

Welcome to Sioux Steel Company!

Congratulations on becoming a dealer for Sioux Steel Company.

Sioux Steel Company has pre-designed materials that are easily tagged with your business information and can be customized to fit properly into the publications of your choice.

Standard <ul style="list-style-type: none">- Catalogs- Product Flyers Promotional Items <i>Reimbursed up to 25%</i> <ul style="list-style-type: none">- Pens- Clothing/Hats	Print Material <ul style="list-style-type: none">- Ad Slicks- Postcards- Self Mailers Radio <ul style="list-style-type: none">- Radio Scripts	Non-Traditional <ul style="list-style-type: none">- Billboards- Website Link from siouxsteel.com- Calendar Art- Bill Inserts- Etc....
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CO-OP DOLLARS ARE UNLIMITED! Any marketing material that is supplied directly from Sioux Steel Company guarantees you 50% co-op reimbursement.

In this package you will find:

- **Co-op Advertising Form** explaining requirements/qualifications for co-op reimbursement.
- **Ad Slick Examples** showing you what your ads could look like.

You can also check out the **Dealer Section** of www.siuoxsteel.com for more co-op information, current programs & engineering manuals!

Username: siouxdealer

Password: siouxdealer1918!

Please note: Your username & password for the Quote Program will be different than the Dealer Section username & password. Please contact our customer service team at (800) 557-4689 or (605) 336-1750 to create your Quote Program username & password.

Didn't find what you had in mind for advertising? No problem! We can create custom marketing material to advertise the products you need to sell.

When you are ready to get started or if you have questions, please contact:

Juli Anshutz
Chief Marketing Officer
800-557-4689
janshutz@siouxsteel.com

OR

Sarah Waters
Digital Marketing Strategist
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swaters@siouxsteel.com

OR

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New Dealer Packet

Information On Co-op Advertising & Sioux Steel Products





THE FACTS ABOUT CO-OP ADVERTISING

• YOUR CO-OP DOLLARS ARE UNLIMITED!

- All advertising dates need to be WITHIN 6 MONTHS of submission.
- Co-op credit reimbursements are issued on a quarterly basis, at the beginning of November, February, May & August.
- To receive maximum reimbursement for your advertising, follow the co-op advertising guidelines, which are located in the Dealer Section of www.siuoxsteel.com.

AD SLICKS

Newspaper advertising is one of many ways to market Sioux products.

Ad slicks can be customized to fit your specific needs and products available.

Generic ads are also available. These are useful when you want to get your name out in the public.

We work with the publications you would like to place with, making sure sizes are correct and deadlines are met.

Promotional ad slicks will be available with product promotions that occur throughout the year.



RADIO SCRIPTS

We have a number of radio scripts available to choose from.

Example:

SIOUX STEEL DEALER, (Dealer Name), IN (City, State)... OFFERS QUALITY GRAIN STORAGE SYSTEMS TO PROTECT YOUR CROP INVESTMENTS. WITH VOLATILE GRAIN MARKETS, SIOUX BINS FROM (Dealer Name) ARE A WISE INVESTMENT... OFFERING YOU DEPENDABLE STORAGE UNTIL YOU'RE READY TO SELL. BACKED BY A 10 YEAR WARRANTY, SIOUX FARM BINS HAVE STRONG ROOFS; STANDING UP TO HIGH WINDS, PROTECTING AND PRESERVING YOUR GRAIN YEAR ROUND. FOR HIGH QUALITY, DEPENDABLE GRAIN STORAGE FACILITIES... CALL (Dealer Name) YOUR SIOUX STEEL COMPANY DEALER.

We have radio scripts available for all of our product lines. Custom scripts can be created to fit your needs.

REMEMBER

The Sioux Steel, Pro-Tec, HiQual Equipment or Koyker Manufacturing logo must be present on any publication display ad. For Radio spots, *Sioux Steel* or *Pro-Tec* must be mentioned twice in 30 second spots and three times in 60 second spots.

OTHER MARKETING

There are many other ways to utilize your coop dollars. If you need design work done, please call.

Shows/Fairs

Make sure to display a Sioux banner and Sioux products. Submit a picture and the cost of your booth space and we will reimburse you up to 50%.

Television/Websites

Sioux logos and products must be present in the commercial or website.

Billboards

A picture of the billboard at the site and a paid invoice are needed to receive reimbursement.

