

IowaStateFair

PROPOSAL

MOBILE MARKETING



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.



MOBILE MARKETING

Would you prefer to exhibit outside for fewer than 11 days? Bringing your mobile tour or display to the Iowa State Fair allows you to directly interact with Fairgoers for the length of time that fits for your staff and goals!

Mobile Marketing provides high visibility and face-to-face exposure with tens of thousands of visitors. As a Mobile Marketer, you have the opportunity to create public awareness, offer samples or taste testings, introduce new products or services, conduct surveys, generate leads, distribute promotional items – the opportunities are endless.

Displays range from simple 10' x 10' pop-up tents to interactive semi-trailers to unique, expansive displays built to spec. To be considered for a Mobile Marketing opportunity, please contact the Sponsorship Director (see page 10) and provide the following information:

- Your company and/or product information
- The number of days/dates you are considering
- Photos or renderings of your display
- Your setup and display needs

We are committed to helping your company achieve its goals and making your time at the Iowa State Fair a success!



INVESTMENT

Displays less than 3,500 square feet:
\$3,000 for the first day, \$1,500 each additional day

Displays more than 3,500 square feet:
\$4,500 for the first day, \$2,000 each additional day



EXCLUSIVE BENEFITS

Exhibit Space

- Opportunity to engage with Fairgoers in one of the following Mobile Marketing areas (see page 10 for map):
 - o North Gate (west of DNR Building)
 - o West Grand (north of Elwell Family Food Center)
 - o E 31st Street (along the grass corridor)
- Right to distribute collateral pieces and marketing materials as well as conduct give-a-ways and drawings for prizes.
- Standard electrical hookups included (charges apply if a large set-up is needed, based on a number of factors)

Additional Exclusive Benefits

- Company name included in the Daily Schedule under the 9am section each day you are present. The schedule will appear in the following places:
 - o Iowa State Fair website
 - o Iowa State Fair mobile app
 - o 50,000+ Official Daily Programs distributed in the Des Moines Sunday Register on the Sunday before Opening Day, plus 5,000+ distributed at Fairgrounds gates. Name will also appear under Mobile Marketing in the Activities & Fairground Locations section.
- The following credentials (provided for each day of exhibiting):
 - o 8 General Admission tickets (good for one day)
 - o 4 Lot A parking passes (good for one day)
 - 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). Display plans and company/product promotional plans must be submitted beforehand, and **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** – Get the best space you can afford. You must accommodate visitors inside your booth without blocking the nearby sidewalks or crowding other exhibitors. All Mobile Marketing space is outdoors.
- **Sampling** – Food and beverage sampling must adhere to the One Bite, Two Sip Rule, approximately 2 ounces per sample per person.
- **Set-Up and Tear Down** – Please adhere to the Fair’s schedule for set-up and tear down of displays. We will work with you to accommodate early morning and late night time frames and to work around other mobile marketers using your same location before or after your day(s) at the Fair.



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 agreement).
- Plan to have an adequate number of staff to allow periodic breaks and maintain continual staffing from 9am to 8pm.

Wi-Fi

Wi-Fi is available but must be ordered prior to July 1. Charges apply.

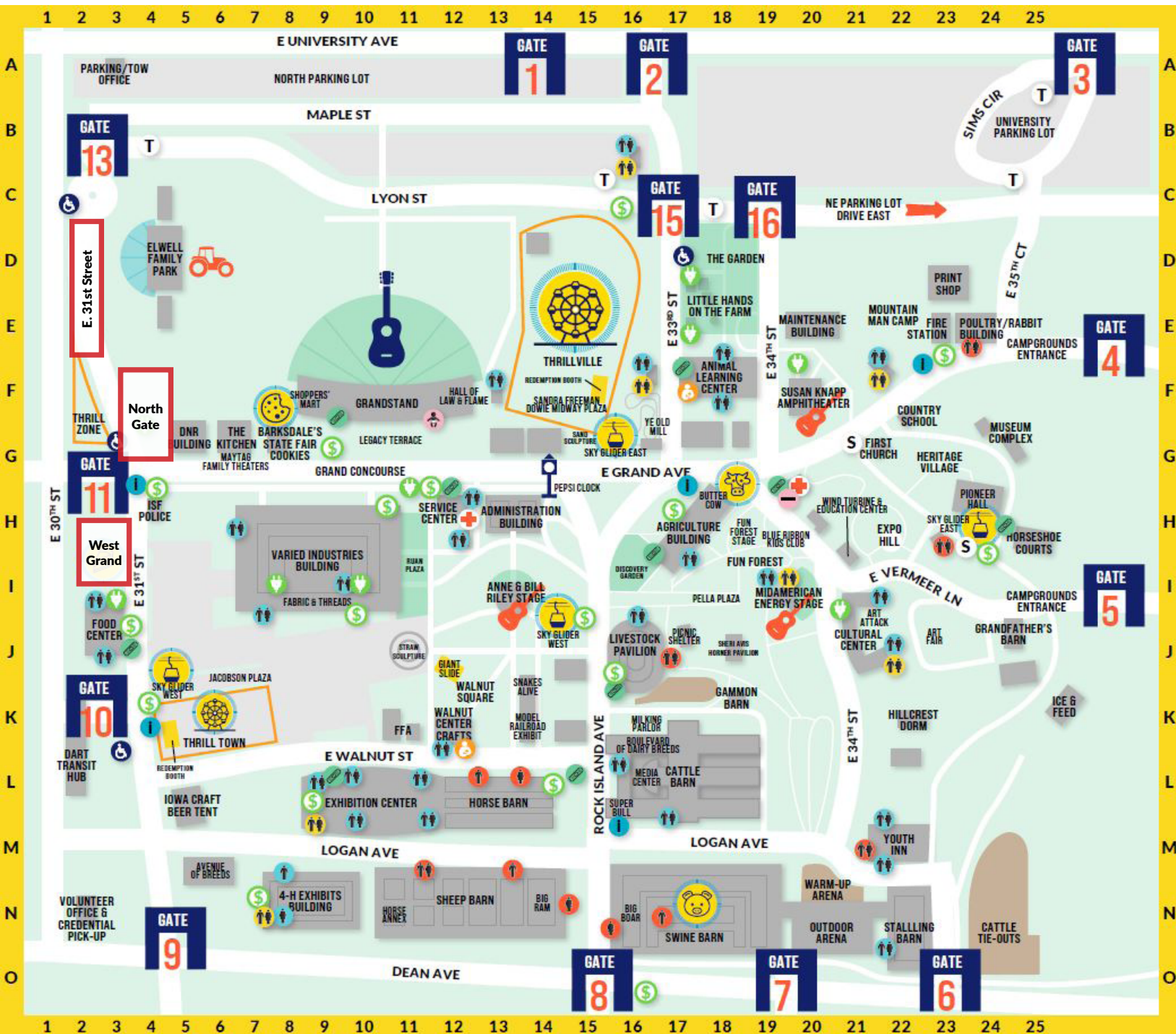
Insurance

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.



MOBILE MARKETING LOCATIONS

(availability subject to change)



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

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