

2021

IowaStateFair

MOBILE MARKETING

August 12-22



MOBILE MARKETING

The award-winning Iowa State Fair has played host to **more than a million Fairgoers** for 17 of the past 19 years, and 2021 will be no different. Every August, Fairgoers gather on the east side of Des Moines to share in long-standing traditions and fun with family and friends. Bringing your mobile tour or display to the Iowa State Fair will provide you the **opportunity to directly interact** with Fairgoers for the length of time that fits in your promotional tour.

Mobile Marketing at the Iowa State Fair provides **guaranteed visibility and face-to-face exposure** with a large audience. As a Mobile Marketer your company will have the opportunity to create public awareness, offer samples or taste testing, introduce new products or services, conduct surveys and many other types of engagements. The opportunities are endless and we are committed to making your tour a successful part of the 2021 Iowa State Fair!

National media frequently **rank the Iowa State Fair one of the top events** in the country. In 2004, USA Weekend named the event the #2 choice for summer fun in America, topping New York City's Times Square, Cedar Point Amusement Resort in Ohio and Disneyland in California. Midwest Living magazine names the Iowa State Fair one of the "Top 30 Things Every Midwesterner Should Experience." The Fair also is the only fair listed in The New York Times best-selling travel book, *1,000 Places to See Before You Die*, and the subsequent travel book, *1,000 Places to See in the U.S.A. and Canada Before You Die*.

The Iowa State Fair is also known as **"America's classic state fair"** because the event features all of the traditional activities associated with state fairs in a park-like, 450-acre setting, which has been the Fair's home since 1886. The Fairgrounds and adjoining 160 acres of campgrounds are listed on the National Register of Historic Places. Most of the buildings pre-date World War I; many are priceless examples of iconic American exposition-style architecture.

Throughout its history, the Iowa State Fair has been a unique institution, serving to educate, inform and entertain people from all walks of life. It is an outstanding agricultural showplace, boasting one of the world's largest livestock shows. The Iowa State Fair also showcases visual and performing arts with a variety of special exhibits and activities.

Each year, hundreds of manufacturers and industrial representatives **clamor to rent coveted exhibit space**. In addition to its tremendous showcase of agriculture and industry, the Iowa State Fair is also an entertainment destination in Iowa and the Midwest. Nearly **600 exhibitors and concessionaires** sell quality merchandise and tasty foods, with several being served on a stick. Hundreds of displays, exhibitions, demonstrations, unique attractions and all kinds of competition – for fun, for ribbons and for the pride of winning – make the Iowa State Fair the greatest state fair in the nation.

Put the Fair in Your Marketing Mix

Exhibiting at the Iowa State Fair offers you an unequalled opportunity to make direct, person-to-person contact with prospects on all levels. **No other single event in the state offers you as much potential** because no other event attracts as many people...more than a million. Exhibit areas are traditionally one of the most popular attractions of the Fair. Most visitors make it a point to find out what's new, interesting and innovative in the agricultural, industrial and commercial areas.

Past mobile marketing displays have ranged in size from a simple 10 x 10 pop-up tent to interactive semi-trailers to expansive and unique displays built to specifications for a location on the Fairgrounds. We are happy to work with you to create the best visibility for your company.

To be considered for a mobile marketing opportunity at the 2021 Iowa State Fair, please complete the application (available once you contact us). Submission of an application does not guarantee your display space, it simply communicates to the Fair your setup and display needs and provides us with the dates you are considering. Please include photos or renderings of the display along with company and product information.

More information about Mobile Marketing at the 2021 Iowa State Fair is included on the following pages. After review, please feel free to contact me with further questions and to hear more about this opportunity. I look forward to helping you plan a successful event that will attain your organizational goals.

When you are ready, contact me using the information below.

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2016 - 2019 DAILY FAIR ATTENDANCE

#	DAY	2019	2018	2017	2016
1	Thursday	84,928	81,948	86,408	70,927
2	Friday	103,096	103,419	103,424	90,259
3	Saturday	122,111	116,583	120,833	113,873
4	Sunday	108,283	104,270	112,397	97,923
5	Monday	97,682	95,666	105,522	93,092
6	Tuesday	102,953*	92,440	96,863	88,171
7	Wednesday	109,323*	102,843	95,322	95,881
8	Thursday	104,247	99,090	96,015	85,366
9	Friday	112,891*	102,447	97,958	86,674
10	Saturday	119,276	117,062	120,616	112,672
11	Sunday	105,585	114,492	94,714	96,440

Totals: **1,170,375** 1,130,260 1,130,071 1,031,278

Current attendance record!

