

Western Kansas Manufacturers Association Newsletter

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Looking for Additional FREE Marketing Opportunities?

Each year, the 3i SHOW offers exhibitors the chance to receive additional FREE marketing opportunities. The 2020 3i SHOW, to be held March 19-21, is no different as exhibitors who choose to host a giveaway at the show valued at \$500 or more, host a live demonstration, or sponsor a presentation will receive:

- Coverage in special 3i SHOW print publications
- News Releases to Media outlets
- Event listing on 3i SHOW website
- Custom Facebook Event listing



Hosting giveaways is a wonderful way to engage a new customer base! Everyone loves a giveaway, and hosting one at the 3i SHOW guarantees companies will increase their visibility and build relationships with loyal customers as they come to trust you and your product. Registrations are taken all 3 days up until the time of the drawings, which will all be held on Saturday, March 21.



Hosting a demonstration provides the exhibitor extra publicity and helps highlight their exhibit space. Whether exhibitors are showcasing new equipment or their bestsellers, they can expect to see an uptick in interest with the help of the additional marketing. The 3i SHOW provides contracted exhibitors with a demo area free of charge to coordinate large equipment demonstrations and ride and drives located in the northeast corner of the outdoor show grounds.

A presentation is another tool exhibitors can use to inform, educate, and motivate new and existing customers. Presentations are a wonderful way to engage an audience at the show and face-to-face meetings can hold greater results than other marketing activities. Educational and informational sessions will all be held in the area marked "Presentation Area" on the concrete side of the Western State Bank Expo Center.



If any of the above sounds like something your company would be interested in, please contact info@3ishow.com for more information on how additional FREE marketing can positively affect your results at the 2020 3i SHOW.

"A North American Agri-Business Tradition"

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WKMA Annual Meeting/ Volunteer Thank You

For the past several years, the United Wireless Arena & The Boot Hill Casino & Resort Conference Center has helped us show our appreciation to our volunteers by sponsoring the Volunteer Thank-You Reception.

For 2020, WKMA is combining the Annual Board Meeting/Business Meeting with the Volunteer Thank You, allowing Board Members to meet the amazing people who help at the show.

The Board Members will meet before the volunteers arrive on Friday, April 3, at 4 p.m. Volunteers and non-board members should start arriving at 5 p.m. with dinner being served at 5:30 p.m.

WKMA has a vacancy on the Board and is seeking nominations of an "Active" Manufacturing Member. Please email nominations to Eddie@3ishow.com. Self-nominations are acceptable.

Thank you for your continued support of WKMA and the 3i SHOW. We look forward to seeing everyone in April!

High School Ag Career Day Evolving into Career & Technical Education Day

WKMA is excited to announce that High School Ag Career Day is growing and evolving into Career & Technical Education Day (CTED)! It's important to note that there will still be sessions specific to Ag careers, but students will now have the opportunity to learn about careers in ANY field. Students will be made aware of the various levels of education required for a wide range of careers, from those requiring a minimum of a certificate to those requiring a master's degree.



High school and middle school teachers, their students and parents, high school counselors, FFA representatives, and extension agents are invited and requested to help spread the word to make this a GREAT educational event with as many students in attendance as possible!

Exhibitors who host a session for Career & Technical Education Day will receive the same additional FREE marketing as exhibitors participating in other events at the 3i SHOW. Interested exhibitors should contact info@3ishow.com to find out more.

CTED will be on opening day of the 2020 3i SHOW, Thursday, March 19. Sessions are held at 9 a.m., 11 a.m., 12 p.m., and 1 p.m. and typically last between 30 and 45 minutes. Please note the session information repeats at each time slot to a separate group of students. The 10 a.m. session is attendance at the Opening Ceremonies in the Expo Arena.

FREE 2020 Rack Cards Available!

The 3i SHOW is offering FREE rack cards to any business that wants to support this Agri-Business Showcase!

Attendees now have the chance to win wonderful door prizes all three days of the show!

Please email 3ishow@3ishow.com your desired quantity, and the rack cards will be on their way!

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2020
3i
SHOW

IRRIGATION • IMPLEMENTS • INDUSTRY

MARCH 19, 20, 21

Dodge City, Kansas
Western State Bank Expo Center
11333 U.S. Hwy. 283

THURSDAY & FRIDAY
9:00 a.m. - 5:00 p.m.

SATURDAY
9:00 a.m. - 4:00 p.m.

FREE Admission ~ FREE Parking

For More Information:

WKMA
(620) 227-8082
Toll Free: (877) 405-2883
Email: info@3ishow.com
www.3ishow.com



facebook twitter



The **3i SHOW** has been a Charter Member of the Farm Show Council since 1972. The FSC seal represents excellence and high standards for the benefit of both exhibitors and attendees.



Visit the 3i SHOW and enter at Show Office to win daily prizes! One entry per person per day.

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

E-Mail _____

*Information for internal 3i SHOW use only.