

2022

IowaStateFair

PROPOSAL

Shared 10' x 10' Booth

VARIED INDUSTRIES BUILDING

August 11-21



## EXHIBIT AT THE IOWA STATE FAIR

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 brand to the Iowa State Fair will provide you with **direct interaction** with Fairgoers for the length of time that fits for your staff and goals.

Fairgrounds-wide, hundreds of manufacturers and industrial representatives **clamor to rent coveted exhibit space**. 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.

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 is also an entertainment destination in Iowa and the Midwest, and showcases visual and performing arts with a variety of special exhibits and activities.

### Put the Iowa State Fair in Your Marketing Mix

We are happy to work with you to **create the best visibility** for your organization.

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.

## **NEW for 2022**

### **Please contact us to discuss the details of having a one or two-day presence in the air-conditioned Varied Industries Building.**

Do you prefer an indoor air-conditioned booth space? Why not test your brand in the 114,000 square foot Varied Industries Building. Dates are going fast so don't wait. Photos or graphic renderings of the display you plan must be submitted along with the company and product information you plan to promote.

Several examples of high quality 10x10 booth set-ups are represented throughout this document. Take a look!

More information about a booth in the Varied Industries Building is included on the following pages. We look forward to helping you plan a successful Fair activation that will attain your organizational goals.

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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	<b>102,953*</b>	92,440	96,863
7	Wednesday	91,510	<b>109,323*</b>	102,843	95,322
8	Thursday	96,064	104,247	99,090	96,015
9	Friday	101,952	<b>112,891*</b>	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

## EXCLUSIVE BENEFITS

- Right to a 10' x 10' exhibit space in the Varied Industries Building on one or more specific days.
- Right to interact with Fairgoers, distribute promotional items and business literature, generate leads, conduct give-a-ways and sweepstakes for prizes from designated exhibit space.
- ALL ITEMS MUST BE PRE-APPROVED BY THE IOWA STATE FAIR SPONSORSHIP DIRECTOR.

## VISIBILITY

The **110,400 square foot air-conditioned Varied Industries Building** hosts nearly 200 vendors and is the Iowa State Fair's largest, most-visited exhibit venue on the Fairgrounds. While we can't track entries at the building's multiple entrances, we believe that 65-70% of Fairgoers wander up and down the seven aisles of this expansive exhibit hall. Having a booth presence will allow your company, brand or message to be front and center in this busy, busy building. You will have the opportunity to create public awareness, introduce new products or services, conduct surveys and many other engagements - the opportunities are endless.

We are committed to making your time at the Iowa State Fair a success!

## INVESTMENT

Weekend days – Saturdays or Sundays                      \$3,000 per weekend day  
Week days – non-Saturdays and Sundays                      \$2,500 per week day

## ASSETS INCLUDED IN FEE

- One 8 foot table - skirted and topped
- 2 sturdy folding chairs
- 10' x 10' carpet square
- 2 standard electrical hookups (more available for purchase)
- Provided for each day utilizing the VIB booth:
  - 4 General Admissions tickets
  - 2 North Lot parking passes
- BACK WALL: 8-foot high pipe & drape
- SIDE WALLS: pipe & drape height between 8 and 4 feet; worked out with neighbors – see photos for examples.





## 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** – Set your budget.
- **Space** – Utilize the 100 square feet of space effectively. You must accommodate visitors inside your booth footprint without blocking the nearby sidewalks or crowding other exhibitors.
- **Sampling** – Food and beverage sampling is not allowed inside the Varied Industries Building.
- **Set up and Tear Down** – Please adhere to the following parameters as you plan set up and tear down activities:
  - **SET UP** ... 8 am is the earliest you will be allowed access to the space. You will have a pass to allow you to drive to the loading bay for unloading. Plan for expedient unloading and set up; simple and easy is ideal.
  - **TEAR DOWN** ... You must vacate the space as soon after 8 pm as possible. Again, an easy and simple tear down process is ideal. **PLEASE NOTE:** Vehicles will not be allowed access to the south loading bay at 8 pm. The ideal plan is to walk out with your remaining supplies. Golf cart assistance MIGHT be available through the Sponsorship Director or Sponsorship Intern if advance arrangements have been made.

