

# Iowa State Fair

## 2022 Sponsorship Handbook

**Welcome to the Iowa State Fair Sponsorship Program!** Thank you for joining us as we work together to provide amazing and unique experiences for what we expect will be more than one million Fairgoers! Every building, barn, booth activation, special event, stage, give-a-way, prize drawing, entertainment (and more) that you sponsor brings excitement and engagement for Fairgoers.

**Find Your Fun** is our theme for 2022. The Iowa State Fair is unique and continues to attract visitors from all across the state, the nation, and the world. Without incredible sponsors like you, the Iowa State Fair would not continue to set records, win awards, and create lifelong memories for all ages. On behalf of the Iowa State Fair Board, the administrative team, the Blue Ribbon Foundation, and 1,000,000+ Fairgoers, thank you for your partnership as an Official Sponsor of the 2022 Iowa State Fair.

This guide has been developed as a quick reference for contact information, rules and regulations, important and helpful information, and a general overview. For more information on the Fair's daily activities, please visit [www.iowastatefair.org](http://www.iowastatefair.org).

Introducing the Business Relations Intern for 2022: Laura Noehren! Laura is a Strategic Political Communication major at Drake University with interests in environmental advocacy and nonprofit communication. She can't wait to meet you and help make your time at the Fairgrounds productive and meaningful.

Feel free to contact either of us at any time with questions, concerns, or suggestions. We look forward to working with you to make your presence at the 2022 Iowa State Fair enjoyable and successful.

Thank you!



**Julianna Curtis**  
Iowa State Fair  
Sponsorship Director  
515-401-1676 desk  
515-229-1479 cell (best after July 25)  
[JCurtis@IowaStateFair.org](mailto:JCurtis@IowaStateFair.org)



**Laura Noehren**  
Business Relations Intern  
515-262-13111, ext. 379  
[SponsorRelations@blueribbonfoundation.org](mailto:SponsorRelations@blueribbonfoundation.org)

Iowa State Fair  
PO Box 57130  
3000 E Grand Ave  
Des Moines, IA 50317

# HANDBOOK CONTENTS

## **3...2022 SPONSOR TIMELINE**

## **4...IOWA STATE FAIR OVERVIEW**

Use of the Iowa State Fair and Official Sponsor Logos

Pre-Fair Load-In and Set-Up

Indoor Hours

Outdoor Hours

## **5..... Insurance**

Rentals

Digging and Staking

Utilities

Display and Exhibit Rules

## **7..... Door Prizes, Drawings and Giveaways**

Sampling

## **8..... Sound**

Post-Fair Tear Down and Load-Out

## **9...MOST IMPORTANT THINGS TO KNOW**

Fair Hours

Gate Hours

Admission to the Iowa State Fair

Parking

Iowa State Fair Mobile App

## **10..... North Lot Parking Passes**

Unload/Load Passes

Getting To the Iowa State Fairgrounds

ADA/Disabled Parking

On-Grounds Transportation

DART Park + Ride/DART Transit Hub

Parking Map

## **11..... Blue Line Trams**

Campground Trams

Courtesy Carts

## **12...ADDITIONAL HELPFUL INFORMATION**

ATMs

Baby Care & Nursing Stations

Daily Schedule and Daily Pocket Guide

First Aid and Health Center

Food Coupons

Ice

Bottled Water

## **13..... Information Booths**

Safety

Lost & Found

Accessible Restrooms

Social Media

## **14..... Text Alert Program**

Thrill Parks

Admission Ticket Office

Parcel Deliveries and Pickups

## **15..... Volunteer & Will Call Office**

Weather

## **GRANDSTAND CONCERT LINE-UP**

## **16...IMPORTANT TELEPHONE NUMBERS**

Sponsorship Department contact information

# 2022 SPONSOR TIMELINE

## **May 1<sup>st</sup>**

Certificate of Liability Insurance due.

## **Wednesday, June 15<sup>th</sup>**

All sponsors with exhibit space must have sponsorship agreements signed and returned to the Iowa State Fair Sponsorship Director. Those that do not will forfeit their exhibit space.

## **Sunday, July 10<sup>th</sup>**

"Top 11 Things to do at the 2022 Iowa State Fair" inserted in the *Des Moines Sunday Register* and most newspapers across Iowa.

## **Mid-July**

Credentials, including admission tickets, parking passes, and Grandstand concert tickets, will be mailed or delivered to those sponsors who have submitted payment in full or per agreement.

## **July 25<sup>th</sup> - August 10<sup>th</sup>**

Iowa State Fair preparation: Sponsor, Vendor, Exhibitor & Concessionaire set-up. See page 4 for details. Certificate of liability insurance must be received before set-up will be allowed.

## **Saturday, August 6<sup>th</sup> - Wednesday, August 10<sup>th</sup>**

Set-up: You must display a Pre-Fair Pass on your vehicle in order to bring a vehicle onto the Fairgrounds beginning at midnight on Friday, August 5<sup>th</sup> continuing through Wednesday, August 10<sup>th</sup>.

