



Vendor Marketing and Promotions Information

Dear Vendor/Exhibitor/Attraction Operator,

The 2009 Minnesota State Fair is quickly approaching! This informational packet is designed as a resource to assist you in maximizing the marketing value of your 12 days at the fair.

The State Fair's Marketing & Communications Department exists to promote the Great Minnesota Get-Together as a whole, working closely with representatives of local newspapers, magazines, and TV and radio stations. You are welcome and encouraged to promote your business or attraction using the resources outlined in this packet.

We're excited to have you on board and wish you a successful fair.

Sincerely,

A handwritten signature in cursive script that reads "Brooke Dillon".

Brooke Dillon
Communications Specialist
(651) 288-4381
brooke.dillon@mnstatefair.org

A handwritten signature in cursive script that reads "Brienna Schuette".

Brienna Schuette
Marketing & Communications Manager
(651) 288-4452
brienna.schuette@mnstatefair.org

Marketing and Promotional Opportunities for Vendors

A. Create a News Release

Vendor News Release Instructions

1. Head the paper with the phrase “News Release.”
2. Include a logo or company image.
3. List contact information for the person to whom media inquiries should be directed.
4. Create a headline describing the news in a phrase.
5. Insert the release date underneath the headline.
6. Form the body of the release by including the following:
 - A lead, usually the first sentence or short paragraph, to grab the reader’s attention and give the most important facts: the Who?, What?, Where?, When?, Why? and How? of the news.
 - A second paragraph, including other important details and/or essential background information.
 - A third paragraph and any subsequent paragraphs, which include any secondary information and/or background you think is necessary to the reader.
 - A last paragraph or “boilerplate” with information about your company’s history, location on the fairgrounds, etc.
7. Other tips:
 - Double space.
 - All information should fit on a single page.
 - Use legible fonts that are 12 points in size.
 - Use -###-, to signal the reader that the release has ended.
 - Use the included sample news releases as a guide to creating your own.

Distribution Process

- Submit your news release to the Marketing Department **by Monday, Aug. 17** via e-mail at brooke.dillon@mnstatefair.org or mail at Attn: Brooke Dillon, MN State Fair, 1265 Snelling Ave. N., St. Paul, MN 55108.
- Marketing Department staff will make enough copies and distribute them to all on-grounds media on the first day of the fair. Commercial space regulations prohibit you from distributing materials outside of your approved space during the 12 days of the fair. Therefore, we offer to distribute the information for you.

B. Generate News Story Ideas

Send Your Ideas to the Marketing Department

- If you have an interesting or unique story idea related to your product or business, we would be happy to share it with our media contacts provided it suits their needs and has one or more of the following news values: timeliness; significance; unusualness; newness; and/or human interest.
- Send your ideas via e-mail anytime to brooke.dillon@mnstatefair.org.

Pitch Your Ideas to the Media

You are welcome to share your ideas directly with the media anytime **prior** to the fair. Use the attached “Media on the Fairgrounds” list to contact media with an interest in the State Fair. You may share your ideas, but do not pester the media. If they are interested in your story idea, they will contact you.

C. Submit Information for State Fair Publications

New vendors/exhibitors/attraction operators may submit information about their businesses to be considered for the following State Fair publications: media kit, daily schedules and Official Guide. We make **absolutely no guarantees** that your information will be included. We reserve the right to and will edit submissions. Deadline for information to be considered is **June 1**. Submissions should be sent to brooke.dillon@mnstatefair.org.

D. Offer a Special Deal, Drawing or Giveaway

Deals, drawings and giveaways are opportunities for you to offer approved promotions that drive traffic to your business and may attract media coverage. These approved promotions are listed on the official State Fair web site and in the Deals, Drawings and Giveaways Guide, which is distributed at all information booths and in media kits. Deals, Drawings and Giveaways participants will receive a special sign to display in their booths. You may offer special deals on the following days: Thrifty Thursday, Senior Days, Kids Days, Last Chance Day and Sundays. Freebies and items for \$1 and under are also listed in the Deals, Drawings and Giveaways Guide. We encourage you to participate. For more information or to sign up, contact Brigid McGough at brigid.mcgough@mnstatefair.org or (651) 288-4454. The deadline for submission is **June 22**.

