

IowaStateFair

PROPOSAL

SHARED 10'x10' BOOTH VARIED INDUSTRIES BUILDING



THE IOWA STATE FAIR

The internationally acclaimed Iowa State Fair is the single largest event in the state of Iowa and one of the oldest and largest agricultural and industrial expositions in the country. Annually attracting more than a million people from all over the world, the Iowa State Fair in Des Moines is Iowa's great celebration, a salute to the state's best in agriculture, industry, entertainment and achievement. It is the true heartbeat of the Midwest, unequaled and unparalleled.

National media frequently rank the Fair as one of the **top events in the country**. Midwest Living magazine named it one of the "Top 30 Things Every Midwesterner Should Experience." The event is also 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. & Canada Before You Die*.

Iowa's Fair is also known as "America's classic state fair" because it features all of the traditional activities associated with state fairs in a park-like, 450-acre setting (the Fair's home since 1886). The grounds and adjoining 160 acres of campgrounds are listed on the **National Register of Historic Places**. Most buildings pre-date World War I; many are priceless examples of 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 Fair also features visual and performing arts through a variety of special exhibits and activities.



Each year, hundreds of manufacturers and industrial representatives clamor to rent coveted exhibit space. Nearly 600 vendors and concessionaires sell quality merchandise and award-winning foods (including 60+ on a stick). In addition to the tremendous showcase of agriculture and industry, the Fair is an entertainment destination for Iowa and the Midwest. Its unique displays, attractions, competitions, and people all make the Iowa State Fair **the greatest state fair in the nation**.

EXHIBIT AT THE FAIR

Put the Iowa State Fair in your marketing mix! We would be happy to work with you to **create the best visibility** for your organization.

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



SHARED VIB BOOTH

Do you prefer an indoor air-conditioned booth space? Why not test your brand in the 110,400 square foot Varied Industries Building! As the Fair's largest, most-visited exhibit venue, the "VIB" hosts nearly 200 vendors and welcomes an estimated 65-70% of Fairgoers through its many entrances.

Located on a prominent southwest corner of the building, the shared 10' x 10' booth opportunity was a popular addition to the 2022 Fair. Companies can have a one or two day booth presence and engage with tens of thousands of visitors by introducing new products or services, creating public awareness, conducting surveys, generating leads, distributing promotional items – the opportunities are endless.

Dates are going quickly, so don't delay. Please contact the Sponsorship Director (see page 10) for availability at this year's Fair. We are committed to helping your company achieve its goals and making your time at the Iowa State Fair a success!



INVESTMENT

Weekdays (Monday–Friday):

\$2,500 per day, \$1,000 each additional weekday

Weekend days (Saturday or Sunday):

\$3,000 per day, \$1,500 each additional weekend day



EXCLUSIVE BENEFITS

Exhibit Space

- Opportunity to engage with Fairgoers from the 10 ft wide by 10 ft deep space in the Varied Industries Building.
- Right to distribute collateral pieces and marketing materials as well as conduct give-a-ways and drawings for prizes.
- Assets included:
 - o One 8 foot table, skirted and topped
 - o 2 sturdy folding chairs
 - o 10' x 10' carpet square
 - o 2 standard electrical hookups
 - o 2 Wi-Fi codes for 2 devices each day (1 code per device)
 - o Back Wall: 8-foot high pipe & drape
 - o Side Walls: either 4 or 8-foot high pipe & drape (worked out with neighbors)

Additional Exclusive Benefits

- Company information included in the online Exhibitors list on the Iowa State Fair webpage.
- The following credentials (provided for each day of exhibiting):
 - o 4 General Admission tickets
 - o 2 North Lot parking passes
 - o 1 D Lot parking pass (closest parking to the VIB) with Unload/Load access
 - o Additional credentials available for purchase

The exhibitor will provide a clean and attractive display with on-site, fully trained, and responsible company representatives from 9am to 8pm CST on the designated day(s). Photos or graphic renderings of the display you plan to submit along with the company and product information you plan to promote. **All items must be pre-approved by the Iowa State Fair Sponsorship Director.**



DETAILS TO CONSIDER

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 aisles 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 while planning logistics:
 - **Set-up:** 8am is the earliest you can access the space. You will have a pass to drive to the south loading bay to unload supplies. Plan for expedient unloading and set-up; simple and easy is ideal. Building opens at 9 am to the public.
 - **Tear down:** Building closes at 8pm and exhibitors must vacate their space as quickly as possible. Again, easy and simple tear down is ideal. NOTE: Vehicles will not be allowed access to the loading bay at 8pm, so please plan to walk out with your supplies. (Golf cart assistance *might* be available from Sponsorship staff if advanced arrangements are made.)

Booth Design Tips

- 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, static display.
- Create an eye-catching and bright booth.

Staffing

- Your employees must be well-groomed and courteous.
- Be sure they are fully informed of all Exhibitor Rules ([see here](#) – full list to be provided in the contractual agreement).
- Plan to have an adequate number of staff to allow periodic breaks and maintain continual staffing from 9am to 8pm.

Insurance

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



SHARED BOOTH LOCATION

#572 in the southwest corner near the loading bay



VARIED INDUSTRIES BUILDING

Inside Exhibit Area



FAIR/FLOORPLAN/VJan/1/2012(250)C

We look forward to partnering with you at the 2023 Iowa State Fair!

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