## **Sunday, August 7<sup>th</sup>**

"Official Iowa State Fair Guide" inserted in the *Des Moines Sunday Register* and other statewide newspapers.

## **August 11<sup>th</sup> – 21<sup>st</sup>**

2022 Iowa State Fair: "Find Your Fun"

All exhibits must be ready to operate daily by 9 a.m.

## **Sunday, August 21<sup>nd</sup>**

Teardown cannot begin until after 9 p.m.

## **Wednesday, August 24<sup>th</sup>**

All exhibits must be removed from the Iowa State Fairgrounds by 4:30 p.m. or face financial penalty.

# IOWA STATE FAIR OVERVIEW

With countless things to see, do, and eat, the Iowa State Fair has something for everyone! No matter your age or your interests, we are sure you will find something fun at the Fair. Maybe checking out the new food vendors is your “fun.” Maybe it’s seeing the baby animals, enjoying a free concert, or even strolling the aisles of the Varied Industries Building. Whatever fun looks like to you, you’re sure to *Find Your Fun* at the 2022 Iowa State Fair!

Annually attracting more than a million visitors from all over the world, the Iowa State Fair is the single largest event in the state of Iowa. Iowa’s great celebration, the Fair is a salute to the best in agriculture, industry, entertainment and achievement.

Home to Iowa’s largest arts show, the largest foods department of any state fair, and one of the world’s largest livestock shows, it’s no wonder *Midwest Living* magazine named the Iowa State Fair one of the “Top 30 Things Every Midwesterner Should Experience.” The Fair is also included in the *New York Times* best-selling travel book, *1,000 Places to See Before You Die*, and is the inspiration for Rodgers and Hammerstein’s award winning Broadway musical, *State Fair*.

## Use of the Iowa State Fair and Official Sponsor Logos

The Sponsorship will provide sponsors with the right to use Iowa State Fair logos (both Iowa State Fair branding box and Official Sponsor logo) to promote the Fair and the sponsorship. All uses of Iowa State Fair logos must be pre-approved by the Sponsorship Director and follow the design standards as provided.

Below are the logos sponsors may use to promote your 2022 Iowa State Fair presence. Please communicate to the Sponsorship Director the ideal file formats you need.



## Pre-Fair Load-In and Set-Up

### **Outdoor Exhibits**

Monday, July 25 – Friday, August 5 \*no earlier than 8:00 a.m.  
Saturday, August 6 - Wednesday, August 10 \*Pre-fair passes required

### **Indoor Exhibits**

Monday, August 1 - Friday, August 5	8:00 a.m. - 3:30 p.m.
Saturday, August 6 - Sunday, August 7	8:00 a.m. - 3:30 p.m. *Pre-fair passes required
Monday, August 8	8:00 a.m. - 4:30 p.m. *Pre-fair passes required
Tuesday, August 9 & Wednesday, August 10	8:00 a.m. - 9:00 p.m. *Pre-fair passes required

No vehicles will be allowed in the William C. Knapp Varied Industries Building after 4:30 p.m. on Monday, August 8<sup>th</sup>.

**FREE Pre-Fair Passes are REQUIRED** for vehicle access beginning midnight, Friday, August 5<sup>th</sup>. Alternatively, vehicles may park in the North Parking Lot August 6<sup>th</sup> through 10<sup>th</sup>, and you can walk through any gate. Delivery or set-up vehicles that need access onto the Fairgrounds must have a Pre-Fair Pass.

## Insurance

Sponsor must provide a Certificate of General Liability Insurance with minimum coverage of \$1,000,000. We prefer to receive this document by May 1<sup>st</sup> but it MUST be received before set-up is allowed on the Iowa State Fairgrounds.

Please list the following as additional insureds: State of Iowa, Iowa State Fair Authority, Iowa State Fair Board, its agents, officers and staff.

## Rentals

Freeman Company is the Iowa State Fair's on-site event supplies provider. If you need tables, chairs, fencing, electric fans, a forklift (for set-up/tear-down), etc., please contact Freeman at 515-205-2997 or [becky.gomez@freemanco.com](mailto:becky.gomez@freemanco.com) to schedule these services (email is preferred pre-Fair). Charges will apply. Note: Forklift rates are typically \$50 per hour.

In early July, the following link will go live, and sponsors may order assets directly from their Fair portal:

<https://www.freemanco.com/store/show/landing?showID=511915>.

During Fairtime, Freeman may be contacted for all rental inquiries and services.

Tents: If needed, supplying your own tent is recommended. For any rentals, we suggest contacting Freeman, Classic Events & Parties in West Des Moines, Big Ten Rentals in Iowa City, or Lincoln Tent in NE.

## Digging and Staking

Staking in the ground is prohibited in most areas. Any and all digging or staking requests will need proper clearance from the Iowa State Fair Maintenance (515-262-3111, ext. 250) and/or Electrical Departments (515-262-3111, ext. 210) for adequate installation that will not interfere with underground electrical, telephone, gas or water lines.

