



2017

- Vendor Property Sites >
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Multi-Platform Vendor Solutions

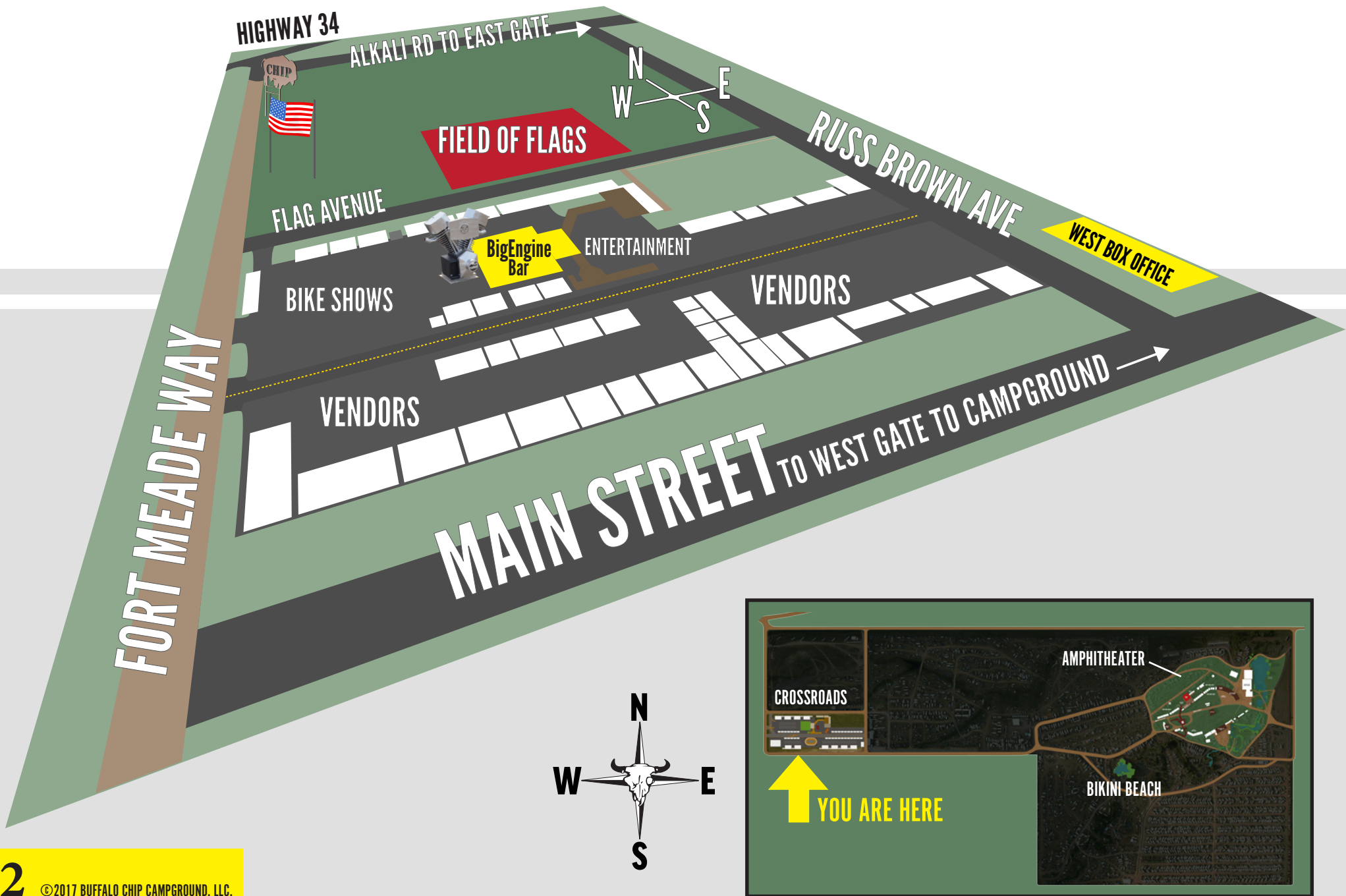
All the Rally Solutions Vendors
Need for the Sturgis Buffalo Chip

A complete set of integrated solutions helps
you maximize your Rally sales and exposure in
more ways than ever before.