*All-time records for these days of the Fair

20 YEAR ANNUAL ATTENDANCE

2019	1,170,375	2009	1,006,501
2018	1,130,260	2008	1,109,150
2017	1,130,071	2007	1,002,464
2016	1,031,278	2006	1,013,063
2015	1,117,398	2005	1,005,238
2014	1,015,902	2004	1,054,000
2013	1,047,246	2003	1,012,000
2012	1,097,142	2002	1,008,000
2011	1,080,959	2001	986,000
2010	967,381	2000	978,000

MARKETING BENEFITS

OFFICIAL IOWA STATE FAIR DAILY PROGRAM – your company name listed in the Mobile Marketing section under the Fair's Continuous Activities and Fairground Locations. The Daily Program is compiled and designed by the Iowa State Fair and the Des Moines Register and includes daily schedules, maps, articles of interest and advertisements. More than 50,000 copies will be distributed in the August 8, 2021 edition of the Des Moines Sunday Register plus another 10,000 are available at the Fairgrounds' gates during the 11-day event.

RIGHT TO DISTRIBUTE promotional items and give-a-ways to Fairgoers from designated exhibit space.

VISIBILITY

We have two general areas on the Fairgrounds for Mobile Marketing set-ups (see map on back pages):

- **North Gate and E 31st Street Corridor Exhibit Area**
Extending directly north of Gate 11, our highest pedestrian-only gate and a major entrance to the Iowa State Fair Grand Concourse, the North Gate and East 31st St Corridor exhibit areas stretch between Gate 11 to the newly renovated Gate 13 (secondary entrance from the North Parking Lot). Booth depths range from 10 feet to 40 feet; widths range from 10 feet to as long as 100 feet. Large mobile tours and displays have an easily accessible load in and load out from these areas. This newly renovated streetscape has activations set back from the sidewalk on grass only.
- **West Grand Exhibit Area**
Located directly south of Gate 11, our highest pedestrian-only gate and a major entrance to the Iowa State Fair Grand Concourse. These concrete-surface locations provide easiest access for larger mobile tours and trailer-based displays.

CREDENTIALS INCLUDED IN FEE

Provided for each day of participation as a Mobile Marketer:

- 8 General Admissions tickets
- 4 North Lot parking passes
- 1 Grounds parking pass

INVESTMENT

Displays less than 3,500 sq. ft.

\$3,000 first day; \$1,500 each day thereafter

Displays more than 3,500 sq. ft.

\$4,500 first day, \$2,000 each day thereafter



FAIRGOER DEMOGRAPHICS ...WHO THEY ARE...

*Data taken from 2016 Iowa State Fair survey with 663 Fairgoers participating

Age: 41 years old (mean)
31% are 30-39 years old
55% are younger than 40

Gender: 39% Male
61% Female

99% of Fairgoers rate the Iowa State Fair as Good to Excellent - the other 1% were eating something on a stick and could not respond when asked)

\$126 was the average amount spent at the Fair

7 Hours was the average length of time spent at the Fair

10% of Fairgoers attend all 11 days while most Fairgoers visit 3 different times

74% of adult Fairgoers have an income greater than \$50,000

88.7% of Fairgoers live in Iowa

55.3% of Fairgoers live in Polk, Dallas & Warren Counties

WHAT BRINGS THEM TO THE IOWA STATE FAIR...

For enjoyment
To see a friend or family member compete in a livestock show
To see a friend or family member perform on stage
To see a friend or family member's exhibit or entry
Rides & games
The food
Camping
Family or group outing
Corporate retreat
A specific Grandstand or free stage show
Shopping
Volunteer opportunity
People-watching/Fairgoer-watching

WHAT THEY DO WHILE AT THE IOWA STATE FAIR...

Eat something on a stick (repeated several times throughout the visit)
Visit the exhibitors in the William C. Knapp Varied Industries Building
View the livestock in the barns and the Animal Learning Center
Remember the years past in Pioneer Hall & Heritage Village
Enjoy free entertainment on one of the five free stages
Enjoy the photography salon in the Cultural Center
Take their children to Little Hands on the Farm
Make memories with friends and family
View the projects in the 4-H Building
Stroll through the Machinery Grounds
Enjoy a show in the Grandstand
Visit the DNR Building
See the Butter Cow
Enjoy the Midway

A FEW DETAILS TO CONSIDER

The following information will be helpful in planning an Iowa State Fair promotion or sales campaign for your products.

