



IowaStateFair

# Mobile Marketing Proposal



# 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 unduplicated.



Since 1854, the Fair has been a critical piece of Iowa's rich history. 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," and it is the only fair listed in The New York Times best-selling travel book *1,000 Places To See 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, and many are priceless examples of American exposition-style architecture.

Throughout its history, the 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**. Each year, hundreds of manufacturers and industrial representatives rent coveted exhibit space, and 600+ vendors boast one-of-a-kind merchandise and iconic Fair foods (including 50+ on a stick).



The Fair is home to **Iowa's largest art show** and is an entertainment destination, showcasing visual and performing arts, blue ribbon competitions, and the ever-popular Grandstand shows. The unique attractions, venues, and people found at the Iowa State Fair all come together to make it **the greatest Fair in the nation**.



# IowaStateFair

## Mobile Marketing

### Exhibit at the Fair

**Create the best visibility** for your organization by exhibiting at the Iowa State Fair! Exhibit areas are some of the most popular attractions where Fairgoers discover what's new, interesting, and innovative in the agricultural, industrial, and commercial worlds. With attendance surpassing 1.1 million, the 11-day Fair offers the unrivaled opportunity to make direct, person-to-person contact with visitors of all ages.



### Mobile Marketing

Would you prefer to **exhibit outdoors for fewer than 11 days?** Bringing your tour or display to the Iowa State Fair provides high visibility for the length of time that fits your needs and goals!

Mobile Marketing displays range from 10' x 10' pop-up tents to interactive semi-trailers and unique displays built to spec. **Conveniently located on the west side of the Fairgrounds, three Mobile Marketing locations are available (see page 7).** Engage with tens of thousands of Fairgoers each day by creating public awareness, introducing new products or services, offering food or beverage samples, generating leads, distributing promotional items – the opportunities are endless.



Please contact the Sponsorship Director (page 7) for availability at this year's Fair and share the following:

- Your company or product information
- Your desired dates/number of days
- Photos or renderings of your display
- Your setup needs (e.g. vehicle logistics, electrical, etc.)

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



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## Mobile Marketing

### Investment

#### < 500 square feet

\$2,500 for the first day, \$1,000 each additional day

#### 500 – 3,500 square feet

\$3,000 for the first day, \$1,500 each additional day

#### > 3,500 square feet

\$4,000 for the first day, \$2,000 each additional day

### Exclusive Benefits

#### Exhibit Space

- Opportunity to engage with Fairgoers from a Mobile Marketing locations from 9am to 8pm CST.
- Standard electrical hookups (charges apply only if substantial work is required by Fair officials).



#### Additional Exclusive Benefits

- Name and location under the 9am section of the daily schedule, which appears in the following:
  - » Iowa State Fair website
  - » Iowa State Fair app
  - » 50,000+ Official Daily Programs distributed in the Des Moines Sunday Register in early August, plus 5,000+ distributed at Fairgrounds gates.
- Access to Iowa State Fair marketing resources (Official Sponsor logos, social media graphics, thematic icons) to promote the partnership.
- The following credentials (per day):
  - » 12 General Admission tickets
  - » 4 Lot A parking passes
  - » Additional credentials on a per need basis.



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### Planning Your Exhibit

#### Details to Consider

- Establish the **purpose, objectives, and budget** for your exhibit.
- **Food and beverage sampling** must abide by the One Bite, Two Sips Rule, or a sample size of **2 ounces or less**.
- **Wi-Fi** is available for purchase and must be ordered by June 30.
- **Load-in/load-out logistics** must be planned according to the Fair's schedule. We will work to accommodate early morning/late night moves, planning around other Mobile Marketers occupying the space before/after.



#### Booth Design Tips

- Create a **bright, eye-catching** display (must be clean and attractive).
- Incorporate **engaging activities or demonstrations** (more effective than a static display).
- Determine effective sales/engagement points, accommodating visitors **inside your footprint** without blocking sidewalks or crowding neighbors.
- Use a professional designer, if possible.
- **All promotional items, games, and layout plans must be pre-approved by the Sponsorship Director** (see also [Exhibitor Rules](#)).



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## Mobile Marketing

### Planning Your Exhibit (cont.)

#### Staffing

- Exhibits must **maintain continual staffing from 9am to 8pm**. Plan an adequate staff number (1-3 at a time is ideal) to allow periodic breaks.
- Staff must be fully trained, responsible, well-groomed, courteous, and informed of all Exhibitor Rules (more information to be provided).