**Multi-Platform
Vendor Solutions**

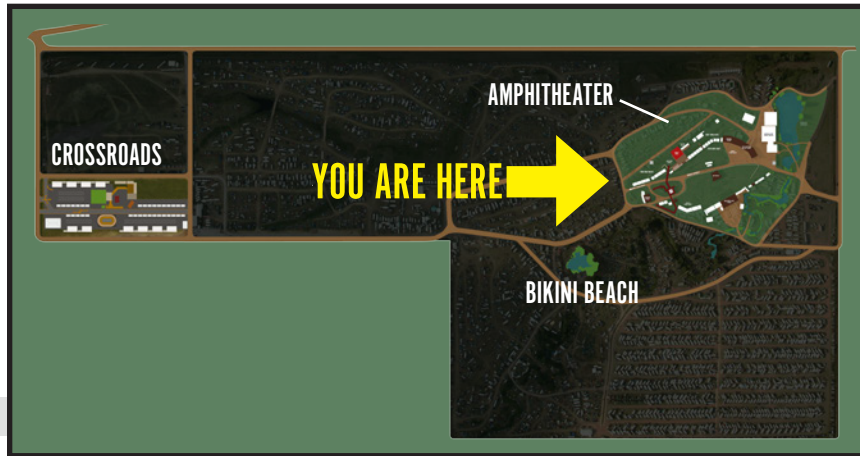
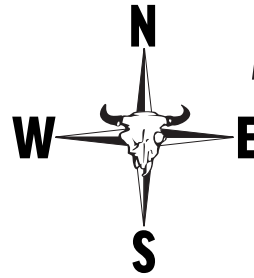
CROSSROADS PROPERTY





**Multi-Platform
Vendor Solutions**

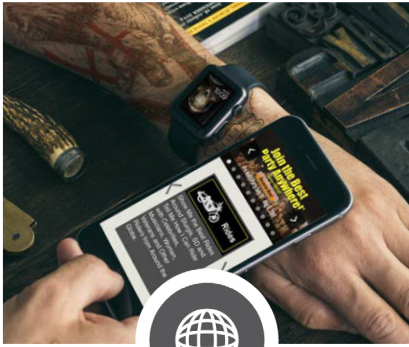
AMPHITHEATER PROPERTY





Multi-Platform Vendor Solutions

TARGET MOTORCYCLE CONSUMERS ACROSS MULTIPLE ADVERTISING PLATFORMS **MORE EFFECTIVELY!**



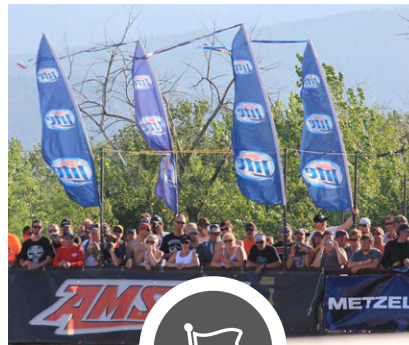
ONLINE



PRINT



OUTDOOR DIGITAL



BANNERS / SIGNS



**COLLATERAL
DISTRIBUTION**



**VENDING / DISPLAY
KIOSK**

The Sturgis Buffalo Chip® drives better performance and profitability for our clients by combining the most effective advertising solutions to reach motorcycle consumers. This ensures our clients consistently meet their business objectives and receive meaningful ROI before, during and after the Sturgis Rally.

Our integrated Multi-Platform Advertising Solutions™ take the guesswork and hassle out of advertising by providing a customizable, one-stop advertising solution that reaches the greatest numbers of qualified consumers for your advertising dollar.

**IMPROVE THE
DELIVERY AND PERFORMANCE
OF YOUR ADVERTISING
BY CONTACTING YOUR
ACCOUNT REPRESENTATIVE
TODAY!**



**Multi-Platform
Vendor Solutions**

REACH DIMENSIONS

ONSITE AUDIENCE

The Rally is one of the largest outdoor events in North America ushering in an estimated **448,000 Attendees*** in 2016 .

*Source: 2016 City of Sturgis Rally Department

DIGITAL OUTDOOR

Total spots: **500**
Spots per day: **60**
Daily effective circulation: **9,110**

PRINT PUBLICATION

5.02 readers per copy
Frequency: **Annual**
Years in print: **30**
Circulation: **100,000**
Printed Copies: **100,000**



