

Western Kansas Manufacturers Association Newsletter

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Planning Underway for 2020 3i SHOW

As the 65th Annual 3i SHOW has come to an end and things have finally settled down, planning for 2020 continues. WKMA firmly believes that the March dates fall at the perfect time when farmers, ranchers and producers are able to attend. Next year will be the third year with the new March dates, and we look forward to continued regrowth. Exhibitors are strongly encouraged to submit suggestions for events, demonstrations, and presentations.

Weather was an excellent combination of sunshine and rain, allowing farmers an opportunity to get out of the field and come to the 3i SHOW. Exhibitor surveys returned to date indicate positive feedback regarding attendance on Thursday and especially on Saturday, providing promising leads.

The 2020 3i SHOW showcases a new pricing structure featuring bigger multi-lot discounts, with discounts beginning with a second contracted space. The new pricing structure comes as a result of feedback from exhibitors who indicated they would expand their exhibits if the discounts were applied earlier. As the Ag economy continues to be difficult, the goal for this new pricing structure is to encourage companies that have scaled back to expand once again.

WKMA staff has already been working hard to finalize as many events for 2020 as early as possible to assist with plans to implement earlier marketing and promotion schedules.

Events being planned will include the return of High School Ag Career Day as well as the second annual Agri-Business Hiring Event. The National Weather Service will also be returning with a presentation too. Discussions are being held in hopes of hosting a live cattle chute demonstration, a bull sale, and the Kansas convoy for Special Olympics.

Mark your calendars for the March 19, 20, and 21, 2020 3i SHOW!

2019 3i SHOW Surveys

Surveys are out! Be sure to submit yours today, if you haven't already done so! All surveys returned by May 24 will be placed in a drawing for \$400 towards 2020 show space.

Each year, exhibitors are strongly encouraged to complete a survey to provide feedback to assist WKMA staff and board members in future decisions.

Surveys are available on the Exhibitor Information page of the 3i SHOW website in both online fillable and printable formats.

Once online surveys are submitted, exhibitors receive an email confirmation which includes a link to request space for next year's 3i SHOW.

"A North American Agri-Business Tradition"

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Assistant

Aaron Crotinger, Social Media
Representative

Thank You 2019 Partner Hotels

WKMA and the Dodge City Convention and Tourism Bureau work closely each year to create partner hotel agreements forming exhibitor room blocks with special exhibitor rates.

Best Western North Edge
Best Western Plus
Hampton Inn & Suites
Holiday Inn Express
LaQuinta Inn & Suites
Motel 6
Rodeway Inn
Stay Suites of America
Super 8
TownePlace Suites
Travelodge

Thank You Official 3i SHOW Sponsors!

WKMA thanks these amazing entities
for their continued support of the 3i SHOW!



Thank You Official 2019 Exhibitor and Volunteer Reception Sponsors!

WKMA Board and Staff can't thank these companies enough
for their support!



WKMA would also like to thank the following businesses for their
contributions to the 3i SHOW:

Arrowhead West, Best Water, BTI John Deere, Casey's Cowtown, Central Station Club & Grill, Country Feeds, Daylight Donuts, Dodge City Community College, El Charro, Ferguson's Furniture & Appliances, Great Western Dining, Guymon Petro, Max Jantz Excavating, Midwest Ag Professionals, New Chance, Inc., Office Solutions, Prairie Fire Coffee Roasters, Prime on the Nine, Radius Irrigation and Wendy's.

GIVEAWAYS AT THE 3i SHOW

WKMA would like to thank Dragon-Line, LLC and KFRM for hosting giveaways at the 65th Annual 3i SHOW. The following winners were selected on Saturday:

Kevin Melvin won a \$1000 Credit towards a complete system or filtration assembly provided by Dragon-Line, LLC. Dragon-Line is available through local pivot dealers all over the U.S., bringing precision irrigation to farmers, saving them 20-50% of water usage.