No one is allowed to drill holes in any concrete surface for staking tents. All tents on concrete must use concrete blocks, sandbags, or water-filled barrels to hold the tent securely in place.

## Utilities

The Iowa State Fair will provide electrical and communications (internet and phone) needs as requested by the sponsor. These requests must be submitted by **Friday, July 1<sup>st</sup>** in order to best serve your needs. Any late requests will be assessed a premium price for these amenities.

**Electrical**: Basic electrical service starts at \$50 per hookup plus \$1.50 per amp. Please inform the Sponsorship Director of your electrical connection needs.

**Communications (internet & phone)**: The Iowa State Fair does not have free Wi-Fi available. To secure Wi-Fi during the 2022 Iowa State Fair, please complete a communications order form and send it to the Sponsorship Director, who will pass it along to the correct staff member. The Sponsorship Director will assist in coordinating installation and service.

Only Iowa State Fair officials will be allowed to do electrical and communications work. Any request for changes or issues with service should be reported to the Sponsorship Director.

## Display and Exhibit Rules

1. All indoor and 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, sunglasses, etc.

4. 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 countertop, 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.
5. Distribution of handbills, flyers, coupons or any other material outside the contracted space is prohibited.
6. Access to all areas of buildings, aisles, sidewalks and roads must remain clear and unobstructed.
7. Food and beverage sampling must adhere to the One Bite, Two Sip Rule, or a sample size of 2 ounces maximum.
8. 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.
9. No stickers, stick-ons, bumper stickers or balloons (inflated or not) may be given away.
10. 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.
11. 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.
12. Spray painting and sidewalk chalk are prohibited.
13. No signage may be attached to any portion of Iowa State Fair buildings or grounds. This includes trees and poles.
14. Handwritten signs are never acceptable at the Iowa State Fair.
15. Microphones, bullhorns and megaphones are strictly prohibited.
16. No band, orchestra, musicians, loudspeaker, 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.
17. 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.
18. 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.
19. Gas cans, portable LP or bottle gas tanks are prohibited inside all Iowa State Fair buildings.
20. Any vehicle brought on site for display (inside or outside) must have a very low amount of fuel, a taped or locked gas cap (inside buildings), the battery disconnected, and the 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 the Fair.

21. No smoking is allowed in any Iowa State Fair building.
22. 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 bins and cardboard 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/participate/commercial-space/rules-regulations](http://www.iowastatefair.org/participate/commercial-space/rules-regulations).**

## Door Prizes, Drawings and Giveaways

Fairgoers must be informed that completion of an entry form establishes a relationship that removes the patron from the "do not call" list.

The following items are not allowed to be distributed: paper, fabric and plastic stickers, sunglasses, balloons, T-shirts, hats, belt buckles, and bumper stickers.

**IMPORTANT:** All prizes and giveaways must be approved in advance by the Sponsorship Director. Please forward a copy prior to July 1<sup>st</sup> to [JCurtis@IowaStateFair.org](mailto:JCurtis@IowaStateFair.org). Drawings must take place in the presence of an Iowa State Fair employee or official representative.

## Sampling

Food samples must abide by the One-Bite, Two-Sips Rule (no more than 2 ounces) and be pre-approved by the Sponsorship Director.

As long as samples are free, you are not required by Iowa Law to obtain a temporary food permit. If you have any questions about this, please contact:

Julie Kraling  
Retail Foods Program Lead  
IA Department of Inspections and Appeals  
Food and Consumer Safety Bureau  
515-689-4718  
[Julie.Kraling@dia.iowa.gov](mailto:Julie.Kraling@dia.iowa.gov)

## Sound

No band, orchestra, musicians, loudspeakers, amplifiers, radios or other sound devices can be used unless the sound or amplification is confined within the area occupied by the sponsor and explicitly approved by the Iowa State Fair.

If noise interferes with stages or neighboring exhibits, sponsor will be asked to reduce volume levels at the discretion of the Iowa State Fair. Failure to adjust as requested may result in expulsion from the Fairgrounds.

## Post-Fair Tear Down and Load-Out

On Sunday evening, August 21<sup>st</sup>, no vehicle traffic will be allowed onto the Fairgrounds until deemed safe by the Iowa State Fair Police Department, likely no earlier than 9:00 p.m.

The William C. Knapp Varied Industries Building will be secured by Iowa State Fair staff from 9:00 p.m. on Sunday, August 21<sup>st</sup> until 8:00 a.m. on Monday, August 22<sup>nd</sup>. After 8:00 a.m. you will be solely responsible for your exhibit and items. Please be respectful of other exhibitors during the tear-down/load-out process.

Tear-down must be completed by 4:30 p.m. on Wednesday, August 24<sup>th</sup>. At this time all items must be removed from the Iowa State Fairgrounds. Failure to do so may prohibit your future participation and sponsorship and incur a \$500 per day penalty fee.

