

# FARM COLLECTOR SHOW DIRECTORY 2021

*Farm Collector • Gas Engine Magazine*  
1503 S.W. 42nd St.  
Topeka, KS 66609-1265  
800-682-4704  
email: [info@FarmCollectorShowDirectory.com](mailto:info@FarmCollectorShowDirectory.com)  
[www.FarmCollectorShowDirectory.com](http://www.FarmCollectorShowDirectory.com)

*Hello, Event Organizers!*

We're gearing up for another great installment of the *Farm Collector Show Directory*. Preparation time for the 47th Annual *Show Directory* is upon us, and enclosed you'll find all the information you need to update your event listings and advertisements.

Each year, thousands of farm equipment enthusiasts depend on the *Show Directory* for farm equipment-related events across the continent. In addition to free event listings, we invite you to join the hundreds of organizations that take advantage of the *Show Directory's* advertising section. This is an excellent opportunity to provide a complete "lowdown" on your club's events, and all ads include a free listing in the *Farm Collector Online Show Directory*. Below are some important tips for the three forms included in this packet. If you ran advertisements in last year's *Show Directory*, copies of your ads are also included.

## **2021 Show Directory Advertising and Free Listing Form**

- The final deadline this year for all ads and listings: **Nov. 2, 2020**.
- If you would like to see a proof of your paid advertisement, please return your packet to us by **Sept. 25, 2020. An email proof will be sent for all ads designed by us.**
- If you would like for us to build your ads, **please provide us with any clip-art or photographs** that you would like for us to use in the design.
- **Prepayment is required** for all advertisements in the 2021 *Show Directory*. **Please return payment along with the enclosed payment form.**
- If your club is part of a national-membership organization, please include your **National Club Listing** information on the back of the form.

## **2021 Magazine Advertising Form**

- Use this form to schedule your ads in future issues of *Farm Collector* and *Gas Engine Magazine*.
- The ad units in the *Show Directory* are smaller than ads in the magazine. Please reference the ad comparison as noted on the form and choose the desired size. The applicable discount rate will apply. Prepayment is required.

## **2021 Show Directory Payment Form**

- There is one **consolidated payment information form**. Please complete the form and return it with your advertisements, listings and payment information in the envelope provided.

If you have any questions, please contact us by phone or e-mail using the information at the top of this letter. As always, we appreciate your participation in this important resource guide.

See you at the show!



Andrew Perkins  
Events and Business Development Director

P.S. If you are placing show listings only, and not paid advertisements, please update your listings online at [www.FarmCollectorShowDirectory.com](http://www.FarmCollectorShowDirectory.com). It's quick and easy, and there is no need to mail in this packet.