PRINT PUBLICATION

502,000

READERSHIP



ONSITE AUDIENCE

448,000

IMPRESSIONS



DIGITAL OUTDOOR

753,759

IMPRESSIONS



BUFFALOCHIP.COM

3,080,411

IMPRESSIONS



**Multi-Platform
Vendor Solutions**

DEMOGRAPHICS

**RIGHT AUDIENCE AT THE
RIGHT TIME & PLACE!**



78

**TAKE 1-5 TRIPS
PER YEAR**



63%

**45-64
YEARS OLD**



66%

**OCCUPATIONS
TECHNICAL, MANAGEMENT,
OR OWNERSHIP**



63%

MALE



\$102K

MEDIAN HHI



78%

OWN HOMES



**Multi-Platform
Vendor Solutions**

License & Permit Requirements

Temporary South Dakota Sales Tax License

SD Department of Revenue

(605) 394-2332

Bond Required

Meade County Equalization Vendor Form

(605) 347-3818

Fee Required

BuffaloChip.com/VendorForms

CAMPGROUND AMENITIES

Full service vending staff

24-Hour security staff

WiFi available for a fee

Access to 110 and 220 volt electrical service

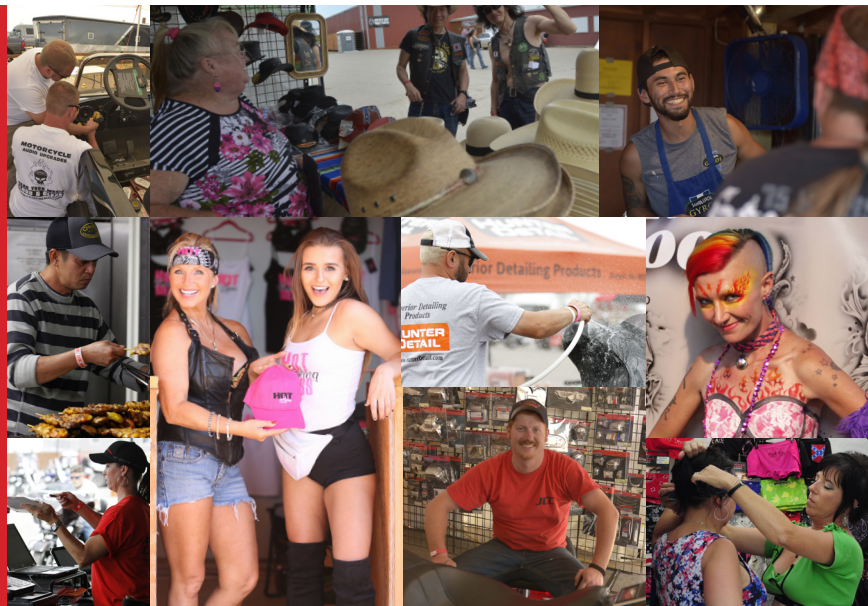
Parking for support trucks and trailers

Range of on-site services for showers, laundry,
and C-store needs

Plenty of food and beverage offerings

RV hook ups and rentals available through the
Box Office at (605) 347-9000.

PROPERTY OVERVIEW & VENDOR INFO



**JOIN OUR FAMILY OF VENDORS
AT THE STURGIS BUFFALO CHIP®**



Vendor Check-In Date:

Wednesday, August 2, 2017

2017 Operation Dates:

August 4-12, 2017

2017 Vendor Departure Date:

Sunday, August 13, 2017

Hours of Operation:

9 a.m. to 9 p.m. daily at CrossRoads

12 p.m. to 12 a.m. daily in Amphitheater



Multi-Platform Vendor Solutions

INTEGRATED SOLUTIONS

ONLINE

BuffaloChip.com is one of motorcycling's most heavily trafficked websites, and offers a great opportunity to position your brand on hundreds of pages of schedules, concert/event profiles and photo galleries.

OUTDOOR DIGITAL

A pair of giant digital video screen flank the main stage of the Buffalo Chip amphitheater. Each 15-second digital ad (visual only) displays at least **500 times over 9 consecutive days and nights** of headlining concerts.

VENDING / DISPLAY KIOSK

The CrossRoads, the free access shopping destination at the Sturgis Buffalo Chip, is home to a diverse group of retail, corporate, and parts-and accessories exhibitors. Seize the opportunity to kickstart your sales with a vending/display kiosk at this popular daytime destination.

PRINT

Buffalo Chip Gazette/Sturgis Rider News® is the go-to guide and official souvenir program for the Largest Music Festival in Motorcycling™. We print and distribute 100,000 copies across the country annually.

COLLATERAL DISTRIBUTION

The CrossRoads, the free access shopping destination at the Sturgis Buffalo Chip, is home to a diverse group of retail, corporate, and parts-and accessories exhibitors. Seize the opportunity to kickstart your sales with a vending/display kiosk at this popular daytime destination.

BANNERS / SIGNS

The Sturgis Buffalo Chip spans **MORE THAN 500 ACRES** — a great opportunity to take your message to customers where they stay and play.





2017



AUGUST 4-12

Join the family of premium
exhibitors and vendors at
the Sturgis Buffalo Chip®!

For Exhibit & Vending Inquiries

Contact Toni Woodruff

Exhibit/Vending Coordinator

(206) 920-1825 (c) or (605) 347-9000

toni@buffalochip.com