E. Keep Us Updated

Please keep us up-to-date with current contact information, etc. using the included form. Fill out the information as soon as possible and send to “Attn: Brooke Dillon, Marketing Department, Minnesota State Fair, 1265 Snelling Ave. N., St. Paul, MN 55108.”

F. Keep In Mind...

- The Marketing & Communications Department **cannot guarantee** media coverage of any product, business, exhibit or attraction.
- The Concessions & Exhibits Department makes the decision on what products are considered and billed as “new.” If you have questions about whether your product/s are “new” for the year, please call (651) 288-4456.
- Never speculate or repeat rumors. In order to prevent the conception or spread of misinformation, if representatives of the media question you about anything other than your product or business, direct them to State Fair Marketing & Communications staff immediately at (651) 288-4452.
- As a concessionaire/exhibitor, you may only speak on behalf of your business, attraction or exhibit. You may NOT speak on behalf of the Minnesota State Fair.
- Unapproved promotional materials may not be distributed on the fairgrounds during the State Fair. The Concessions & Exhibits Department may be reached at (651) 288-4456 for approval prior to the start of the fair.

G. Deadlines

<u>Deadline</u>	<u>Item</u>	<u>Send To:</u>
• ASAP	Return attached marketing/media info. form	Attn: Brooke Dillon Minnesota State Fair 1265 Snelling Ave. N. St. Paul, MN 55108
• June 1	Submissions to be considered for publications	brooke.dillon@mnstatefair.org
• June 22	Deals, Drawings & Giveaways form	Attn: Brigid McGough Minnesota State Fair 1265 Snelling Ave. N. St. Paul, MN 55108
• August 17	News release of your own creation	brooke.dillon@mnstatefair.org

MINNESOTA STATE FAIR

Marketing & Media Relations Information Form

Company Name: _____

Concession name that appears on booth signage: _____

Your Name: _____

Cell Phone: _____ Alt. Phone: _____

E-mail Address: _____

May the media contact you directly? Yes No

Are you/one of your colleagues willing to do interviews with media? Yes No

If yes, whom? _____ Cell Phone: _____

Special or unique products: _____

Comments: _____

For Food Vendors Only: Do you sell any vegan or gluten free products? If yes, list here: _____

Return this form as soon as possible to:
Attn: Brooke Dillon, Marketing Department,
Minnesota State Fair, 1265 Snelling Ave. N., St. Paul, MN 55108

