



July 07, 2011

Dear Small Business Owners,

You are invited to participate in the First Annual **South Dakota MarketPlace: Opening Doors to Success Conference** presented by the Center for Rural Affairs, South Dakota Farmers Union and our numerous partners on Tuesday, July 26 and Wednesday July 27, 2011 at the Huron Event Center in Huron, South Dakota.

**What is MarketPlace?** South Dakota is offering its first conference modeled after North Dakota's very successful Marketplace for Entrepreneurs and Nebraska and Kansas's MarketPlace Conference. The conference will offer training, networking, and professional development opportunities for startup and existing small businesses, service providers, rural communities, and family farmers and ranchers.

**Key Elements of the Conference:**

1. The **Resource Zone** will feature up to 52 exhibit booths filled with successful small business men and women, service providers, and other conference sponsors. Attendees will be able to meet exhibitors throughout the day to ask questions, gather information, and make connections.
2. **Professional Development** will be enhanced through 30 training sessions ranging from marketing and finance to innovation and agriculture plus much more!
3. **Expert Q & A** - professionals will be available throughout the conference to answer specific questions on legal matters, finances, marketing, technology, design, and more.
4. **SD MarketPlace Store** is an area of the conference that will give attendees a place to shop for a variety of quality South Dakota products and services offered by small business owners.

**How Can You Become Involved?** Sign up for the First 2011 MarketPlace Store opportunity. We would like to have as many small business owners participate as possible to assist with the promotion of your business! If you would like to participate go to [www.cfra.org/marketplace/home](http://www.cfra.org/marketplace/home) to fill out the form and return it to me no later than July 22, 2011. In addition, please also fill out the [inventory list form](#) that will list all items you will be selling at the conference. South Dakota Farmers Union will collect and pay sales tax, making it an even easier process. You do not need to be present at the store during the conference as conference staff will be running the store so you can enjoy the conference! This is a terrific opportunity for you to showcase your South Dakota made products while introducing them to a new audience.

**Early bird registration ENDS Soon!** Register online for the conference at [www.cfra.org/marketplace/home](http://www.cfra.org/marketplace/home) or <http://www.sdfu.org/rural-development/marketplace.php> Don't wait! The early bird registration ends July 19, 2011 at a rate of \$59, thereafter, regular registration is \$99. You can also visit our website to view a schedule of conference events!

Small business development drives job growth and economic development in rural areas. Don't miss out! Take advantage of this outstanding opportunity. We hope that you will decide to display your products and attend the conference in July! Please feel free to contact me by phone or email if you have any questions.

Partners for Success,

Joy L. Marshall, Event planner

[joym@cfra.org](mailto:joym@cfra.org)

P:402-676-0517

F: 402-614-5558

Enclosure



## 2011 SD MarketPlace Store Contract

July 26 & 27<sup>th</sup>, 2011

Store hours: July 26<sup>th</sup>, 4:00 p.m. – 8:00 p.m. &

July 27<sup>th</sup>, 8:00 a.m. – 3:30 p.m.

The MarketPlace Store is a cooperative effort between the **Center for Rural Affairs and South Dakota Farmers Union**, which will provide members with retail space, staffing and pay sales tax.

- ◆ Applicants will provide product and display unit between 1:00 p.m. and 4:00 p.m. on **Tuesday, July 26, 2011** at the Huron Event Center in Huron, South Dakota.
- ◆ All items brought to the MarketPlace store must be tagged with an ID number and retail price. Please consider increasing your price over your normal retail price to cover the costs you will incur from the commission
- ◆ Consignors must submit an itemized inventory sheet and the application by July 22, 2011 in order to be included in the store.
- ◆ Each business must provide a display unit for their product
- ◆ Applicants will be responsible for picking up excess product and display units at the MarketPlace Store by 6:00pm on Wednesday, July 27, 2011 or it will be donated to a charity.

### Commission fees and payments:

- South Dakota Farmers Union will retain 25% commission of the consignee's total sale(s) exclusive of sales tax.
- Payment for sales will be mailed within two weeks after the conference.

### Disclaimer:

- All items are left in the store at the risk of the applicant. MarketPlace will not be liable for breakage, theft, damage, etc. We will make every effort to secure inventory.
- South Dakota Farmers Union reserves the right to deny approval for products that may be obscene or offensive.

It is critical that each applicant understand that the 2011 SD MarketPlace Store be looked at as a promotional and marketing opportunity first, and a selling opportunity second.

**Thank you for participating and allowing us to become a partner in marketing your company.**

Business Name: \_\_\_\_\_ Owner's Name: \_\_\_\_\_

Address: \_\_\_\_\_ City, St, Zip: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ - \_\_\_\_\_ Fax: (    ) \_\_\_\_\_ - \_\_\_\_\_ E-Mail: \_\_\_\_\_

Web Site: \_\_\_\_\_ Tax ID # or Soc. Security #: \_\_\_\_\_

Applicant's Signature \_\_\_\_\_

Date \_\_\_\_\_

Please fill out and send back with Itemized Inventory Sheet by July 22, 2011:  
Email: [joym@cfra.org](mailto:joym@cfra.org), Fax: 402-614-5558 or mail: Joy Marshall, PO Box 391025, Omaha, NE 68139  
(NO late MarketPlace Store Contracts will be accepted.)

The Center for Rural Affairs and South Dakota Farmers Union are Equal Opportunity Providers and Employers.

# 2011 South Dakota MarketPlace Store Inventory list



Consignor: \_\_\_\_\_

Checked in by: \_\_\_\_\_

|    | Item # | Item Description | Retail Price** | Payment Date |
|----|--------|------------------|----------------|--------------|
| 1  |        |                  |                |              |
| 2  |        |                  |                |              |
| 3  |        |                  |                |              |
| 4  |        |                  |                |              |
| 5  |        |                  |                |              |
| 6  |        |                  |                |              |
| 7  |        |                  |                |              |
| 8  |        |                  |                |              |
| 9  |        |                  |                |              |
| 10 |        |                  |                |              |

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\*\* Retail Price - 25%Commission will be deducted out from retail price

RETURN Completed Contract and Itemized Inventory Sheet by July 22, 2011 to:

[joym@cfra.org](mailto:joym@cfra.org)

Fax: 402-614-5558

or

Joy Marshall, PO Box 391025, Omaha, NE 68139

NO late contracts and itemized inventory sheets will be accepted! Please contact Joy Marshall at 402-676-0517 with any questions