HOW TO EXHIBIT

- **Purpose** – Decide what you want to do and establish exhibit objectives.
- **Budget** – Establish your budget.
- **Space** – Get the best space you can afford. You should be able to accommodate visitors in your booth without blocking the aisle or crowding other exhibitors. All Mobile Marketing space is outdoors.
- **Sampling** – Food and beverage sampling must adhere to the One Bite, Two Sip Rule, approximately 2 ounces.
- **Set up and Tear Down** – Please adhere to the Fair's schedule for set up and tear down of displays. We will work with you to accommodate early morning and late night time frames as well as working around mobile marketers utilizing your same exhibit location prior to or after your time at the Fair.

Booth Design

- Use a professional designer, if possible.
- Determine specific sales points. Present them simply and directly.
- An on-the-spot demonstration is more effective than an elaborate, costly, static display.
- Create an eye-catching and bright booth.

Staffing

- Your employees need to be well-groomed and courteous.
- Be sure they are fully informed.
- Plan to have an adequate number of staff to allow periodic breaks and maintain an open booth.
- Make sure your staff has the booth open all hours required in the exhibit contract.
- Hours of operation are 8 am to 8 pm daily.

Electricity and Wi-Fi

Electricity and Wi-Fi are available but must be ordered prior to July 1. Charges apply for all outdoor exhibitors requesting electricity and Wi-Fi based on a number of factors.

Insurance

All contractors must carry general liability insurance with a minimum amount of \$1,000,000 coverage. Supplemental coverage to meet this requirement can be obtained through the Fair office for a fee.



GENERAL RULES & REGULATIONS

To be followed by all sponsors/exhibitors on the Fairgrounds during the 2021 Iowa State Fair. No exceptions.

1. All indoor exhibits must open at 9:00 a.m. CST and close at 9:00 p.m. CST each day. There are no late starts or early closings of displays and exhibits allowed. Booths must be staffed 12 hours daily.
2. All outdoor exhibits must open at 8:00 a.m. CST and close at 8:00 p.m. CST each day. There are no late starts or early closings of displays and exhibits allowed. Booths must be staffed 12 hours daily.
3. All displays and exhibits must be presented in an attractive fashion.
4. The distribution of novelty items as advertising material will not be allowed unless approval is received from the Fair Sponsorship Director. Expressly prohibited novelty items include, but are not limited to, T-shirts, caps/hats, jackets, belt buckles, etc.
5. Distribution of food items including, but not limited to, ice cream, popcorn, hot dogs, soft drinks, coffee, bottled water and cups of water is prohibited.
6. No stick-ons, bumper stickers or inflated balloons may be given away.
7. Storage and trash must be out of sight. The Iowa State Fair is not responsible for cleaning or clearing contracted spaces. Trash receptacles are available throughout the grounds. A dumpster for flattened cardboard and other oversize trash is located at the Varied Industries west loading dock and west of the Fairgrounds Fire Station.
8. All drapes, hangings, curtains, drops or other decorative material including hay and straw must be treated with a flame-retardant solution as stated by the Iowa State Fire Marshal Code.
9. Spray painting and sidewalk chalk are prohibited.
10. No signage may be attached to any portion of Iowa State Fair buildings or grounds. This includes trees and poles.
11. Hand written signs are never acceptable at the Iowa State Fair.
12. ABSOLUTELY NO ROAMING ALLOWED. Staff must remain within the confines of the exhibit space. Staff may not occupy the sidewalk, aisle or any areas outside the specified exhibit space. Please design your booth such that Fairgoers engaging with your staff are doing so INSIDE your contracted footprint. If it is necessary to be closer than over a counter top, the counter must be set back into the booth at least 2 feet to allow attendant and prospective customer interaction and communication without being in the aisle.
13. No band, orchestra, musicians, loud speaker, amplifier, radio or other sound device can be used unless the sound or amplification is confined to the area occupied by the contractor or otherwise approved by the Fair Board. Bullhorns and megaphones are prohibited.
14. Access to all areas of buildings, aisles, sidewalks and roads must remain clear and unobstructed.
15. Distribution of handbills, flyers, coupons or any other material outside the contracted space is prohibited.
16. Animals of any kind are prohibited on the Fairgrounds except for those entered into shows or that have received the appropriate pass from the Sponsorship Director if part of a display or exhibit.
17. The use of scooters, skateboards, hover boards, roller blades, roller skates, bicycles, uni-cycles and remote controlled vehicles is prohibited in all Iowa State Fair buildings and grounds.
18. Gas cans, portable LP or bottle gas tanks are prohibited inside all Iowa State Fair buildings.
19. Any vehicle brought on site for display (inside or outside) must have a very low amount of fuel, taped or locked gas cap (inside buildings), battery disconnected and ignition key removed as stated by Iowa State Fire Marshal Code. The vehicle must remain a static part of the display and cannot be moved in and out during of the Fair.
20. No smoking is allowed in any Iowa State Fair building.
21. Sponsors and representatives must agree there will be no discrimination based on race, religion, national origin, sex, age, physical and mental ability from staff at the display or exhibit and agrees that this sponsorship will be terminated by the Iowa State Fair if a violation is found.