Minnesota State Fair Media

KARE 11 TV

8811 Olson Memorial Highway
Golden Valley, MN 55427

www.kare11.com

news@kare11.com

Phone #: 763-546-1111, 763-797-7215

Fax #: 763-546-8606

KDWB 101.3 FM

1600 Utica Avenue So., Suite 400
Minneapolis, MN 55416

www.kdwb.com

andrew.colton@clearchannel.com

Phone #: 952-417-3000

Fax #: 952-417-3001

KEEY 102.1 K102 FM

1600 Utica Avenue So., Suite 400
Minneapolis, MN 55416

www.k102.com

andrew.colton@clearchannel.com

Phone #: 952-417-3000

Fax #: 952-417-3001

KFAN Radio 1130 AM

1600 Utica Avenue So., Suite 400
Minneapolis, MN 55416

www.kfan.com

kfanonline@clearchannel.com

andrew.colton@clearchannel.com

Phone #: 952-417-3000

Fax #: 952-417-3001

KKMS 980 AM/KYCR 1570 AM

2110 Cliff Road
Eagan, MN 55122

www.kkms.com

feedback@kkms.com

comments@kkms.com

Phone #: 651-405-8800

Fax #: 651-405-8222

KMSP TV – Fox 9 & WFTC UPN 29

11358 Viking Drive
Eden Prairie, MN 55344

www.kmsp.com

news@kmsp.com

Phone #: 952-944-9999

News Desk #: 952-946-5767

Fax #: 952-942-0455

KQQL KOOL 108 FM

1600 Utica Avenue So., Suite 400
Minneapolis, MN 55416

www.kool108.com

andrew.colton@clearchannel.com

maryoneil@clearchannel.com

Phone #: 952-417-3000

Fax #: 952-417-3001

KQRS 92.5 FM

2000 S.E. Elm Street
Minneapolis, MN 55414

www.92kqrs.com

Phone #: 612-617-4000

Fax #: 612-676-8292

KSTC TV 45

3415 University Avenue
St. Paul, MN 55114

www.kstc45.com

Programming: msmith@hbi.com

Phone #: 651-645-4500

Fax #: 651-642-4409

KSTP Radio 94.5 (KS95)

3415 University Avenue
St. Paul, MN 55414-3365

www.ks95.com

ks95programdirector@ks95fm.com

www.comments@ks95.com

Phone #: 651-642-4141

Fax #: 651-632-6602

KSTP Radio AM 1500

3415 University Avenue
St. Paul, MN 55114
www.am1500.com/
feedback@am1500.com
Phone #: 651-647-1500
Fax #: 651-647-2904

KSTP TV CH 5

3415 University Avenue
St. Paul, MN 55114
www.kstp.com
newsreply@kstp.com
gennewstips@kstp.com
Phone #: 651-646-5555
News Room #: 612-588-6397
Fax #: 651-642-4409

KTCZ FM Cities 97 FM 97.1

1600 Utica Avenue So., Suite 400
Minneapolis, MN 55416
www.cities97.com
WLOLStudio@ClearChannel.com
Phone #: 952-417-3000
Fax #: 952-417-3001

KTIS 900 AM & 98.5 FM Radio

3003 Snelling Avenue N.
St. Paul, MN 55113
<http://ktis.nwc.edu/page.php>
studio@ktis.fm
Phone #: 651-631-5000
Fax #: 651-631-5084

KTNF Radio AM950 - The Voice of MN

11320 Valley View Road
Eden Prairie, MN 55344
www.airamericaminnesota.com
Producer@AirAmericaMinnesota.com
Phone #: 952-946-8885
Fax #: 952-946-0888

KTTB Radio B96 96.3 FM

5300 Edina Industrial Boulevard #200
Minneapolis, MN 55439
www.b96online.com
Phone #: 952-842-7200
Fax #: 952-842-1048

KXXR Radio 93.7 FM (93X)

2000 S.E. Elm Street
Minneapolis, MN 55414
www.93x.com
Phone #: 612-617-4000
Fax #: 612-676-8292

KZJK Jack FM Radio 104.1

625 2nd Avenue S.
Minneapolis, MN 55402-1912
www.1041jackfm.com
Phone #: 612-370-0611
Fax #: 612-370-0683

MPR – MN Public Radio FM 91.1

480 Cedar Street
St. Paul, MN 55101
www.mpr.org
mail@mpr.org
newsroom@mpr.org
News Room #: 651-290-2828
Fax #: 651-290-1295

St. Paul Pioneer Press

345 Cedar Street
St. Paul, MN 55101
www.pioneerpress.com
readers@pioneerpress.com
infodesk@pioneerpress.com
Phone #: 651-222-1111
News Room #: 651-288-5490
Fax #: 651-228-5564

