



# The KELOLAND Living Arts & Crafts Show Application



2022

Sat. & Sun., October 15<sup>th</sup> & 16<sup>th</sup>, 2022 | Best Western Plus Ramkota Exhibit Hall

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 \$75,000 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# (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. EAP Price: Early App Price applies if received before 5/31/22

<input type="checkbox"/>	<b>Package One: 10' x 10' booth AND</b> <input type="checkbox"/> 3-minute appearance on KELOLAND Living OR <input type="checkbox"/> Digital Advertising	<b>\$320</b> <b>EAP-\$299</b>
<input type="checkbox"/>	<b>Package Two: 10' x 15' booth AND</b> <input type="checkbox"/> 4-minute appearance on KELOLAND Living OR <input type="checkbox"/> Digital Advertising	<b>\$450</b> <b>EAP-\$429</b>
<input type="checkbox"/>	<b>Package Three: 10' x 20' booth AND</b> <input type="checkbox"/> 5-minute appearance on KELOLAND Living OR <input type="checkbox"/> Digital Advertising	<b>\$550</b> <b>EAP-\$529</b>
<input type="checkbox"/>	<b>Package Four: 10' x 30' booth AND</b> <input type="checkbox"/> 7-minute appearance on KELOLAND Living OR <input type="checkbox"/> Digital Advertising	<b>\$770</b> <b>EAP-\$749</b>
<input type="checkbox"/>	<b>6' Display Table: Table only (Limited Available) with Digital Advertising</b>	<b>\$130</b>

**Complimentary Items Available Upon Request (Check all that apply):** WiFi available to all vendors.

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

<input type="checkbox"/>	<b>Be a part of Ash &amp; Britt's Hand-Picked List!</b> Check the box if you want Brittany Kaye & Ashley Thompson to stop by your booth at the show. Show them your best product and you could be chosen to get more exposure on KELOLAND Living! (If checked, details will be emailed to you)
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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 provides you with additional information and doesn't need to be returned

## Show Information

When	Saturday, October 15, 9am-5pm Sunday, October 16, 10am-4pm	Vendor Setup	Friday, October 14, 2pm-8pm Saturday, October 15, 7:30am-8:30am Restocking Sunday, October 16, 8am-9:30am
Location	Best Western Plus Ramkota Exhibit Hall 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) 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	<b>September 15, 2022</b> (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 May 31, 2022.	*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	Instructions will be sent for paying online with a credit card 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.	Checks	Checks can be made payable to: KELO-TV. Indicate on the memo whether it's the "advertising package" or "retainer check."
Ash & Britt's Hand-Picked List:	Alternative Digital Advertising: Of equal value, this will be advertising online and/or on our website.  Opportunities include: A mention on KELOLAND Living about the product and vendor. A list posted to their Facebook page along with the vendor's contact information.	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 16. <b>Postdate your retainer check to 10/15/22</b>

**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 (postdate check-10/15/22) |
| <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)



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# Liability Waiver & Release Form

To be returned with application



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 firearms 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, 2022. This advertising package must be redeemed before December 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 illegal drugs before and during the show or at load-out. Those who show signs of inebriation 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 15 & 9:30am on Sunday, October 16. 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 16. A separate retainer check of \$70 will be required to check in for the show on October 14. If the Exhibitor chooses to leave earlier than 4pm on Sunday, October 16, 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

\_\_\_\_\_