SPECIFIC TO INDOOR BOOTH AREA

1. Sidewalls over four feet tall may not extend out from the backdrop more than one-half the depth of the space unless mutually agreed to by adjoining parties.
2. All indoor tables must be clothed and skirted to the floor. If backs of tables are visible to the public, they must be covered.
3. All storage boxes must be out of sight.
4. The depth of the booth is specified in the contract and no part of the booth may extend out in the aisle any further than the contracted depth.
5. Maximum booth height — 12 feet.

For full exhibitor rules, please visit www.iowastatefair.org/commercial-space/

2021 MOBILE MARKETING PRELIMINARY LOCATIONS (as of February 2021)



Administration Building.....H11	4-H Exhibits BuildingN8	MidAmerican Energy Stage.....G17	Sky Glider West.....K4/I1:
Agriculture BuildingG15	Bruce L. Rastetter 4-H Exhibits Building sponsored by Touchstone Energy Cooperatives of Iowa	MidAmerican Energy Stage with Iowa Realty & media sponsor KCCI	Sky Glider West sponsored by Sleep Number
Animal Learning Center.....E14	Fun ForestG16	Museum.....D20	Stalling Barn.....L2:
Paul R. Knapp Animal Learning Center sponsored by Christensen Farms	Fun Forest Stage sponsored by Community Choice Credit Union	Museum ComplexD20	Stalling Barn sponsored by Van Wall Equipment
Anne and Bill Riley Stage.....H11	GalleryD20	Outdoor Arena.....M20	Susan Knapp Amphitheater.....E14
Anne & Bill Riley Stage sponsored by Pepsi with media sponsor CW Iowa 7.3	Richard O. Jacobson Hall & Kenyon Gallery	Bob & Deb Pulver Outdoor Arena	Susan Knapp Amphitheater sponsored by Prairie Meadows
Cattle BarnJ16	Grandfather's Barn.....G22	Parking/Tow Office.....C3	with media sponsor KDSM Fox 17
John & Emily Putney Family Cattle Barn sponsored by Vermeer	Vermeer Grandfather's Barn	Picnic Shelter.....I15	Swine Barn.....M17
Country SchoolE19	Grandstand.....F8	Pigeon, Poultry and Rabbit Building.....C19	Swine Barn sponsored by Corteva Agriscience
Country School sponsored by Patty & Jim Cowrie Cultural Center	Grand Concourse.....H6	Pioneer HallE21	Thrill Town.....L:
Cultural CenterG19	Grand Concourse sponsored by Goldman Sachs 10,000 Small Businesses	Political Soapbox.....G10	Thrill Town sponsored by Van Wall Equipment
DNR Building.....G4	Horse BarnL12	Service Center.....G10	Thrill Zone.....E12
Exhibition CenterL9	Little Hands on the Farm.....D14	Robert G. Horner & Short Ave Pioneer Service Center sponsored by Des Moines Register	Thrill Zone.....G:
Family TheatersG5	Livestock Pavilion.....I14	Sheep BarnN12	Varied Industries BuildingJ:
Maytag Family Theaters		Sky Glider East.....F13/F21	Varied Industries Building sponsored by Principal
First Aid CenterF16			Volunteer Office and Credential Pick Up.....O:
Hy-Vee Health & First Aid Center			Volunteer Office and Credential Pick Up sponsored by Principal
First Church.....E18			Walnut Center.....K11
Food CenterJ2			Walnut Center sponsored by Principal
Eloell Family Food Center sponsored by Blue Bunny Ice Cream			Wind Turbine & Education CenterF11
FFA Display Building.....K10			Wind Turbine & Education Center sponsored by MidAmerican Energy
			Ye Old Mill.....F1:
			Ye Old Mill sponsored by Sleep Number
			Youth Inn.....K21
			Youth Inn sponsored by Sleep Number

NOTE: Mobile marketing discussions may begin any time after January 1, 2021 but should be finalized by mid-May 2021 to ensure adequate and opportune space is available.

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