important information.

Script

Section 1: Come on out to the Four State Farm Show Friday, Saturday, and Sunday July 18th, 19th, and 20th in Pittsburg, Kansas.

Section 2: Over 25 acres of agricultural displays.

Section 3: See hay equipment in action and check out the lawn mower test-driving range.

Section 4: Located just South of Pittsburg, Kansas, a half a mile east of the highway 69, 400, and K-171 junction.

Section 5: Open 7:30 A.M. to 3 P.M. Friday and Saturday and 8 A.M. to 3 P.M. Sunday, July 18th through the 20th.

Section 6: Free admission and free parking. Sponsored by *Farm Talk* newspaper.

FACEBOOK PAGE IMPROVEMENTS

2013 FOUR STATE FARM SHOW
 39 Years
JULY 19, 20 & 21, 2013
 7:30 A.M. to 3 P.M. Friday & Saturday, 8 A.M. to 3 P.M. Sunday
 Pittsburg, Kansas

Four State Farm Show
 236 likes · 2 talking about this · 33 were here

Like Message

236

Photos Likes Map

Highlights

1 Friend Likes Four State Farm Show

Invite Your Friends to Like this Page

Invite

Jay Kuneo Lee Invite

Todd MacLean Invite

Tyler Egbert Invite

Recent Posts by Others on Four State Farm Show

AgEagle LLC
 We have been working with K-State to develop a ne...
 June 29 at 8:26pm

Forrest Buildings
<http://www.facebook.com/forrest.buildings?ref=tn...>
 January 18 at 10:29am

Recommendations

What do you think about this place?

Likes

O'Malley Implement Professional Services Like

O'Malley Equipment Co. - Independence & Iola, KS
 1 friend also likes this. Like

Four State Farm Show July 21 via mobile

The rain sure cooled us down! Come see us for our last day of the 39th Four State Farm Show. We are open until 3 pm today.

Like Comment Share 5 4

Four State Farm Show July 18 via mobile

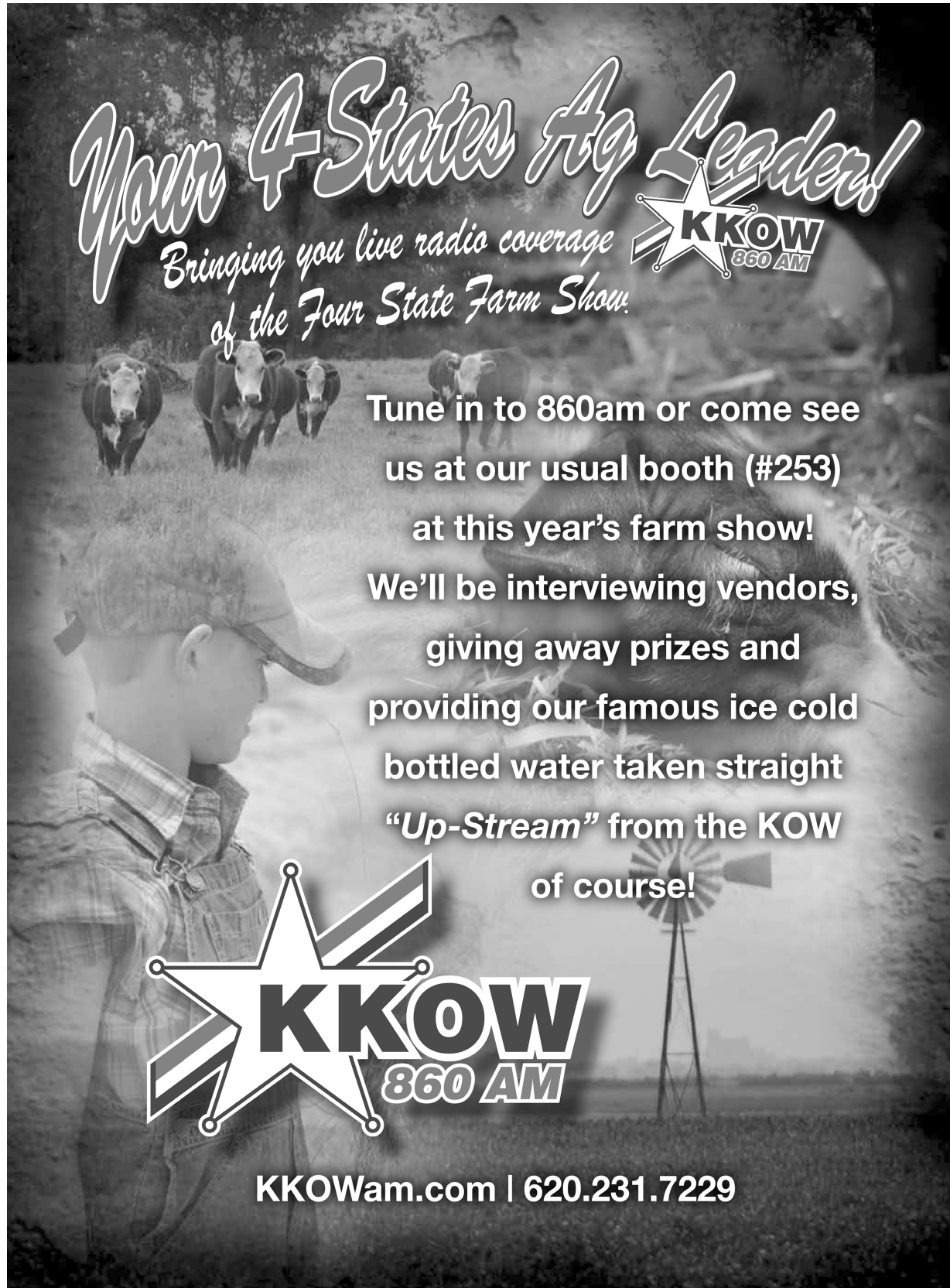
Day one of the Four State Farm Show opens up tomorrow at 7:30 am. Hope to see you there!!