### **Indoor and Outdoor Tear Down/Load-Out Hours:**

Monday, August 22

9:00 a.m. - 5:00 p.m.

Tuesday, August 23 & Wednesday, August 24

8:00 a.m. - 4:30 p.m.

\*No vehicles will be allowed to drive on the Fairgrounds until deemed safe.



# MOST IMPORTANT THINGS TO KNOW

## Fair Hours

Fairgrounds: 8 a.m. to midnight (no entry or re-entry after 9 p.m. on Sunday, August 21)

## **ALL INDOOR & OUTDOOR EXHIBITS & DISPLAYS MUST BE OPEN 9:00 AM TO 8:00 PM**

This is a change from previous Fairs when outdoor exhibits opened at 8 a.m.

Thrill Ville: 10 a.m. to midnight  
Thrill Town: 9 a.m. to 10 p.m.  
Thrill Zone: 10 a.m. to midnight

## Gate Hours

Gates 2, 4, 5, 6, 7, 9, 10, 11, 15, and 16 open at 7 a.m., and Gate 13 is open at 6 a.m.  
Gate 3 and 8 are the only gates open 24 hours a day.  
Most gates close by 1 a.m.  
Gate 1 is only open during peak usage of the North Lot.

## Admission to the Iowa State Fair

Anyone entering the Iowa State Fairgrounds must present an admission ticket, without exception. This includes all employees and delivery personnel. There will be no refunds for unused admission tickets.

Advance General Admission Tickets: Available for \$9 each before August 11<sup>th</sup> at participating Hy-Vee, Fareway, and Price Chopper stores throughout the state. Beginning July 5<sup>th</sup>, the Iowa State Fair Ticket Office will sell advanced admission tickets at the \$9 price for adults and at the \$5 price for children ages 6-11.

Please contact the Sponsorship Director if you need to purchase additional Advance General Admission tickets. Cost to sponsors is \$9 even after the Fair opens.

Regular Admission Tickets: During the Iowa State Fair, General Admission Tickets may be purchased at any gate: \$14 for adults and \$8 for children (6-11 years of age). Children 5 and under are free.

Wristbands: Admits wearer only; does not admit a vehicle. Wristbands cover one person's admittance all 11 days of the Fair. Wristbands are available for \$99 and must be worn each day for entry. Wristbands must be tight enough to be impossible to remove; if this is not the case, admission will be denied to the wearer and the wristband may be confiscated.

## Iowa State Fair Mobile App

Since the 2018 Fair, the Iowa State Fair Mobile app is the best way to stay up to date and connected with everything happening at the Iowa State Fair. The following elements are included in the mobile app:

Buy Tickets	Fairgrounds Map
Fair Schedule	Access to Fair Social Media
Grandstand Schedule	General Contact Info
Food & Drink Concessions	Sponsor Recognition

## Parking

A vehicle displaying an official State Fair mirror hanger or in possession of a single-day parking pass will be admitted without a parking charge and must park in the designated lot. Vehicles must enter at the gate indicated on hanger or ticket. Each person in the vehicle must have a valid admission ticket, wristband, or re-admission handstamp to be admitted.

Parking is on a first-come, first-served basis. Some lots do fill quickly. If the assigned lot is full, follow instructions from parking staff as to where to park.

The Iowa State Fair mobile app and text alert system are very helpful to stay informed on parking availability.

### **North Lot Parking Pass**

Present this ticket when entering the North Lot (accessible through Gate 2 off University Ave); it will be torn by gate staff. Parking fees are charged each time a vehicle enters the North Parking Lot – there is no free same-day return policy for vehicles. Cost per vehicle is \$10 (may be purchased in advance or at the lot).

### **Unload/Load Permit**

This permit allows a vehicle to enter at the specified gate and move to a specific location on the grounds to unload and load items as necessary, which may or may not include/allow parking. Each person in the vehicle must have a valid admission ticket, wristband, or re-admission handstamp to be admitted. After unloading or loading at the designated location, the vehicle must exit the grounds or go to a designated parking lot.

Note: Parking is allowed in designated lots only. Illegally parked cars will be towed at owner's expense to the interior Fairgrounds Impound Lot in the NW corner of the property.

### **Getting to the Iowa State Fairgrounds**

The Iowa State Fairgrounds are located at East 30<sup>th</sup> Street and East University Avenue in Des Moines. Pleasant Hill is just a few minutes east of the Fairgrounds, and Downtown Des Moines just 10 minutes west. The Fairgrounds are easily accessible from Hwy 69, Interstate 80/35, and the 65/5 Purple Heart Highway. For driving directions, visit <https://www.iowastatefair.org/visit/directions>.

Mailing Address: Iowa State Fair, PO Box 57130, Des Moines, IA 50317

Physical Address: Iowa State Fair, 3000 E Grand Avenue, Des Moines, IA 50317

GPS and Online Mapping: Iowa State Fair, 3000 E Grand Avenue, Des Moines, IA 50317

Stay up-to-date on road closures and construction schedules at [www.511ia.org](http://www.511ia.org), a service of the Iowa Department of Transportation, and through the Fair's Text Alert System.

