Welcome to the Iowa State Fair Sponsorship Program! Thank you for joining us as we work together to provide the best experience possible for more than one million Fairgoers during the 11 most fun-filled days of the summer. Every building, barn, event, stage, booth activation, and unique attraction that you sponsor brings engagement and excitement for Fairgoers of all ages.

Since its inception in 1854, the Iowa State Fair has been a staple for the Iowa community, consistently attracting visitors from across the state, nation, and world. Without incredible sponsors like you, the Fair would not be able to continue setting records, supporting our economy, wowing audiences, and creating lifelong memories. 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 2023 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 of this year’s Fair. For more information on the Fair’s daily activities, please visit www.iowastatefair.org.

Sponsorship Department

Introducing the Business Relations Intern for 2023: Faith Kuehl! Faith is an Agricultural Business major with a Marketing option at Iowa State University. 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 with any questions or concerns. We look forward to working with you to make your presence at the 2023 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 24)
JCurcis@IowaStateFair.org

Faith Kuehl
Business Relations Intern
515-262-3111, ext. 379
SponsorRelations@blueribbonfoundation.org

Iowa State Fair
PO Box 57130
3000 E Grand Ave.
Des Moines, IA 50317
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2023 SPONSOR TIMELINE

June 1st
Certificate of Liability Insurance due.

Thursday, June 15th
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.

Saturday, July 10th
"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 24th - August 9th
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 5th - Wednesday, August 9th
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 5th continuing through Wednesday, August 10th.

Sunday, August 8th
"Official Iowa State Fair Guide" inserted in the Des Moines Sunday Register and other statewide newspapers.

August 10th – 20th
2023 Iowa State Fair: “Best Days Ever”
All exhibits must be ready to operate daily by 9 a.m.

Sunday, August 20th
Teardown cannot begin until after 9 p.m.

Wednesday, August 23rd
All exhibits must be removed from the Iowa State Fairgrounds by 4:30 p.m. or face financial penalty.
IOWA STATE FAIR OVERVIEW

**Best Days Ever** is our theme for 2023. From the food to the livestock shows to the grandstand entertainment, the Iowa State Fair has something to do and see for everyone. These eleven days in August signify the best days of the year for many Iowans. Finding your best day ever can be at the Fair by trying the “Best New Foods” winner, attending a free concert, taking a ride in Thrill Ville, or even strolling the aisles of the Varied Industries Building. Without a doubt, you are sure to have the Best Days Ever at the 2023 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.

Use of the Iowa State Fair and Official Sponsor Logos

The Sponsorship department will provide sponsors with the right to use Iowa State Fair logos (both the 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 2023 Iowa State Fair presence. Please communicate to the Sponsorship Director the ideal file formats you need.

![Iowa State Fair](image1)

![Official Sponsor](image2)

Pre-Fair Load-In and Set-Up

**Outdoor Exhibits**

Monday, July 24 – Friday, August 4  
*no earlier than 8:00 a.m.*

Saturday, August 5 - Wednesday, August 9  
*Pre-fair passes required*

**Indoor Exhibits**

Monday, July 31 - Friday, August 4  
8:00 a.m. - 4:30 p.m.

Saturday, August 5 - Monday, August 7  
8:00 a.m. - 4:30 p.m.  *Pre-fair passes required*

Tuesday, August 8 & Wednesday, August 9  
8:00 a.m. - 9:00 p.m.  *Pre-fair passes required*

No vehicles will be allowed in the Varied Industries Building after 4:30 p.m. on Monday, August 7th.

**FREE Pre-Fair Passes are REQUIRED** for vehicle access beginning midnight, Friday, August 4th. Alternatively, vehicles may park in Lot A August 5th through 9th, 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 June 1st 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.
Rental

Freeman: the Iowa State Fair’s on-site event supplies provider. If you need tables, chairs, fencing, electric fans, a forklift services (for set-up/tear-down), etc., please contact Freeman at 469-887-2069 or kelsey.warfield@freeman.com to schedule these services (email is preferred pre-Fair). Charges will apply. Note: Forklift rates are typically $50 per hour.

The following link is live, and sponsors may order assets directly from their Fair portal. (discount price deadline is July 3rd): https://www.freemanco.com/store/show/landing?showID=523422. 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.

Forklifts: If Freeman is booked and alternative forklift arrangements must be made, we recommend reaching out to Sunbelt Rentals in Des Moines at 515-318-6413.

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, June 30th in order to best serve your needs. Any late requests will be assessed at 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 2023 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, 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 materials 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 are 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 Building west loading dock and west of the Fairgrounds Fire Station.

11. All drapes, hangings, curtains, drops, or other decorative materials 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, musician, 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, unicycles, and remote controlled vehicles is prohibited in all Iowa State Fair buildings and grounds.

19. Gas cans, portable LP, and 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, taped or locked gas cap (inside buildings), disconnected battery, and removed ignition key 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 that there will be no discrimination based on race, religion, national origin, sex, age, or physical and mental ability from staff at the display or exhibit and agree that this sponsorship will be terminated by the Iowa State Fair if a violation is found.

Specific to Indoor Booth Area
1. Sidewalls over four feet tall may not extend out from the backdrop more than one-half the depth of the space unless mutually agreed upon by adjoining parties.

2. All indoor tables must be clothed and skirted to the floor. If backs of tables are visible to the public, they must be covered.

3. All storage bins and cardboard boxes must be out of sight.

4. 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.

5. Maximum booth height is 12 feet.

For full exhibitor rules, please visit www.iowastatefair.org/participate/commercial-space.
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: sunglasses, balloons, T-shirts, hats, belt buckles, and bumper stickers or any other type of sticker.