Like Comment Share 9

At present, there are a minimal amount of Facebook likes. By actively encouraging followers to share various posts with their friends, information about the show can reach a much wider audience.

While certian vendors have liked the Facebook page, we currently don't do anything to help promote any special deals businesses may be running during the show.

POSTERS



Your 4 States Ag Leader!

*Bringing you live radio coverage
of the Four State Farm Show.*



**Tune in to 860am or come see
us at our usual booth (#253)
at this year's farm show!**

**We'll be interviewing vendors,
giving away prizes and
providing our famous ice cold
bottled water taken straight
"Up-Stream" from the KOW
of course!**



KKOWam.com | 620.231.7229

VENDOR LETTER

Pittsburg, Kansas **2014 FOUR STATE FARM SHOW** **July 18, 19, 20**

Sponsored by FARM TALK NEWSPAPER

CONTRACT (Please Type or Print)

Company _____
 By _____ Title _____
 Address _____
 City _____ State _____
 Telephone _____ Zip _____
 Cell Phone _____

Make Check To:
 FOUR STATE FARM SHOW

Mail Check and Contract To:
 Farm Talk Publishing
 P.O. Box 601
 Parsons, Kansas 67357
 Phone: 620-421-9450

Federal Tax Identification Number: ##-####-####

CHOICE OF BOOTHS

1st _____ 3rd _____
 2nd _____ 4th _____
 Booths will be assigned on a first reply basis.
 Display Product Description _____

<p>SHOW HOURS</p> <p>Friday Saturday July 18 July 19 7:30 a.m.-3 p.m. 7:30 a.m.-3 p.m.</p> <p>Sunday July 20 8 a.m.-3p.m.</p> <p><i>For Office Use Only</i></p>	<p>--BOOTH FEES--</p> <p>In Area <u>With</u> Electricity (See map for shaded areas with electricity available. The booth space fee includes one 110-volt outlet. Add \$70/220-volt circuit or camper hookup.)</p> <ul style="list-style-type: none"> • One Booth (25'x25').....\$395 • Two Booths (25'x25' each).....\$755 • Three Booths (25'x25' each).....\$1,105 • Four Booths (25'x25' each).....\$1,445 <p>Add \$340 for each additional booth.</p> <p>-NO Electrical Contract- No Electricity-</p> <p>In Area <u>Without</u> Electricity (See map for areas that do not have electricity available.)</p> <ul style="list-style-type: none"> • One Booth (25'x25').....\$360 • Two Booths (25'x25' each).....\$710 • Three Booths (25'x25' each).....\$1,050 • Four Booths (25'x25' each).....\$1,380 <p>Add \$330 for each additional booth.</p>
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WE HAVE READ the rules and regulations of the FOUR STATE FARM SHOW and accept these conditions:
 Exhibitor Signature _____ Date _____

-ELECTRICAL CONTRACT-

Office Use:

Company Name _____
 Show Representative _____
 Address _____
 City _____ State _____
 Zip _____ Telephone _____

ELECTRICAL NEEDS (Please Indicate Requirements)

- YES- Need Electricity
 NO- Do Not Need Electricity

110 Outlets

2- 110 receptacles per booth-located at back of booth(s)

220 Outlets

How many 220 receptacles needed _____

Estimated 220 amperage speed _____

(Only a limited number of 220 outlets are available. Please call for location: 620-421-9450.)