Minneapolis Star Tribune

425 Portland Avenue South
Minneapolis, MN 55488

www.startribune.com

Phone #: 612-673-4000

General News #: 612-673-4414

Fax #: 612-673-7018

WCCO Radio 830 AM

625 S. 2nd Avenue
Minneapolis, MN 55402

www.wccoradio.com

wcco830@wcco.com

Phone #: 612-370-0611

Fax #: 612-370-0159

Newsroom #: 612-333-9181

WCCO TV CH 4

90 S. Eleventh Street
Minneapolis, MN 55403

www.wcco.com

wcconewstip@wcco.com

Phone #: 612-339-4444, 1-800-444-9226

Fax #: 612-330-2767

WFMP FM 107

3415 University Avenue
St. Paul, MN 55114

www.fm107.fm

feedback@fm107.fm

Phone #: 651-642-4107

Fax #: 651-647-2904

WGVZ Radio LOVE 105 FM

2000 S.E. Elm Street
Minneapolis, MN 55414

www.love105.fm

Phone #: 612-617-4000

Fax #: 612-623-9105

WWTC Radio 1280 AM The Patriot

2110 Cliff Road
Eagan, MN 55122

www.am1280thepatriot.com/

feedback@am1280thepatriot.com

Phone #: 651-405-8800

Fax #: 651-405-8222

SAMPLE

NEWS RELEASE

Your Logo
Here

Contact: John Doe, III
Owner, Doe's Hot Dogs
(651) 222-2222
john.doe@email.com

Doe's Dogs Celebrates 50 Years with New Diggity Dog

August 23, 2007

MINNESOTA STATE FAIRGROUNDS - In celebration of its 50th year at the Minnesota State Fair, Doe's Hot Dogs introduces the delicious new Diggity Dog. Dipped and fried in sauerkraut and relish rye batter, this all beef dog pays homage to the Doe Family's German heritage.

The Diggity Dog is the 15th hot dog to be added to Doe's menu, which also includes favorites like the Darn Good Dog, Doggone Tasty Dog, Original Doe Dog, SauerDog, Dilly Dog and Hot Pepper Flame Dog.

John Doe, Sr. began the tradition of serving unique premium hot dogs to fair guests in 1957. Since then, Doe's has become a three generation family-owned concession company.

Join Doe's 50th Anniversary Celebration - visit Doe's Hot Dogs at two locations on the fairgrounds - across from the Mighty Midway on Liggett Street, or next to Little Farm Hands on Lee Avenue.

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SAMPLE

Fairy Finery, Inc.®

www.FairyFinery.com



NEWS RELEASE

Homegrown Fairies announce the arrival of Pirates and Wizards to the Great Minnesota State Fair! (not on a stick, but a wand!)

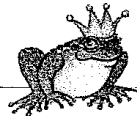
St. Paul, MN July 27, 2007 - Fairy Finery, exhibiting for the 7th year at the Minnesota State Fair, is pleased to introduce our new Pirate and Wizard costumes, to match the Summer's hot movies, for boys and girls!

Based in Golden Valley, MN, Fairy Finery, a woman owned, "mom" run business, has been creating and manufacturing children's "let's pretend" clothing and gifts since 1996. It's mission is to provide children with conceptually simplistic designs - allowing them to explore and use their imagination in creative play. From fairy dresses and wings to knights and kings, each of our unique designs are made to be comfortable, durable and with the fun loving spirit of children in mind.

"We always have so much fun at the Fair! It's a great market for our products and really gives us an opportunity to present our high quality, washable items in a fun environment" said Susan Berns, owner. "We feel we have not only a unique product, but a unique way of doing business, as all of the products produced by us, are made in Minnesota. We also display a line of designer fairy dolls and collectible masks."

Fairy Finery will be exhibiting its entire product line, including Princess Hats, Velvet Boa Capes, Twirling Dresses Pirates, Knights and Wizards in the Merchandise Mart, Booth# 55 & 56, located at the corner of Dan Patch Ave. & Cooper Street, all twelve days of the Great Minnesota State Fair!

For more information on Fairy Finery, Inc., please contact Mia [REDACTED] at [REDACTED] or during at the Fair [REDACTED] Photos are available. Visit our website to preview our entire line at www.FairyFinery.com



a magical door to the world of make believe....