



IowaStateFair

# Rotating Booth 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**.



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# Rotating Booth Sponsorship

## 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.



## Rotating Booth

Do you prefer an **indoor, air-conditioned space to exhibit for just one, two, or three days**? Why not test your brand in the 110,400 square foot William C. Knapp Varied Industries Building! As the Fair's largest, most-visited exhibit venue, the "VIB" hosts more than 200 vendors and welcomes an estimated 75% of Fairgoers through its many entrances.

While an 11-day presence is typically the only option in the VIB, the Rotating Booth allows organizations to have a one to three-day presence. **Conveniently located on prominent corners of the building, two 10' x 10' booths are available (see page 7).** Engage with tens of thousands of Fairgoers by creating public awareness, introducing new products or services, generating leads, distributing promotional items – the opportunities are endless.

Please contact the Sponsorship Director (page 7) 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!



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## Rotating Booth Sponsorship

### Sponsorship Fee

#### 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 a 10' x 10' space in the Varied Industries Building from 9am to 8pm CST.
- Assets included:
  - » One 8-foot table, skirted and topped
  - » Two sturdy folding chairs
  - » 10' x 10' carpet square
  - » Two standard electrical hookups
  - » Free Wi-Fi codes upon request
  - » Back wall: 8-foot high pipe & drape
  - » Side walls: 4-foot high pipe & drape

#### Digital Marketing

- Name and booth location on the Exhibitors list and VIB map posted online.
- Name and web link on the Fair's Sponsorship webpage and mobile app.





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### Exclusive Benefits (cont.)

#### Print Marketing

- Name and booth location on the VIB maps posted around the building.
- Name in 400,000+ Iowa State Fair “Top 11” newspaper inserts distributed in the Des Moines Sunday Register and statewide newspapers in early July.
- Name in 50,000+ Official Daily Programs distributed in the Des Moines Sunday Register in early August, plus 5,000+ distributed at Fairgrounds gates.
- Name on two Official Sponsor towers placed at both ends of the Grand Concourse.

**Below:** One of the VIB maps (north entrance)



#### Additional Exclusive Benefits

- Recognition as a White Ribbon Sponsor of the Fair.
- Access to Iowa State Fair marketing resources (Official Sponsor logos, social media graphics, thematic icons) to promote the partnership.
- The following credentials (per day):
  - » 8 General Admission tickets
  - » 4 Lot A parking passes
  - » 1 Lot D parking pass with access to the VIB for load-in (this is the closest on-grounds lot)



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## Rotating Booth Sponsorship

### Planning Your Exhibit

#### Details to Consider

- Establish the **purpose, objectives, and budget** for your exhibit.
- Plan for the following **logistics**:
  - » **Load-in:** Access to the VIB starts at 7am before opening to the public at 9am. Your Lot D pass will allow you to drive to the south loading bay. Please unload supplies as efficiently as possible.
  - » **Load-out:** The VIB closes at 8pm, and exhibitors must vacate the building as quickly as possible. Vehicle access is not allowed at the loading bay in the evening. Please plan to walk out with your supplies.
  - » Plan a simple display so load-in/load-out are not too difficult.



#### 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 aisles 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](#)).

#### 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.



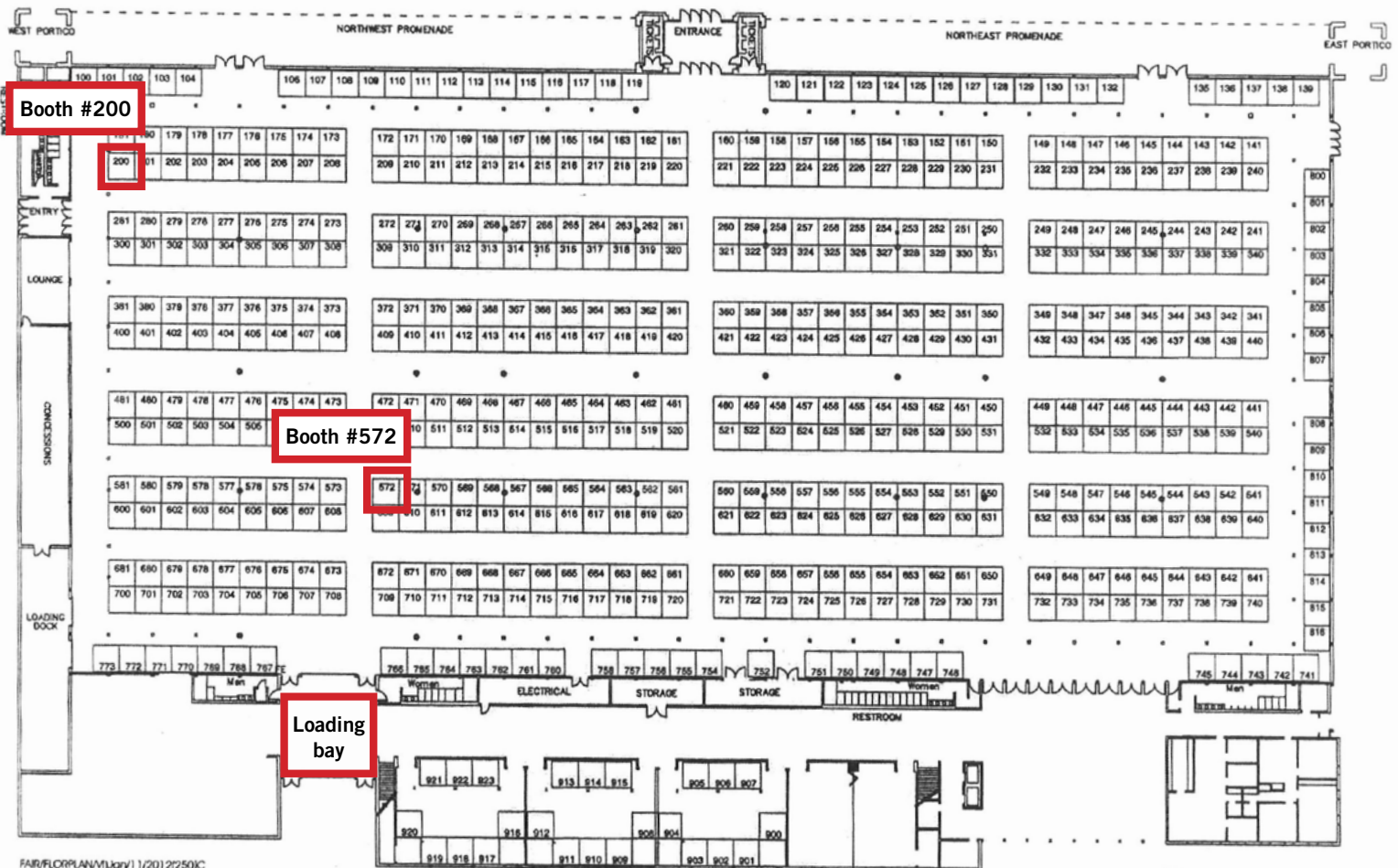
## Rotating Booth Locations

#200 and #572 on prime corners

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# VARIED INDUSTRIES BUILDING

Inside Exhibit Area



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

Julianna Curtis, Sponsorship Director

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515-401-1676