Inserts/Fliers

Billing inserts and fliers sent out via the mail or newspapers is another great way to advertise Sioux products.

PROMOTIONAL ITEMS

Go to siouxsteel.easw.com and find a great selection of logoed apparel, mugs, hats, and other merchandise you can order. **You will receive up to 25% reimbursement on promo items.**

SIoux CO-OP ADVERTISING!

Take advantage of these pre-made ad slicks available to you at no charge. We will customize the ad and place the ad in the publications of your choice. If you need a generic ad or have something else in mind, we can create the ad you are looking for. Radio scripts are also available. Ads are eligible for 50% co-op reimbursement! Call the Sioux Steel Marketing Department at 800-557-4689 to get started!



50%
CO-OP
REIMBURSEMENT
ON THESE ADS!

PRO-TEC
Engineered Buildings

MADE IN THE USA

SOLUTIONS FOR TODAY & TOMORROW

LIFETIME GUARANTEED GATES!

Introducing 6 Victory/Hi-Country

Victory Gates

- Our heaviest, most durable gate.
- Heavy-duty Z-bar vertical brace.
- Round top.

MODEL	Gauge	Lengths	Height	Bars
2" Victory	16	4'-20'	50"	6
2" Victory Hog	16	4'-18'	38"	6
2" Victory Tall	16	4'-18'	60"	7

If these gates are ever damaged so that they cannot be used for their intended purpose, we will repair or replace them at no charge to you!

SIoux STEEL COMPANY

YOUR BUSINESS NAME
000-000-0000
101 Address St • Somewhere, SD
www.websiteaddress.com

Countless Uses:

- Livestock Shelter
- Grain & Hay Storage
- Truck & Vehicle Garage
- Farm Machinery & Construction Equipment
- Warehousing
- Maintenance Shop

Strong Durable Steel Framework
Assembled With Unmatched Protection
Against Rust & Corrosion

SIoux STEEL GRAIN SYSTEMS
10 Year Warranties!
On Sioux Steel Bins

CALL TODAY!

PRO-TEC BUILDINGS
Countless Uses
Easily Approved For Insurability
Machine Storage

Grain Storage

SIoux STEEL COMPANY

PRO-TEC
Engineered Buildings

PROVIDING GRAIN BIN SOLUTIONS TO SAVE YOU MONEY!

It's the Best Time to Buy Sioux Steel

- Farm Grain Bins
- Farm/Commercial Bins
- Hopper Bins

SIoux STEEL COMPANY

CALL TODAY!
Sioux Steel Grain Systems Feature: 10K, 4" WALL THICKNESS, 70 INCHES, 10 YEAR WARRANTY

DEALER NAME • 000-000-0000
www.website.com • City, ST

SIoux STEEL BINS & PRO-TEC BUILDINGS

Contact PERSON at DEALERSHIP About Current Specials!
000-000-0000

SIoux STEEL COMPANY

PRO-TEC
Engineered Buildings

SIoux STEEL COMPANY

- Gates
- Panels
- Fencing
- Calving Pens
- Bulk Bins
- Hay Feeders
- Hog Feeders
- Waterers
- Mineral Feeders
- Squeeze Chutes
- & Much More!

Dealer Name
000-000-0000
Street Name • City, State

SALE SALE SALE

SENTRY BUILDING Specials!

60' x 160'
Trusses on 8" steel legs, 16" spacing, purlins, full cover & hardware.
\$00,000.00

DEALERSHIP NAME
1456 South Main Street • Somewhere, MN
000-000-0000

LONGEST WARRANTY IN THE INDUSTRY!

SIoux STEEL COMPANY

NOW OFFERING 10 YEAR WARRANTIES ON FARM BINS!

**VENTS • WALK-IN DOORS • ROOFS • MANWAYS
FLOORS • TRANSITIONS • LADDER & CAGES**

YOUR BUSINESS NAME
000-000-0000
101 Address St • Somewhere, SD

CALL TODAY!

PRO-TEC BUILDINGS
Perfect Solution For Storage Needs!

Grain Storage

Livestock Shelter

PRO-TEC
Engineered Buildings

YOUR BUSINESS NAME
000-000-0000
101 Address St • Somewhere, SD
www.website.com

LIVESTOCK EQUIPMENT
Hay Feeders
Save On Livestock Equipment!

CALL TODAY!

