

2021



# The KELOLAND Living Arts & Crafts Show Application

Sat. & Sun., October 16<sup>th</sup> & 17<sup>th</sup> | Best Western Plus Ramkota Exhibit Hall

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The KELOLAND Living Arts and Crafts Show is an event designed for small businesses to get their product directly to buyers. We have created a unique opportunity by combining advertising with a free booth at our show to increase your reach in our region. Over \$50,000 in advertising will be reserved to make this experience a success!

## Applicant Information

|   |   |
|---|---|
| Your Name   | Street Address (City, State, Zip Code)  |
| Business Name                                     | Website   |
| Cell Phone #                                      | Facebook Page/Instagram/ Other Social Media Account                             |
| Email Address                                     | Business Sales Tax ID#<br>(If new business, forms will be provided day of show) |
| Detailed Description of Products Intended to Sell |   |

## Applicant Qualifications: See "Additional Information and Check List" page for more information

Items sold can NOT be buy/resell or distributorship. Must purchase an advertising package. All applicants must provide digital photographs of their items listed on their application and their booth display (emailed to [events@KELOLAND.com](mailto:events@KELOLAND.com)). We must stay truthful to our viewers by providing authentic products.

## Package Options: FREE booth with chosen advertising investment.

Check the package AND the advertising investment you're purchasing. Price: Early App Price (EAP) applies if received before 8/31/21

|                          |   |                                  |
|--------------------------|---|----------------------------------|
| <input type="checkbox"/> | <b>Package One:</b> 10' x 10' booth AND<br><input type="checkbox"/> 3-minute appearance on KELOLAND Living OR <input type="checkbox"/> 100,000 Web Banner Impressions   | <b>\$315</b><br><b>EAP-\$299</b> |
| <input type="checkbox"/> | <b>Package Two:</b> 10' x 15' booth AND<br><input type="checkbox"/> 4-minute appearance on KELOLAND Living OR <input type="checkbox"/> 140,000 Web Banner Impressions   | <b>\$445</b><br><b>EAP-\$429</b> |
| <input type="checkbox"/> | <b>Package Three:</b> 10' x 20' booth AND<br><input type="checkbox"/> 5-minute appearance on KELOLAND Living OR <input type="checkbox"/> 175,000 Web Banner Impressions | <b>\$545</b><br><b>EAP-\$529</b> |
| <input type="checkbox"/> | <b>Package Four:</b> 10' x 30' booth AND<br><input type="checkbox"/> 7-minute appearance on KELOLAND Living OR <input type="checkbox"/> 255,000 Web Banner Impressions  | <b>\$765</b><br><b>EAP-\$749</b> |
| <input type="checkbox"/> | <b>6' Display Table:</b> Table only (Limited Available) with 50,000 Web Banner Impressions  | <b>\$125</b>                     |

### Complimentary Items Available Upon Request (Check all that apply):

- Electricity (must provide own extension cord)
- Tables (6'x2.5') & 2 chairs
- Pipe & Draping (Limited Available)
- WiFi

List Special Requests Here\*:

**Send Application, Waiver Form & Payment To:**  
KELOLAND Living Arts and Crafts Show, KELO-TV,  
501 S Phillips Ave, Sioux Falls, SD 57104



# Additional Information & Check List

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This page is to provide you with additional information and doesn't need to be returned

## Show Information

|                       |   |              |   |
|-----------------------|---|--------------|---|
| When                  | Saturday, October 16, 9am-5pm<br>Sunday, October 17, 10am-4pm   | Vendor Setup | Friday, October 15, 2pm-8pm<br>Saturday, October 16, 7:30am-8:30am<br>Restocking Sunday, October 17, 8am-9:30am |
| Location              | Best Western Plus Ramkota Exhibit Hall<br>3200 W. Maple Street, Sioux Falls, SD 57107   | Parking      | FREE. Paved parking lot on the east and west sides of the building  |
| Admission to the show | \$5 -Adults ( \$1 off with donation)<br>FREE -Kids 12 & Under   | Security     | Overnight security on Friday and Saturday to monitor merchandise  |
| Hotel Rooms           | A block of hotel rooms is reserved for booking at the Best Western Ramkota Hotel. Mention you're with the KELOLAND Living Arts and Crafts Show: <a href="https://www.bestwestern.com/en_US/book/hotels-in-sioux-falls/best-western-plus-ramkota-hotel/propertyCode.42038.html">https://www.bestwestern.com/en_US/book/hotels-in-sioux-falls/best-western-plus-ramkota-hotel/propertyCode.42038.html</a> |              |   |