### **ADA/Disabled Parking**

The expanded parking area reserved for visitors with disabilities is in the North Lot. Enter through Gate 2 at East 33<sup>rd</sup> Street and East University Avenue. Vehicles with an IDOT-issued parking permit or a license plate designating a disabled driver or passenger will be directed to the reserved parking area north of Gate 15, adjacent to the brick restroom building. Vehicle parking is \$10 on a space-available basis.

Parking personnel will do their best to direct disabled visitors' vehicles to the closest, most convenient parking available. As north parking lots fill on high attendance days, the Des Moines Police Department determines when outside gates to the Fairgrounds are opened and closed. When one gate closes, generally, another is opened to assist in keeping traffic congestion on city streets to a minimum.

## On-Grounds Transportation

### **DART PARK + RIDE/DART TRANSIT HUB**

Sponsors and Fairgoers can park their car for free and ride DART buses for a quick-and-easy, direct trip to the Iowa State Fair's DART Transit Hub located at Gate 10 on the Fairgrounds' west side. Free parking is available at three Park + Ride locations from 8:30 a.m. to midnight every day of the Fair:

- Center Street Park & Ride at 6th Avenue and Center Street
- Iowa State Capitol on East 12th Street
- Southeast Polk High School at NE 80th Street and Highway 163

DART round-trip fares are cash only, day of ride. Show your Iowa State Fair Advance General Admission ticket and receive half off the round-trip fare. Exact change appreciated. One-way fares are available upon request. All buses are wheelchair accessible.

- \$2 adults (11+)

- \$1 children (ages 6-10), adults (65+), Medicare card holders and people with disabilities.
- Free for children 5 and younger.

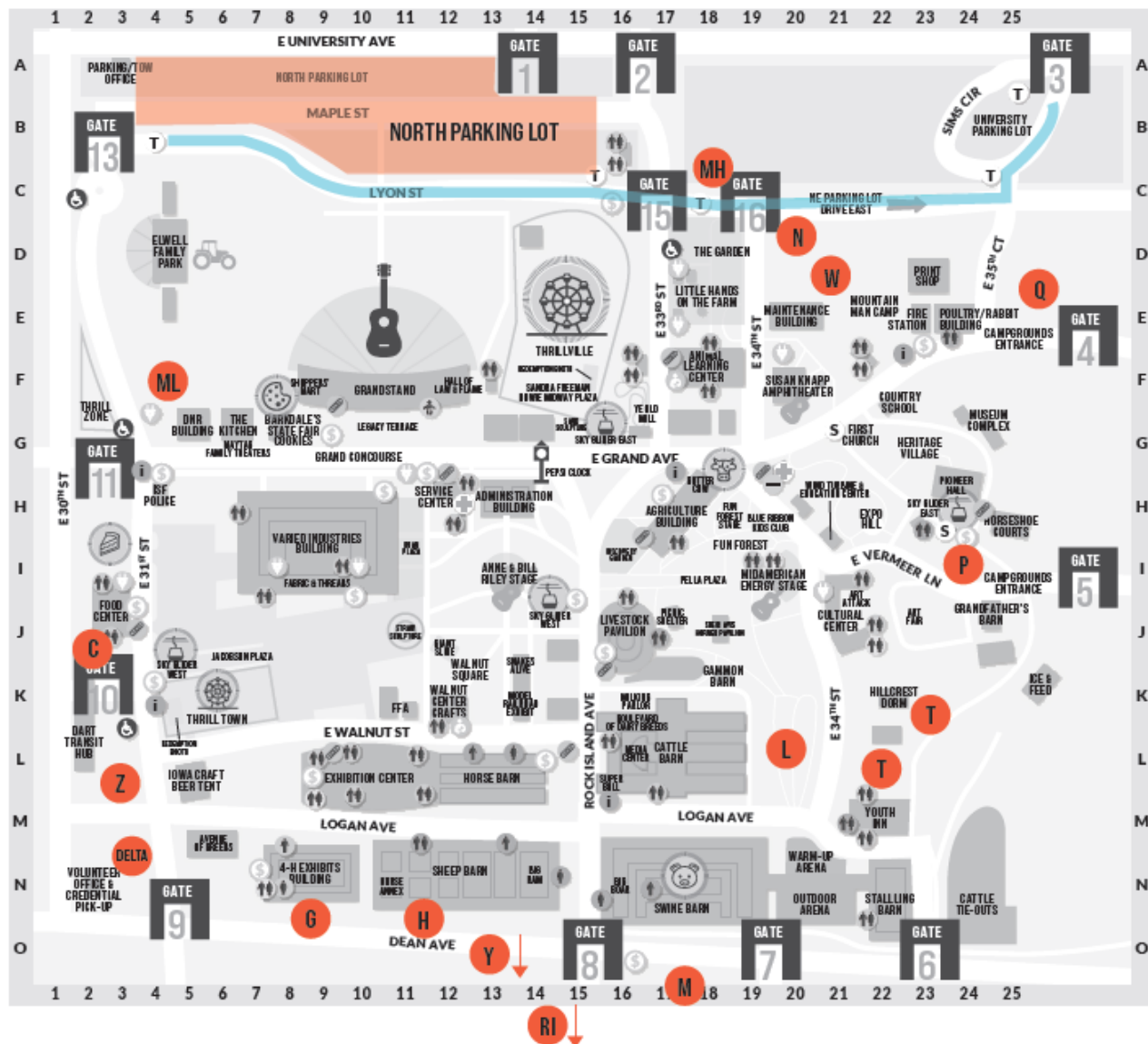
For additional information contact DART Customer Service at 515-283-8100 or <https://www.ridedart.com/content/how-get-iowa-state-fair>.