#### Insurance

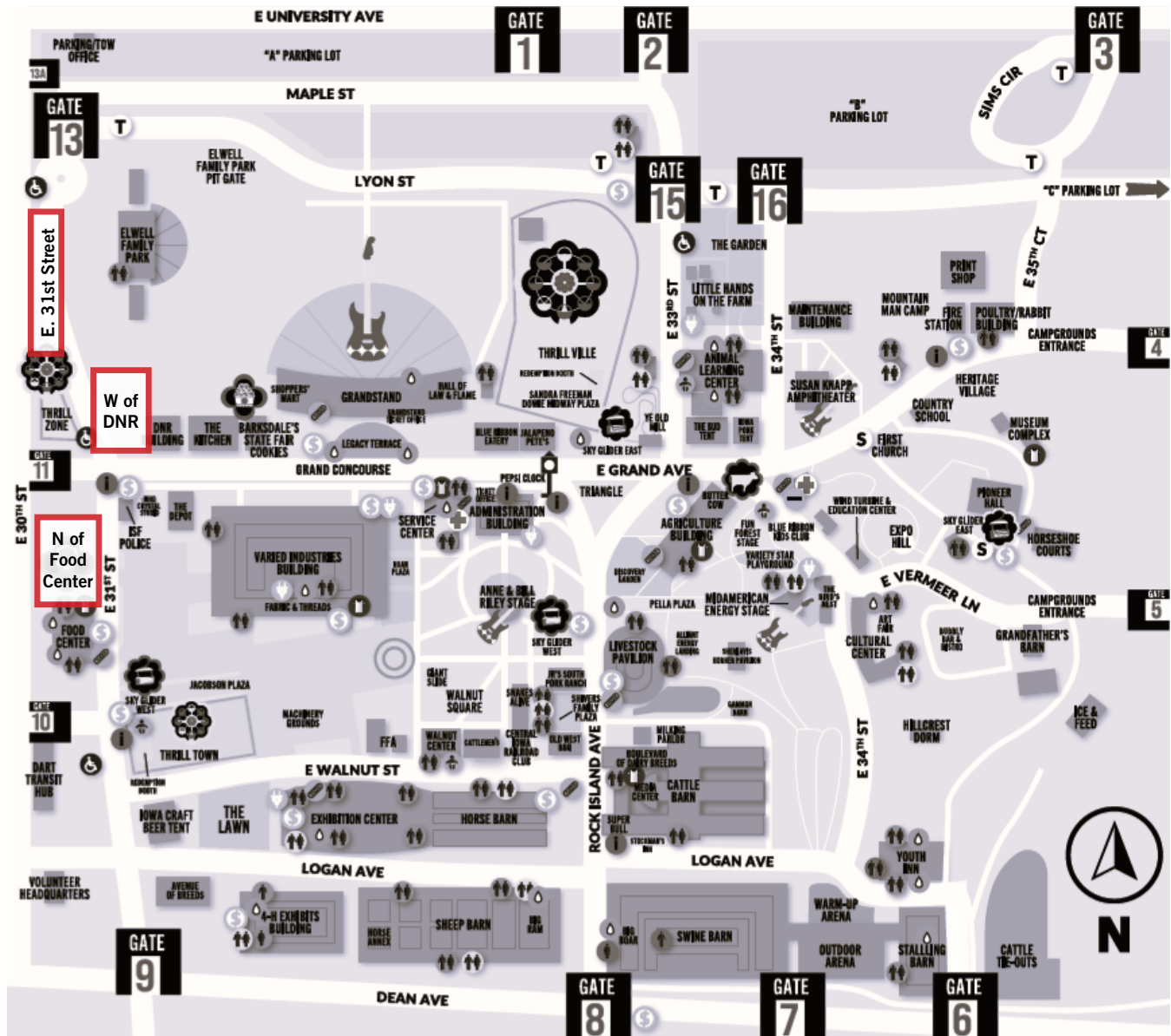
- General liability insurance with a minimum amount of \$1,000,000 is required. Supplemental coverage can be obtained for a nominal fee to meet this requirement.





## Mobile Marketing Locations

East 31st Street (on grass), W of DNR Building (on grass), N of Food Center (on cement)



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

Julianna Curtis, Sponsorship Director  
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