#### 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.
- 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 and an order form will be provided.

#### Insurance

All exhibitors 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. Details will be spelled out in the contractual agreement.



## 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.

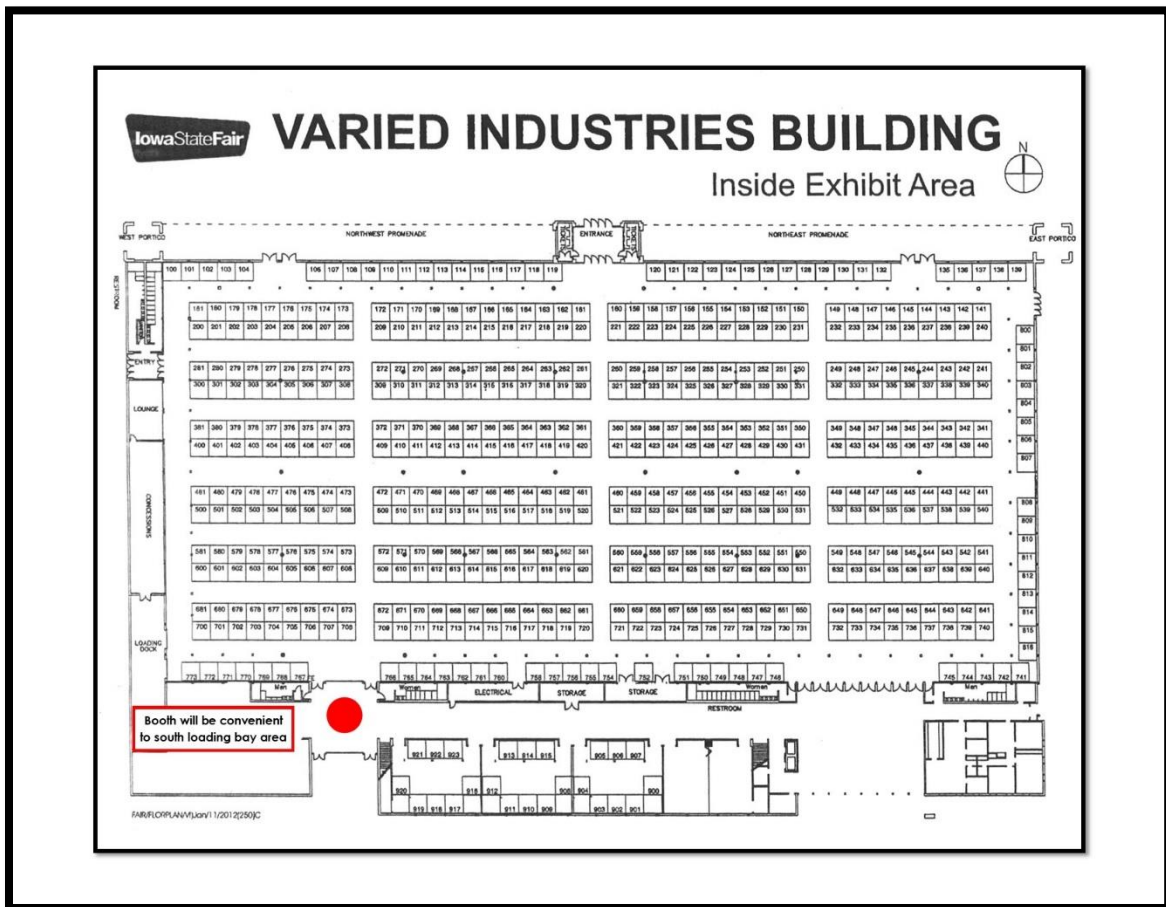
## SPECIFIC TO INDOOR BOOTH AREA

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. Normal booth height is 8 feet. Permission must be obtained in writing from the Sponsorship Director to extend to the maximum booth height of 12 feet.

**For full exhibitor rules, please visit [www.iowastatefair.org/commercial-space/](http://www.iowastatefair.org/commercial-space/)**

# 2022 VARIED INDUSTRY SHARED BOOTH LOCATION

(TBD – COMING SOON)



## We hope to see you at the Iowa State Fair!

### Meg Courter

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