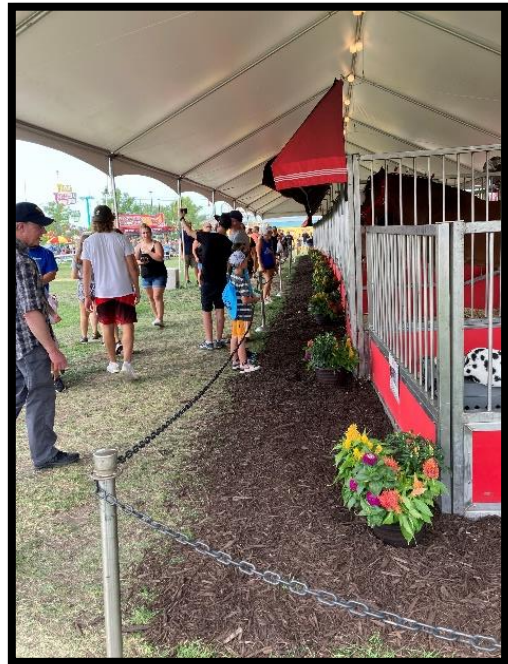


2022



MOBILE MARKETING

August 11-21



MOBILE MARKETING

The award-winning Iowa State Fair has played host to **more than a million Fairgoers** for 18 of the past 21 years, and 2022 should 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 for your staff and goals.

Mobile Marketing at the Iowa State Fair provides **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 2022 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 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 edible options 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 organization.

To be considered for a mobile marketing opportunity at the 2022 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 2022 Iowa State Fair is included on the following pages. After review, please feel free to contact us with further questions and to hear more about this opportunity. We 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 - 2021 DAILY FAIR ATTENDANCE

#	DAY	2021	2019	2018	2017
1	Thursday	77,700	84,928	81,948	86,408
2	Friday	104,177	103,096	103,419	103,424
3	Saturday	111,603	122,111	116,583	120,833
4	Sunday	107,410	108,283	104,270	112,397
5	Monday	95,621	97,682	95,666	105,522
6	Tuesday	90,688	102,953*	92,440	96,863
7	Wednesday	91,510	109,323*	102,843	95,322
8	Thursday	96,064	104,247	99,090	96,015
9	Friday	101,952	112,891*	102,447	97,958
10	Saturday	117,764	119,276	117,062	120,616
11	Sunday	99,991	105,585	114,492	94,714

Totals: 1,094,480 **1,170,375** 1,130,260 1,130,071

Current attendance record!

*All-time single day attendance records

20 YEAR ANNUAL ATTENDANCE

(No Fair in 2020)

2021	1,094,480	2010	967,381
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

MARKETING BENEFITS

OFFICIAL IOWA STATE FAIR DAILY PROGRAM – your company name listed (1) in the Fair schedule's 9 am section each day you are present on the Fairgrounds and (2) 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. Approximately 40,000 copies will be distributed in the August 7, 2022 edition of the Des Moines Sunday Register plus another 20,000 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 north to the newly renovated Gate 13 (west 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 attractive 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, this concrete-surface location provides easy 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

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...

*Most recent 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 nearby sidewalks 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 per sample per person.
- **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 day(s) 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 continual staffing.
- Make sure your staff has the booth open all hours required in the exhibit contract.
- Hours of operation are 9 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 2022 Iowa State Fair. No exceptions.