There will be **NO** 220 three-phase power outlets.

We reserve the right to limit large fans.

Type of product(s) or selling aid(s) that will be using electricity: _____

Electrical Fee:

- 110-volt electric fee included in price of first booth in electrical area.
- Add \$70/220-volt circuit or camper hookup

Camper air conditioners can be used ONLY before & after show hours.

All electrical hookups must be paid for in advance.

Exhibitor Signature _____

TENT RENTAL ORDER FORM

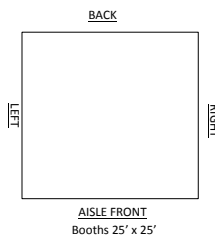
SIZES:

10' x 10'.....\$117	12' x 20'.....\$177
12' x 12'.....\$121	20' x 30'.....\$230
12' x 15'.....\$135	20' x 40'.....\$250
15' x 15'.....\$168	

Larger tents available—Call 800-798-0119

WHEN CHOOSING

TENT SIZE—
 Remember to allow 4' on all sides for tie-down stakes.
 Example: 12' x 12' tent will require 20' x 20' space on your booth!



If block to left is not marked, tent will be placed in center and back of your booth(s).

BOOTH NUMBER

REQUIRED

Send payment and form to:
WEISER TENT SERVICE TENT RENTALS AND SALES (800-798-0119)
 www.weisertent.com

Contact:
 John Weiser
 10 N. Industrial Dr.
 Monett, MO 65708
 Ph: 417-235-8227
 Fax: 417-235-8661
 Email: weisertent@yahoo.com

PREFERRED COLOR: _____ SIZE: _____
 COST: _____ x 7.80% Tax = Total: \$ _____
 All tents must be prepaid before they are delivered.

COMPANY _____
 BY _____ TITLE _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 TELEPHONE _____ FAX _____
TENTS ORDERED AFTER JULY 8—ADD 20% TO TOTAL COST

ORDER DEADLINE: MONDAY, JULY 8, 2014

IMPORTANT EXHIBITOR INFORMATION

Four State Farm Show Checklist:

Your booth location is marked on the enclosed map.

- JUNE 25:** Deadline for returning your free Exhibitor Direct Information Sheet. If we do not receive this information, your company will not be included in the Four State Farm Show Program and Exhibitor Directory to be published July 9, 2014.
- JUNE 26:** Advertising Copy and News deadline for the Four State Farm Show Program.
- JULY 7:** Deadline for ordering tents. Weiser Tent Service, Monett, MO, will deliver and pick up what you order. Tents will be set up Tuesday, July 14, and Wednesday, July 16. Call Weiser Tent Service at 800-798-0119 for more information.
- JULY 7:** Deadline for ordering tables and chairs in advance from Weiser Tent Service. Only tables and chairs ordered and paid for in advance will be delivered to your booth. Tables and chairs will be checked out and in at the Farm Show by Weiser Tent Service. Order form enclosed.
- JULY 14 through JULY 22:** Security will start Monday, July 14, and continue until 8 a.m. Tuesday, July 22.
- JULY 16:** Bins or buildings should be erected by Wednesday, July 16. Call Farm Talk (620-421-9450) to make arrangements.
- JULY 15 to JULY 17:** Setup time begins Tuesday from noon to 5 p.m. and continues Wednesday and Thursday from 8 a.m. to 6 p.m. Forklift service will be available (\$15 minimum charge). **ALL EXHIBITS MUST BE IN PLACE BY 6 P.M. THURSDAY, JULY 17.**
- JULY 16 and 17:** Check in at the Four State Farm Show Office Tent for nametags and exhibitor parking passes.
- JULY 18, 19 and 20:** Show hours are as follows:
 Friday, July 18- 7:30 a.m. to 3 p.m.
 Saturday, July 19- 7:30 a.m. to 3 p.m.
 Sunday, July 20- 8 a.m. to 3 p.m.
- Grounds will be open 1 hour before show time to exhibitors only.