**BLUE LINE TRAMS:** The Blue Line trams provide free, convenient service for those parking in Fairgrounds lots on the north side of the property. Shuttles loop continuously with stops at Gate 13 to the west, Gate 15 and the University Lot in the middle, and the Northeast Lot at the far eastern end.

**CAMPGROUND TRAMS:** Making a continuous loop through the campgrounds to several stops on the east side of the Fairgrounds, the Campground Trams are a convenient way for campers to move within the campgrounds and access the Fairgrounds.

**COURTESY CARTS:** Golf cart mini-shuttle service (not wheelchair accessible) is available from the ZaGaZig Shriners from the North, University, and NE Parking lots to Gate 13 and Gate 15. Golf carts are not available for rent for safety and liability reasons.

## Parking Map



# ADDITIONAL HELPFUL INFORMATION

## **ATMs**

There are more than 40 ATMs scattered throughout the Fairgrounds in the following vicinities:

- Fire Station near Gate 4
- Inside the campgrounds at Gate 5
- Gate 15
- Gate 8
- Outside the Robert G. Horner & Sheri Avis Horner Service Center
- William C. Knapp Varied Industries Building (NE corner and in South Lobby)
- West Grandstand Entrance
- John Deere Agriculture Building
- Pioneer Pavilion east end
- East of the Horse Barn
- Richard O. Jacobson Exhibition Center
- West Entrance of the 4-H Building
- Sky Glider West at Rock Island
- Sky Glider West/Thrill Town at E 31<sup>st</sup> St
- Outside the ISF Police Headquarters
- Elwell Family Food Center

## **Baby Care & Nursing Stations**

Two air-conditioned, private locations are available in Walnut Center (south of the Giant Slide location – north of the Horse Barn) and the Animal Learning Center (inside Gate 15 just south of Little Hands on the Farm). Locations are marked on the Iowa State Fair map.

## **Daily Schedule and Daily Pocket Guide**

There will be a dedicated Daily Pocket Guide listing all scheduled activities for each specific day of the Fair. They will be available at the Information Booths and Fairground gates.

The best place to access schedules for the Fair is on the Iowa State Fair mobile app. More information, including a daily listing of all events, can also be found at <https://www.iowastatefair.org/entertainment/fair-schedule>.

## **First Aid and Health Center**

Two first aid and health centers are located 1) east of the John Deere Agriculture Building and 2) on the east side of the Robert G. Horner & Sheri Avis Horner Service Center on the Grand Concourse. Both locations are staffed by volunteers from the Central Iowa Chapter of the American Red Cross.

## **Food Coupons**

Food tickets can be purchased in packs of five for \$5. Each food ticket is good for \$1 toward food or beverage purchases on the Fairgrounds. Please submit Food tickets may also be purchased at the State Fair Ticket Office beginning July 5. Available while supplies last.

## **Ice**

Ice may be purchased on the Fairgrounds. Visit the Ice and Feed House on the far eastern side of the Fairgrounds (down the hill, southeast of Grandfather's Barn) to purchase or pick up your order. Delivery service is available. 40lb bags cost \$9 delivered (\$8 picked up) and 20lb bags cost \$6 delivered (\$5 picked up). Contact the Ice and Feed House at 515-262-3111, ext. 4363 (Fairtime only).

## **Bottled Water**

Bottled water is available for purchase on the Fairgrounds through a partnership between the Iowa State Fair, the Blue Ribbon Foundation, and Mountain Valley Spring Water. Proceeds from this program support the restoration and preservation of the State Fairgrounds.

24-pack cases of 05.5-liter bottles cost \$16.00 each (price not yet confirmed at time of publication of this

handbook). This is the only bottled water allowed for sale on the Iowa State Fairgrounds.

The Blue Ribbon Foundation can deliver a standing order to your booth each day. Or you can call in an order as you need it to telephone number 515-262-3111, ext. 4363.

Individual bottles of water are also available for purchase at seven Blue Ribbon Foundation water stands throughout the Fairgrounds as well as all concessionaires who opt to sell bottled water.