1. All outdoor exhibits must open at 9:00 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 11 hours daily.
2. All displays and exhibits must be presented in an attractive fashion.
3. 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.
4. Distribution of handbills, flyers, coupons or any other material outside the contracted space is prohibited.
5. Food and beverage sampling must adhere to the One Bite, Two Sip Rule, or a sample size of 2 ounces maximum.
6. 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.
7. No stickers, stick-ons, bumper stickers or balloons (inflated or not) may be given away.
8. 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.
9. 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.
10. Spray painting and sidewalk chalk are prohibited.
11. No signage may be attached to any portion of Iowa State Fair buildings or grounds. This includes trees and poles.
12. Hand written signs are never acceptable at the Iowa State Fair.
13. **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.
14. 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. Microphones, bullhorns and megaphones are prohibited.
15. Access to all areas of buildings, aisles, sidewalks and roads must remain clear and unobstructed.
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. Permission may be granted 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. All indoor exhibits must open at 9:00 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 11 hours daily.
2. 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.
3. All indoor tables must be clothed and skirted to the floor. If backs of tables are visible to the public, they must be covered.
4. All storage boxes must be out of sight.
5. 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.
6. Maximum booth height — 12 feet.

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

2022 MOBILE MARKETING PRELIMINARY LOCATIONS

(as of October 2021 – subject to change)



Administration Building.....H11	4-H Exhibits BuildingN8	MidAmerican Energy Stage.....G17	Sky Glider WestK4/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 KCCJ	Sky Glider West sponsored by Sleep Number
Animal Learning Center.....E14	Fun ForestG16	MuseumD20	Stalling Barn.....L2:
Paul R. Knapp Animal Learning Center sponsored by Christensen Farms	Mykes Farm Forest	Ralph H. Deets Historical Museum	Stalling Barns sponsored by Van Wall Equipment
Anne and Bill Riley Stage.....I11	Fun Forest StageG16	Museum ComplexD20	Susan Knapp Amphitheater.....E16
Anne & Bill Riley Stage sponsored by Pepsi with media sponsor (CW Iowa 2)	Richard O. Jacobson Hall & Kenyon Gallery	Richard L. Easter Museum Complex	Susan Knapp Amphitheater sponsored by Prairie Meadows with media sponsor KDSM Fax 17
Cattle BarnJ16	Grandfather's BarnG22	Outdoor ArenaM20	Swine BarnM17
John & Emily Putney Family Cattle Barn sponsored by Vermeer	Venmeer Grandfather's Barn	Bob & Deb Pulver Outdoor Arena	Swine Barn sponsored by Corteva Agriscience
Country SchoolE19	GrandstandF8	Parking/Tow OfficeC3	Thrill Town.....L:
Country School sponsored by Vermeer	Grandstand sponsored by Coors Light	Farm Bureau Picnic Shelter	Thrill Town.....E1:
Cultural CenterG19	Grand ConcourseH6	Pigeon, Poultry and Rabbit Building.....C19	Thrill Zone.....G:
Patty & Jim Cowrie Cultural Center	Grand Concourse sponsored by Goldman Sachs, 10,000 Small Businesses	Farm Bureau Pioneer Hall	Varied Industries BuildingJ:
DNR Building.....G4	Horse BarnL12	Political Soapbox.....G10	William C. Knapp Varied Industries Building sponsored by Principal
DNR Building sponsored by Vermeer	Iowa State Fair Police.....I3	Robert G. Hawner & Sheri Avis Homer Service Center sponsored by Des Moines Register	Volunteer Office and Credential Pick Up.....O:
Exhibition CenterL9	Kids' ZoneC14	Service Center.....G10	Walnut Center.....K1:
Richard O. Jacobson Exhibition Center	Legacy TerraceG9	Robert G. Hawner & Sheri Avis Homer Service Center sponsored by Des Moines Register	Wind Turbine & Education CenterF1:
Family TheatersG5	Little Hands on the Farm.....D14	Sky Glider EastF13/F21	MidAmerican Energy Wind Turbine & Education Center
Maytag Family Theaters	Andringa Family Foundation Little Hands on the Farm	Sky Glider East sponsored by Sleep Number	Ye Old MillF1:
First Aid CenterF16	Livestock Pavilion.....I14		Youth Inn.....K21
Hy-Vee Health & First Aid Center			Oman Family Youth Inn
First Church.....E18			
Food CenterJ2			
Evelyn Family Food Center sponsored by Blue Bunny Ice Cream			
FFA Display Building.....K10			

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

We hope to see you at the Iowa State Fair!

Julianna Curtis

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