IMPORTANT: All prizes and giveaways must be approved in advance by the Sponsorship Director. Please forward a copy prior to July 1st to JCurfis@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

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 20th, 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 20th until 8:00 a.m. on Monday, August 21st. 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 23rd. 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 21 - Wednesday, August 23  
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 20)

**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 11 p.m. (midnight on Friday and Saturday)
Thrill Town: 10 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 opens at 6 a.m.
Gates 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 Lot A.

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: $11 for adults and $7 for children ages 6-11. Available online and at participating Hy-Vee, Fareway, and Price Chopper stores throughout the state before August 10th.

Please contact the Sponsorship Director if you need to purchase additional Advance General Admission tickets. Cost to sponsors is still $11 even after the Fair opens.

Regular Admission Tickets: During the Iowa State Fair, General Admission Tickets may be purchased at any gate: $16 for adults and $10 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 $121 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:

- Daily Events
- Buy Tickets
- The Sponsors
- Fair Map
- 2023 Alerts
- New Food Voting
- Find Food
- 2023 Vendors
- Contact the Fair
- Get Social
- Fair F.A.Q.
- Fair Tour
- The Thrills
- 2023 Concerts

Parking
A vehicle that has an official Fair mirror hanger or a single-day parking pass will be admitted without charge and must park in the designated lot. Vehicles must enter at the gate indicated on the 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 about where to park.
The Iowa State Fair mobile app and text alert system are very helpful to stay informed on parking availability.

**Lot A Parking Pass**
Present this ticket when entering Lot A (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 30th 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](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 Lot A. Enter through Gate 2 at East 33rd 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** – (7th and Center Street, enter on 7th Street) 830 6th Ave. Des Moines, IA 50309
- **Iowa State Capitol** – (East 12th Street near the State Capitol Bell) 1007 E Grand Des Moines, IA 50319
- **Southeast Polk Schools** – (N.E. 80th Street and Highway 163) 7945 NE University Ave. Pleasant Hill, IA 50327
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/

**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 Lot B 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 Lot A, B, 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. Please see the Fairgrounds Map on our website or app for locations.

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
A dedicated Daily Pocket Guide lists 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 up-to-date schedules for the Fair is on the Iowa State Fair mobile app. More information can be found at https://www.iowastatefair.org/entertainment/fair-schedule.

First Aid Center
Two first aid 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 Tickets
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 requests to the Sponsorship Department by July 1st or purchase tickets 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 $10 delivered ($9 picked up) and 16lb 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 0.5-liter bottles cost $16.00 each. 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 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 31st 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. Please see the Fairgrounds Map on our website or app for locations.

Social Media
The Iowa State Fair is on Facebook, Instagram, and Twitter. You can use this year’s hashtags below:

#NothingCompares #ISF2023
#BestDaysEver #IowaStateFair

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 autodailed marketing messages at the number provided. Message & data rates may apply.

Thrill Parks
The Iowa State Fair Thrill Parks include three separate amusement areas, each geared toward a variety of 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. – 11 p.m. (midnight Fridays and Saturdays)

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 10 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 31st 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:** $40 - valid Monday through Thursday until 10 p.m. 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:** $30 for 40 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 for walk-up orders only. It is located on the front porch of the Administration Building on the Fairgrounds. All tickets are available while supplies last.

**Parcel Deliveries & Pickups**
To reduce 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 expecting a delivery, you will need to coordinate with that service provider to receive packages on the Fairgrounds or to send packages from the Fairgrounds.

**Volunteer Office & Credential Pick Up Building**
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 we sometimes witness extreme rainfall and extreme heat, 2022 was a very mild weather year with most days in the 70s and 80s, a light rain falling one day, and just one afternoon of heavy downpour. Be prepared for any and all elements during the 11 days of the 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.
<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Event</th>
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<tr>
<td>Thursday</td>
<td>10-Aug</td>
<td>For King + Country with We The Kingdom</td>
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<tr>
<td>Friday</td>
<td>11-Aug</td>
<td>Tyler Hubbard with Parmalee</td>
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<tr>
<td>Saturday</td>
<td>12-Aug</td>
<td>New Kids on the Block with Jesse McCartney</td>
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<td>Sunday</td>
<td>13-Aug</td>
<td>Eric Church with Jackson Dean</td>
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<td>Monday</td>
<td>14-Aug</td>
<td>The Black Keys with the Velveteers</td>
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<td>Tuesday</td>
<td>15-Aug</td>
<td>Jeff Dunham: Still Not Canceled Tour</td>
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<td>Wednesday</td>
<td>16-Aug</td>
<td>Lindsey Stirling with Wall Off the Earth</td>
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<td>Thursday</td>
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<td>Maren Morris with Lindsay Ell</td>
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<tr>
<td>Friday</td>
<td>18-Aug</td>
<td>Chris ‘Ludacris’ Bridges with Sean Kingston</td>
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<tr>
<td>Saturday</td>
<td>19-Aug</td>
<td>The Chicks with Ben Harper</td>
</tr>
<tr>
<td>Sunday</td>
<td>20-Aug</td>
<td>Jason Aldean with Corey Kent</td>
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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!**

**2024 IOWA STATE FAIR**

*August 8-18*
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
469-887-2069, kelsey.warfield@freeman.com (email is preferred)
Rental Portal: https://www.freemanco.com/store/show/landing?showID=523422

Ice Purchase
Iowa State Fair
515-262-3111, x 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 (best after July 24)
Desk phone:  515-401-1676
Email:  jcurtis@iowastatefair.org

**Faith Kuehl**  Business Relations Intern

Desk phone:  515-262-3111, ext. 379
Email:  sponsorrelations@blueribbonfoundation.org