The Blue Ribbon Foundation Development Manager will be in touch in mid-late July to provide all details regarding pre-Fair ordering information and orders/deliveries during the Fair.

### **Information Booths**

Fairtime information booths are staffed by State Fair Volunteers. Hours of operation are 9 a.m. – 8 p.m. Look for the little blue huts spread around the Fairgrounds.

### **Safety**

The Iowa State Fair is proud to partner with the Iowa State Patrol, the Polk County Sheriff's Office, and the Des Moines Police Department to provide public safety. We provide 24-hour security with officers roaming throughout the grounds (see more details at <https://www.iowastatefair.org/safety>).

While the Fair does not provide overnight security for specific booths, sponsors may hire their own security separately if desired. We recommend using [Per Mar Security Services](#), based in Davenport, IA. You can contact the Des Moines branch at 515-244-5660.

### **Lost & Found**

Lost and found articles are handled by the Iowa State Fair Public Safety Office located on East 31<sup>st</sup> Street, at the west end of the Grand Concourse near Gate 11. Call 515-262-3111 x 327. The office is open to the public.

### **Accessible Restrooms**

Facilities with ramps, widened doorways, handrails and stalls built to accommodate those using mobility aids are available in major buildings across the Fairgrounds. They include the following:

- Elwell Family Food Center
- William C. Knapp Varied Industries Buildings (3 facilities)
- Grandstand (4 facilities)
- Bruce Rastetter 4-H Exhibits Building
- Richard O. Jacobson Exhibition Center
- Robert G. Horner & Sheri Avis Horner Service Center
- Walnut Center
- Southwest corner of Thrill Ville
- North of Gate 15
- North of Ye Old Mill
- John Deere Agriculture Building
- Pioneer Livestock Pavilion
- John & Emily Putney Family Cattle Barn
- Paul R. Knapp Animal Learning Center
- MidAmerican Energy Stage
- East of the Susan Knapp Amphitheater
- Patty & Jim Cownie Cultural Center (2 facilities)
- Van Wall Equipment Stalling Barn

### **Social Media**

The Iowa State Fair is on Facebook, Instagram, Tik Tok, and Twitter. You can use this year's hashtags below:

#NothingCompares  
#FindYourFun

#ISF2022  
#Grandstand2022

## **Text Alert Program**

Stay up to date on the latest Iowa State Fair news and events with Iowa State Fair text alerts! Text **FAIR** to 844-844-8508 for special offers, updates on status of Fair parking lots, concerts, daily activities, weather alerts and more.

Animal lover? Text **BABY** to 844-844-8508 to receive updates when new babies are born at the Paul R. Knapp Animal Learning Center sponsored by Christensen Farms.

Message frequency varies. No purchase necessary. By texting in, you agree to receive autodialed marketing messages at the number provided. Message & data rates may apply.

## **Thrill Parks**

The Iowa State Fair Thrill Parks are three different amusement areas, each geared for a variety thrill seekers.

Thrill Ville: Spectacular, thrilling, and super-speedy, the largest park contains the best of today's rides and is located east of the Grandstand. Open 10 a.m. – midnight.

Thrill Town: Little Fairgoers and their families will find loads of fun and stroller parking in the expanded Thrill Town amusement area, located northwest of the Jacobson Exhibition Center and east of Gate 10. Open 9 a.m. – 10 p.m.

Thrill Zone: Extreme thrill seekers looking for hair-raising adventure will find it in the Thrill Zone, located north of Gate 11/south of Gate 13 along East 31<sup>st</sup> St. Open 10 a.m. – midnight.

Advanced Thrill Park Passes and Advanced Unlimited Ride Wristbands can be purchased online at <https://www.iowastatefair.org/entertainment/attractions/> or at the Iowa State Fair Ticket Office located at the Administration Building on the Fairgrounds. Both purchasing options will give you a voucher to redeem your wristband at the Fair.

Advanced Unlimited Ride Wristband: \$36 - valid Monday through Thursday until 10 p.m. for one day of unlimited rides in Thrill Town and Thrill Ville. Does not include games, but credits for games can be added at any time during the Fair.

Advanced Thrill Pass Wristband: \$25 for 35 credits and valid all day, any one day on all rides or games in Thrill Town or Thrill Ville. Additional credits can be added at any time during the Fair.

There are two voucher redemption booths open 9 a.m. to 9 p.m. daily. One voucher redemption booth is located at the entrance of Thrill Town (across from Gate 10) and the other is located across from the entrance of Thrill Ville (Grand Ave. by the Pepsi Clock).

Your digital wristband is good for any ride or game in Thrill Ville and Thrill Town. Wristbands are not available or redeemable in Thrill Zone or at the Sky Gliders, Ye Old Mill, or the Giant Slide. There are 3 ways you can reload credits: visit a Thrill Parks booth, download the Magic Money app or visit a Thrill Parks kiosk. Credits carry over from day to day during the Fair. If you have extra credits on your wristband at the end of the 2022 Fair, bring it back next year for more thrills. The Unlimited Ride Wristband is only valid for one Fair day Monday – Thursday until 9 p.m. After 9 p.m. you can purchase additional credits for more Fair fun!

