



**Sedalia, Missouri**  
*always the last full week of June*

March 10, 2018

Dear Industry & Commercial Partners,

With over 12,000 followers, the Midwest Stud Ram Sale offers opportunities in vendor space, sponsorship and advertising geared toward your customers. The enclosed Advertising, Sponsorship & Vendor Pricing sheet, provides detailed information on ways you can be a part of the event.

**Vendor Space:** Please review the enclosed paperwork. Included in the price of your vendor space is: a business card ad in the sale catalog (normally a \$75 value) and a security fee which aids in maintaining security service for the full week.

*If you were a vendor last year, your contract is included for renewal.*

*\*Please mark any corrections to your contract or contact Curt Overcash for location/space changes and an updated contract.*

*If you are a new vendor please contact Curt Overcash to ensure space and receive a contract.*

Curt Overcash, Heartland Managing Partner  
(815) 210-7000 or [curt@midwestsale.com](mailto:curt@midwestsale.com)

General Sale Contact Information  
(515) 442-0950 or [info@midwestsale.com](mailto:info@midwestsale.com)

**Payment must be received no later than May 1st to guarantee space and location.**

Specific locations are held for past vendors only until that date. Unclaimed spaces will then be opened to other vendors. All new vendors will be assigned on a first-come, first-serve basis. Absolutely no refunds will be made.

**Sponsorship Packages:** We offer 3 levels of Sponsorship packages to accommodate our Industry & Commercial partners, plus you can call for customized sponsor packs! All packages include DV Banner ads which scroll during live webcast of shows and sales to over 7,000 web viewers.

**Catalog Ad Rates:** If Sponsorship or Vendor Space is not the right fit, we encourage you to still purchase printed catalog advertising. We offer discounts for ads paid in full by April 20th and for camera-ready ads. Ad commitment and content are due April 20th but Camera-ready ads will be accepted if received by May 1st. 4,000 Midwest catalogs are distributed to active buyers and the entire catalog is posted at [www.midwestsale.com](http://www.midwestsale.com).

Please help us by adhering to the deadlines and don't miss this opportunity to promote your products, services and business at **North America's Greatest Sheep Sale!**

Sincerely,  
Heartland Livestock Services Partners