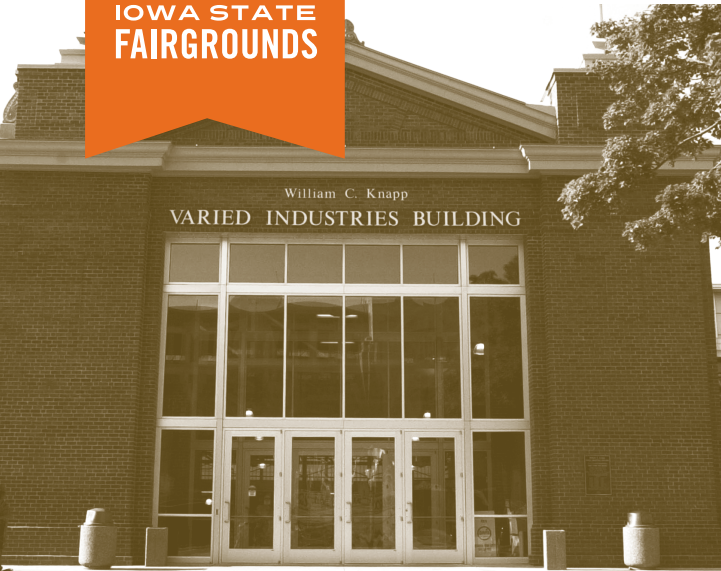


IOWA STATE
FAIRGROUNDS

The completely reconstructed Varied Industries Building offers flexible exhibit space as well as several smaller meeting rooms. The expansive exhibit floor is perfect for large events ranging from car or dog shows to food exhibitions. The Conference Center offers a convenient venue for meetings, break-out sessions or even small trade shows.

WILLIAM C. KNAPP VARIED INDUSTRIES BUILDING

SPONSORED BY THE PRINCIPAL FINANCIAL GROUP

EXHIBIT SPACE: 480' x 230'

SQUARE FEET: 110,400 exhibit space

CEILING HEIGHT: 14' at perimeter, 29' in center

APPROXIMATE SEATING: Banquet: 7,500+ / Classroom: 4,500+ / Theater: 10,000+ / 10' x 10' booths: 400+

CONFERENCE CENTER:

TOTAL SQUARE FEET: 16,000

BREAKOUT ROOMS: 7, with additional registration area

SQUARE FEET: 1,000 to 8,000

SEATING: 220 to 850

SERVICE ENTRANCES: (2) 12' w x 10' h, 20' w x 20' h, and (2) 4' w entrances on north side

LOADING DOCK: Accommodates up to 4 trucks

ELEVATORS: 1

RESTROOMS: West, south and east sides of building (ADA accessible)

HEATING AND AIR CONDITIONING: Entire building

ADDITIONAL FEATURES: Contracted concessions and catering, computerized in-house ticket system, ticket sellers and takers, box office supervisor, door guards, restroom attendants, service staff (many features can be customized)