## **Admissions Ticket Office**

Beginning July 5, the State Fair's Ticket Office is open 8 a.m. to 4:30 p.m., Monday – Friday and 9 a.m. to Noon on Saturday for walk-up orders only. It is located on the front porch of the Administration Building on the Fairgrounds. All tickets available while supplies last.

## **Parcel Deliveries & Pickups**

To reduce vehicular traffic, an area near Gate 9 in the southwest corner of the fairgrounds is designated as a point for delivery services to park their trucks for acceptance and distribution of shipments. If you are expect

a delivery, you will need to coordinate with that service provider to receive packages on the Fairgrounds or to send your packages from the Fairgrounds.

### **Volunteer & Credential Pick Up Office**

The Volunteer Office & Credential Pick Up Office is located on the SW corner of the Fairgrounds between Logan Avenue and Dean Avenue, outside the Fairgrounds near Gate 9. The office is open from 7:30 a.m. to 7:30 p.m. daily during the Fair. This building serves as a convenient location for the drop-off and pick-up of items from the Sponsorship Director prior to the Fair and during Fairtime. When items are left for you to pick up, you will need to sign for the item and show identification.

Once the Fair has begun, it's often necessary for sponsors to purchase additional admission tickets, parking passes or other Fair credentials. Feel free to contact the Sponsorship Director on this process and we can hold the packet for you at the Volunteer & Will Call Office because it is located outside the Fairgrounds gates.

### **Weather**

The Iowa State Fair will go on regardless of rain or heat. While in 2015 we witnessed extreme rainfall and extreme heat, 2019 was a very mild weather year with most days in the 70s and 80s with a light rain falling just two days. 2018 weather was rather a typical combination but lacked extremely hot days. Be prepared for any and all elements during the 11 days of the Iowa State Fair.

In the case of dangerous weather that could put Fairgoers at risk, the Iowa State Fair will utilize its Public Address System, which is used only for this purpose and to broadcast the National Anthem sung live at 10 a.m. each morning.

For up-to-date weather information, consult The Weather Channel or one of Des Moines' local news channels: KCCI CBS 8, WHO NBC 13, My ABC 5 or WHO Radio 1040.

## Grandstand Concert Line-Up

Thursday	11-Aug	Skillet with Dante Bowe
Friday	12-Aug	Brooks and Dunn with Alex Miller
Saturday	13-Aug	Nelly with Ginuwine
Sunday	14-Aug	Demi Lovato
Monday	15-Aug	Alanis Morissette with Morgan Wade
Tuesday	16-Aug	ZZ Top's Raw Whiskey Tour with Anne Wilson from Heart
Wednesday	17-Aug	Comedian Jon Crist and Friends with Dusty Slay
Thursday	18-Aug	Kane Brown with Jesse James Decker
Friday	19-Aug	Disturbed with Chevelle
Saturday	20-Aug	Keith Urban with Ingrid Andress
Sunday	21-Aug	Carrie Underwood with Adam Sanders

Visit us online at [www.iowastatefair.org](http://www.iowastatefair.org) or pick up an Iowa State Fair Daily Pocket Guide or the Official Iowa State Fair Guide for the full schedule of events.

Mark your calendar!  
**2023 IOWA STATE FAIR**  
August 10-20

# IMPORTANT TELEPHONE NUMBERS

## On-Grounds **NON-Emergency**

Iowa State Fair Patrol  
515-262-3111 x 327 or 515-262-3931

## On-Grounds **Emergency**

Iowa State Fair Patrol  
515-262-3111 x 311

## Iowa State Fair Ticket Office

515-262-3111 x 305

## Display/Assets/Forklift Rental

Freeman Exhibitor Services  
515-205-2997, [becky.gomez@freemanco.com](mailto:becky.gomez@freemanco.com) (email is preferred)

\*\*The link to Freeman's dedicated Fairtime rental ordering portal will be provided in early July.

## Ice Purchase

Iowa State Fair  
515-262-3111, ext. 4363 (during the Fair only)

## Bottled Water Purchase

Iowa State Fair  
515-262-3111, x 4363 (during the Fair only)

## Diesel Fuel

James Oil Company LLC  
Bill Hauf, 515-989-3314

## **Julianna Curtis**                      **Sponsorship Director**

Mobile phone:            515-229-1479 (after July 25)  
Desk phone:              515-401-1676  
Email:                      [jcurtis@iowastatefair.org](mailto:jcurtis@iowastatefair.org)

Mailing Address:        Iowa State Fair  
                                  PO Box 57130  
                                  Des Moines, IA 50317

## **Laura Noehren**                      **Business Relations Intern**

Desk phone:              515-262-3111, ext 379  
Email:                      [sponsorrelations@blueribbonfoundation.org](mailto:sponsorrelations@blueribbonfoundation.org)