## Application Information

|                                   |  |                   |   |
|-----------------------------------|--|-------------------|---|
| Entry Deadline                    | September 16, 2021 (Late entries will only be considered based on availability)  | Exclusivity       | We cannot offer product exclusivity but will inform of similar vendors upon request.  |
| Returning Vendors                 | Returning vendors may request their same booth location if application is received by March 31, 2021.  | *Special Requests | We will do our best to honor your requests, however, we reserve the right to assign spaces as we see fit on a first come first serve basis.   |
| Accepted Application Confirmation | Acceptance will be sent at least one week after receipt of application. Applications will be accepted based on the quality and uniqueness of the products.   | Sales Tax         | Exhibitors must collect and report their own sales tax. A Sales Tax ID# on application is required. If you do not have one, forms will be provided the day of the show.                           |
| Application                       | Applications must be completed & either emailed to <a href="mailto:events@KELOLAND.com">events@KELOLAND.com</a> OR physically mailed to: KELOLAND Living Arts and Crafts Show, KELO-TV, 501 S Phillips Ave, Sioux Falls, SD 57104  | Payment           | Pay with check or credit card. If check is not received with application, instructions will be sent on how to pay online with a credit card.  |
| Product Photos                    | Must provide digital photographs of items listed on the application. E-mail photos and displays to <a href="mailto:events@KELOLAND.com">events@KELOLAND.com</a> . Images will be used for advertising and acceptance into the show.  | Credit Card       | If you'd like to pay with a credit card, instructions will be sent for paying online after your application has been received and accepted. You will still need to provide a \$70 retainer check. |
| Advertising Package Descriptions  | KELOLAND Living Appearance: This is an as-live interview on our lifestyle show to market your products. The segment is posted on our webpage and promoted on the KLL facebook page.<br>Web Banner Impressions: Web Banners are advertisements created for your business that appear on KELOLAND.com. Impressions are the number of times a person sees your ad on our webpage. | Checks            | Checks can be made payable to: KELO-TV. Indicate on the memo whether it's the "package fee" or "retainer check"   |
|                                   |  | Retainer Check    | A separate \$70 retainer check will be required and sent in with your application to prevent early closings the last day of the show. This check will be returned at 4p on Sunday, October 17.    |

## CHECK LIST

Below is a checklist of items that either need to be physically and/or electronically mailed to KELO-TV. (KELOLAND Living Arts and Crafts Show, KELO-TV, 501 S Phillips Ave, Sioux Falls, SD 57104)

- |   |   |
|---|---|
| <input type="checkbox"/> Completed Application                                | <input type="checkbox"/> \$70 Separate Retainer Check   |
| <input type="checkbox"/> Liability Waiver & Release Form                      | <input type="checkbox"/> Photos of Products and Display |
| <input type="checkbox"/> Advertising/Booth Package Fee (Check or Credit Card) |   |

*Thank You & Enjoy Our Show!*

For questions contact Courtney Hardie, [chardie@keloland.com](mailto:chardie@keloland.com)

2021



# Liability Waiver & Release Form

To be returned with application

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1. We reserve the right to refuse participation in the show if qualifications are not met on the application. No buy/resell is allowed in the KELOLAND Living Arts & Crafts Show. If an Exhibitor does not qualify for a booth, the purchase price of the advertising package will be returned to the applicant.
2. Items such as or related to tobacco, firearms, illegal drugs, offensive or “adult” items shall not be permitted for exhibition or sale. Exhibits shall not employ fire or anything that could be hazardous during the show. The Exhibitor represents and warrants that the items offered for sale at the show meet all applicable safety standards and comply with all federal, state or local laws.
3. For the safety of everyone, during the COVID-19 pandemic, we will be following CDC guidelines and evaluate a mask mandate at a later date based on current numbers and city/state regulations.
4. It is the Exhibitors responsibility to carry the necessary insurance for their products and displays with aspects to their participation in this show. The Exhibitor also represents that s/he holds all permits and/or licenses required by law.
5. Exhibitor is responsible for the supervision of the assigned booth and for its merchandise before, during and after the show. All unsold merchandise shall remain the property of the Exhibitor.
6. KELO-TV makes no warranty as to the amount of revenue or sales the Exhibitor will receive by participating in the show. The Exhibitor recognizes this is a media advertising sale transaction. Booth rental is an added value with the purchase of an advertising package. Exhibitor may use their advertising package to promote another show, as long as the show is not September 15-October 17, 2021. This advertising package must be redeemed before April 15, 2022.
7. The Exhibitor represents and warrants that the items offered are original and shall not infringe on the intellectual property rights of others, including copyrights and trademarks, and that Exhibitor will pay any royalties or other payments required to be paid on its merchandise.
8. Personnel under supervision of Exhibitor will not consume alcohol or illegal drugs before and during the show or at load-out. Those who show signs of inebriation or are consuming alcohol or illegal drugs will be asked to leave the show. Smoking is also prohibited on the premises during the show.
9. The Exhibitor is responsible for all monetary exchanges associated with its merchandise, including but not limited to the collection and payment of taxes associated with all sales of merchandise as required by state law.
10. The Exhibitor hereby exonerates and holds harmless KELOLAND, its parent company, employees, agents, sponsors, the Ramkota and their workers from any injuries, damage or losses while setting up, attending, dismantling, in transit, or anytime surrounding the KELOLAND Living Arts & Crafts Show. In the event the Exhibitor or its representatives causes damage to property or injury to persons, the Exhibitor will indemnify KELOLAND, its parent company and employees and agents, the sponsors and the Ramkota from any monetary damages they incur because of Exhibitor’s acts or omissions.
11. Exhibitors are not allowed to setup after 9am on Saturday, October 16 & 9:30am on Sunday, October 17. Exhibitors who arrive late without prior arrangements or fail to appear are not eligible for any kind of a refund.
12. No booth can dismantle earlier than 4pm on Sunday, October 17. A separate retainer check of \$70 will be required to check in for the show on October 15. If the Exhibitor chooses to leave earlier than 4pm on Sunday, October 17, that Exhibitor relinquishes the \$70 retainer check. Otherwise, all checks will be returned at the end of the show.
13. We understand an Exhibitor may have a sudden change of plans that makes them unable to attend the show. In this case, a voucher will be issued to be used in a future show. Refunds will not be issued. Should the KELOLAND Living Arts and Crafts Show need to be cancelled due to an unforeseen event such as bad weather or an act of God, alternative arrangements will be made.

Signature below is agreeing to abide by all rules and regulations pertaining to this event:

Signature

\_\_\_\_\_

Date of

Signature

\_\_\_\_\_