PRO-TEC BUILDINGS
Countless Uses
Easily Approved For Insurability

SIoux STEEL COMPANY

PRO-TEC
Engineered Buildings

DEALERSHIP NAMES
1-000-000-0000
1234 Address Rd • Town, SD
www.website.com

ADDITIONAL CO-OP AD SLICKS



Take advantage of these pre-made ad slicks available to you at no charge. We will customize the ad and place the ad in the publications of your choice. If you need a generic ad or have something else in mind, we can create the ad you are looking for. Radio scripts are also available. Ads are eligible for 50% co-op reimbursement! Call the Sioux Steel Marketing Department at 800-557-4689 to get started!



CALL TODAY! **PRO-TEC BUILDINGS**
Perfect Solution For Storage Needs!

- Livestock Shelter
- Grain & Hay Storage
- Farm Machinery & Construction Equip.

YOUR BUSINESS NAME
000-000-0000
101 Address St • Somewhere, SD
www.website.com

PRO-TEC
Engineered Buildings

MULTI-USE BUILDINGS!
GRAIN STORAGE • EQUIPMENT STORAGE • LIVESTOCK SHELTERS

1.66" VICTORY PANELS

WORKING EQUIPMENT
WATERERS • HAY FEEDERS
MINERAL FEEDERS • GATES
CALVING PENS

DEALERSHIP NAME
1234 Address • City, ST
000-000-0000

DARY BIN PADDLE SWEEP
Designed To Be Fully Submersed In Grain And Can Unbury Itself From A Grain Avalanche!

CONTACT NAME (000) 000-0000
1234 Address St • City/Town, SD • www.website.com

Work Safe, Not Hard!

DEALERSHIP NAME/LOGO

Sioux Steel Company

Grain Systems With **10 YEAR WARRANTIES!**

GRAIN SYSTEMS & LIVESTOCK EQUIP.

Sioux Steel 2" Victory Gates With **LIFETIME WARRANTIES!**

WORKING EQUIPMENT • WATERERS
HAY FEEDERS • MINERAL FEEDERS
GATES/PANELS • CALVING PENS

DEALERSHIP NAME
000-000-0000
1234 Address St • City, ST

ORDER YOUR NEXT GRAIN SYSTEM!

Sioux Steel Company

YES!

- Systems designed for grains weighing up to **64 lb/bushel!**
- Farm/Commercial bins with **10 Year warranties.**
- Farm bin peak load roof ratings up to **10,000 lbs.**

YOUR BUSINESS NAME
000-000-0000
101 Address St • Town Name, MO • www.websiteaddress.com

Sioux Steel Company

INVEST IN HIGH-QUALITY LIVESTOCK EQUIPMENT!

GATES/PANELS
FEEDERS
WATERERS
FENCING
WORKING EQUIP
& MUCH MORE!

TOMBSTONE FEEDER
Tombstone "DOUBLE TUFF" Hay Feeder
12 FEED OPENINGS

GROUND MINERAL FEEDER
Heaviest Ground Feeder Available. 15" high and 38" wide.
LOW PROFILE

GOLD VICTORY GATE
Lifetime Warranty! Powder Coated
DURABLE!

YOUR BUSINESS NAME
000-000-0000
101 Address St • Somewhere, SD

HIGH QUALITY Livestock Equipment

Sioux Steel

GROUND MINERAL FEEDER

Single flap top promotes longer usage. The heaviest ground feeder available.

2" Gates With LIFETIME WARRANTIES!

If these gates are ever damaged so that it cannot be used for its intended purpose, we will repair or replace at no charge to you!

Dealership Name Goes Here
000-000-000 • City, IA • www.website.com

SWEEP GRAIN WITH NO DANGEROUS AUGERS!

DARY POWER SWEEP

- ✓ Moves grain with flexible rubber paddles.
- ✓ Manufactured for grain bins from 15' to 66'.
- ✓ 5,500 bushels per hour maximum capacity.

DEALER NAME
1234 Address St, City, ST • www.website.com
000-000-0000

Sioux Steel Company

Sioux Grain Systems

BEST BUY

- Farm bins with **10 YEAR WARRANTIES**
- Roof peak load ratings up to **10,000 LBS.**
- Prepare for the future. Store grains up to **64 LB/BUSHEL**

DEALERSHIP NAME
000-000-0000
1234 Address St • City, ST



Credit Memos Issued Quarterly: January, April, July and October.