

MINNESOTA STATE FAIR



Marketing and Promotions Information Packet For Vendors and Exhibitors

Dear Concessionaire/Exhibitor/Sponsor/Attraction Operator,

The 2017 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,

Lara Hughes
Marketing & Communications Department
media@mnstatefair.org
(651) 288-4321

Marketing and Promotional Opportunities

A. Create a News Release to Share Newsworthy Information With the Media (see a sample news release included at the end of this packet)

News Release Instructions

1. At the top of the page, use the title phrase “News Release” in large, bold letters.
2. Include your logo or company image if available.
3. List contact information for the person to whom media inquiries should be directed during the fair. Include phone, cell and email address.
4. Create a headline describing the news in a phrase.
5. Insert the date you are distributing the news release 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/interesting 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:
 - Single space. Ideally all information should fit on a single page.
 - Use legible fonts that are 12 points in size.
 - Use -###- centered at the bottom of the page to signal the news release has ended.

Distribution Process

- Submit your news release to the marketing & communications department **by Friday, Aug. 11:** via email to media@mnstatefair.org or mail Attn: Marketing & Communications Department, Minnesota State Fair, 1265 Snelling Ave. N., St. Paul, MN 55108.
- The marketing & communications department will make copies and distribute them to all on-grounds media on the first day of the fair. Because commercial space regulations prohibit you from distributing materials outside of your approved space during the 12 days of the fair, we offer to distribute the information for you.

Special Note: *The marketing & communications department will announce New Foods in mid-June and New Exhibits/Attractions in mid-July. If you have something new for 2017 and would like it to be considered for these announcements, please contact the concessions & exhibits department at (651) 288-4456 to coordinate and confirm deadlines.*

B. Generate News Story Ideas

Send Your Ideas to the Marketing Department

- If you have a 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, uniqueness, newness or human interest.
- Send your ideas via email anytime to media@mnstatefair.org.

Pitch Your Ideas to the Media

You are welcome to share your ideas directly with the media anytime **prior** to the fair, as this is when the media usually start to formulate their stories. If you need a list of local media, email media@mnstatefair.org.

C. Submit Information for State Fair Publications

Concessionaires/exhibitors/sponsors/attraction operators may submit information about their businesses to be considered for the following State Fair publications: media kit, website (including the online Fun Finder), daily schedules, Official Guide and social media. We make no guarantee that your information will be included. We reserve the right to edit submissions. Deadline for information to be considered is **June 1**. Submissions should be sent to media@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 at mnstatefair.org and in the Deals, Drawings and Giveaways Guide, which is distributed free at all information booths and available at mnstatefair.org. Deals, Drawings and Giveaways Guide participants will receive a special sign to display in their booths. You may offer special deals on the following days: Thrifty Thursday (Aug. 24), Seniors Days (Aug. 28 and 31), Kids Days (Aug. 28 and Sept. 4), Military Appreciation Day (Aug. 29) and Last Chance Day (Sept. 4). Freebies and items for \$1 or less are also listed in the Deals, Drawings and Giveaways Guide. We encourage you to participate. The sign-up form will be mailed to you with your license packet in the spring, and the deadline for submission is **June 23**. Submit this form to the concessions & exhibits department. For more information, contact the concessions & exhibits department at (651) 288-4456.

E. Create Your Own Twitter, Instagram, Facebook or Snapchat Account

Creating a social media presence for your product/company on Facebook, Twitter, Instagram or Snapchat is a free and efficient way to generate buzz and community support. Get started with a Facebook page at facebook.com/pages/create.php, a Twitter feed at twitter.com, an Instagram account by downloading the free app or a Snapchat account by downloading the free app. Remember to update these pages regularly. Keep in mind you may only speak on behalf of your company or product, not the Minnesota State Fair, on these sites. Also remember that commercial space regulations prohibit you from offering discounts or coupons via social media. Consider “liking” or adding the Minnesota State Fair’s Facebook page to your Facebook favorites. On Twitter, you can follow the fair at [@mnstatefair](https://twitter.com/mnstatefair). On Instagram, you can follow us at [@mnstatefair](https://www.instagram.com/mnstatefair). On Snapchat, our user name is [mnstatefair](https://www.snapchat.com/add/mnstatefair).

F. Keep Us Updated

Please keep us up-to-date with current contact information using the included Marketing & Media Relations Information Form. We may use this information to contact you for potential media coverage. Fill out the information as soon as possible and email it to media@mnstatefair.org or mail Attn: Marketing & Communications Department, Minnesota State Fair, 1265 Snelling Ave. N., St. Paul, MN 55108.

G. 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 this from happening, if representatives of the media question you about anything other than your product or business, direct them to the marketing & communications department immediately at (651) 288-4321.
- As a vendor/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.

H. Deadlines

<u>Deadline</u>	<u>Item</u>	<u>Send To:</u>
ASAP	Return attached Marketing & Media Relations Information Form	Attn: Marketing & Communications Department Minnesota State Fair 1265 Snelling Ave. N. St. Paul, MN 55108 or email to media@mnstatefair.org
June 1	Submissions by concessionaires/exhibitors/sponsors/attractions to be considered for State Fair publications	media@mnstatefair.org
June 23	Deals, Drawings & Giveaways Guide Form (this form is mailed to you with your license packet in the spring)	Attn: Concessions & Exhibits Dept. Minnesota State Fair 1265 Snelling Ave. N. St. Paul, MN 55108
August 11	News release of your own creation	media@mnstatefair.org
Ongoing	Generate news story ideas	media@mnstatefair.org

MINNESOTA STATE FAIR

Marketing & Media Relations Information Form

Company Name: _____

Vendor name that appears on booth signage: _____

Booth Location: _____

Your Name: _____

Cell Phone: _____ Alt. Fair-time Phone: _____

Email 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 or other interesting information about you or your company: _____

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: Marketing & Communications Department
Minnesota State Fair, 1265 Snelling Ave. N., St. Paul, MN 55108
or email to media@mnstatefair.org

SAMPLE

NEWS RELEASE

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

Your Logo Here

Doe's Hot Dogs Celebrates 50 Years with New Diggity Dog

August 24, 2017

Minnesota State Fairgrounds – In celebration of its 50th year at the Minnesota State Fair, Doe's Hot Dogs introduces the 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 the Doe's Hot Dogs menu, which also includes favorites such as 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 1967. Since then, Doe's Hot Dogs has become a three-generation family-owned concession company.

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

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