Beck Sales Company won a 6-month news sponsorship from KFRM valued at \$2,400! Exhibitors simply dropped their business card into the drawing box in KFRM's exhibit space throughout the show. We can't thank KFRM enough for bringing back the Radio Spin Giveaway.

Beck Sales will receive 1 guaranteed 30-second ad per day Monday through Friday, the mention of their company name on 1 segment of weekend Kansas Journal, and ads during the AP News segments including the Oklahoma News, Northwest Kansas News, Central Kansas News, Southwest Kansas News, Virtual News Center, and Kansas Journal Entry for 6 months.



WINNER OF SOCIAL MEDIA CROSS-PROMOTION

WKMA continued its social media cross-promotion giveaway, giving exhibitors the opportunity to earn entries for posts on Facebook and Twitter for a chance to win \$400 towards next year's show space. Cross-promotion benefits everyone, the exhibitor as well as the show, helping to bring the most potential customers to the show as possible.

To be eligible, exhibitors had to 'Like' the 3i SHOW Facebook page and 'Follow' the 3i SHOW Twitter page. Exhibitors then had to tag the 3i SHOW Facebook or Twitter page in a post on their own page inviting the public to their exhibit at the show. Each time a post was made, the exhibitor received an entry into the drawing (maximum 2 per day). The winner, ALKOTA OF KANSAS, was drawn at the Exhibitor Appreciation Reception at the close of the show on Thursday evening and will receive \$400 off their 2020 show space.



EXHIBITOR APPRECIATION RECEPTION

The reception provided a big thank you to returning exhibitors who have continued to support the show through several date changes, and a big welcome to new exhibitors. It was held at the close of the show on Thursday at the United Wireless Arena/Boot Hill Casino and Conference Center, featuring free keg beer and Boot Hill Distillery samples, hors d'oeuvres, and a cash bar.

Several giveaways provided by Boot Hill Casino were awarded. The reception also provided a great opportunity for exhibitors to socialize, network, and have a good time!



**2020 Priority
Renewals
Currently Being
Taken!**

2019 Exhibitors have until
May 24 to reserve their
same space for 2020, or to
request
relocations.

If you have not reserved
2020 show space, do so
TODAY!

Thank You 3i SHOW Volunteers!

Without these amazing people,
the 3i SHOW would not be the success it is!



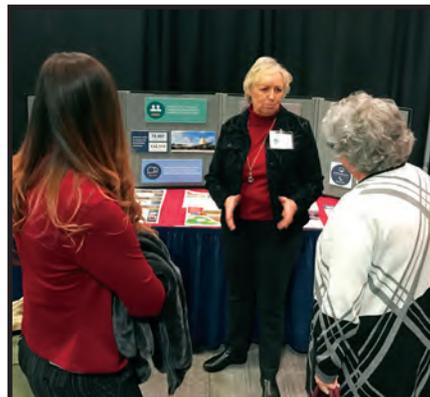
Mid-America Workforce Summit

The Kansas Workforce Summit is continuing to grow with its transition into the Mid-America Workforce Summit! Mark your calendars TODAY for the Summit to be held on **January 22 and 23, 2020**.

The Summit strives to address the new realities facing workforce and economic development issues in this region by bringing together community leaders, chamber representatives, legislators, government officials, employers, educators, and local workforce board members from several Mid-America states.

Early Bird Registrations and Exhibitor Registrations will be sent out soon. Program and presenter recommendations and suggestions are currently being accepted for the 2020 program. Please submit your ideas as soon as possible to register@midamericaworkforcesummit.com.

If you haven't attended the Summit before, you're missing a valuable opportunity to network with representatives from industries across the board related to employment, economic development, training and education. For more information, or to view the 2019 Agenda and Presenters, visit www.midamericaworkforcesummit.com and follow us on Facebook and Twitter.



**2019-2020
WKMA Annual
Membership
Renewals**

Due June 1st!

**Complete member
information and
form available
online!**