



**Iowa Ag Expo Booth Contract
February 2-4, 2021**

Iowa-Nebraska Equipment Dealers Association (Association)
8330 NW 54th Avenue | Johnston, IA 50131-2841
p 515.223.5119 | f 515.223.7832
iowaagexpo@ineda.com

Contractual Agreement between "Association" and "Exhibitor"

EXHIBITOR: Custom Safety Groovers

Nick Jones
W12040 State Road 16
Portage, WI 53901-9446

Phone: 608-697-3099
Cell #: 608-697-3099
Email: Safetygrooving@aol.com

Onsite Contact: _____

Website: _____
Onsite Contact Cell: _____

Exhibits are subject to regulations and conditions under which the Iowa Events Center is leased to the Association and said Iowa Ag Expo Rules & General Information which become part of this contract. Exhibitor agrees to operate its exhibit under the regulations of the Des Moines Fire Department and shall comply with such interpretations of the regulations as made by the Fire Department official on duty. The Association reserves the right to terminate the contract and cause the exhibit to be removed for noncompliance of the regulations. The Association reserves the right to the final decision in accepting contracts and space assignments. No specific space location is guaranteed.

Exhibitor shall provide proof of liability insurance in an amount not less than \$1,000,000 listing Iowa-Nebraska Equipment Dealers Association as the Certificate Holder, and hereby agrees to keep such insurance in full force and effect throughout the term of this agreement.

Booth Rates include:

- 6' x 30" x 30" skirted table & 2 folding chairs (\$173.05 value)
- Forklifting to & from booth (\$100-\$115/30 minutes value)
- Pressure washer (\$200/hour value)
- WiFi access
- Company and/or brands listed in program & on IowaAgExpo.com

Booth Number: 413
Booth Size: 10x10

Booth Price:.....	\$ _____	730
Corner Charge:.....	\$ _____	0
Company Logo Added Exposure – \$165.00 for locations listed below	\$ _____	
Logo (w/hyperlink) on exhibitor list and floor plan on Expo website (pdf), Interactive floorplan/exhibitor list, logo on the official Expo program exhibitor list & floorplan, and logo on directional/exhibitor directories at the Expo.		
Add Digital Marketplace – (Includes Company Logo Added Exposure – See description on page 2) \$395	\$ _____	
Add Marketing Opportunity from Page 2 –	\$ _____	
Add Marketing Opportunity from Page 2 –	\$ _____	
Social Media Package (See description on page 2) \$400	\$ _____	
Total Investment – Shall be paid & delivered with this agreement no later than October 2, 2020 to reserve space.....	\$ _____	

See "Cancellation and Eventualities" in the Rules & General Information.

Order electric at <https://www.iowaeventscenter.com/convention-center/eventstickets/exhibit>. The early bird rate for electric is 25% lower than ordering after January 21st (or at the Expo). DON'T WAIT!

According to our records: Custom Safety Groovers will retail at the Expo:
If "Y" (Yes), verify/enter your Iowa Sales Tax #:

Payment Options:

1. Check #: _____ enclosed
2. Electronic Funds Transfer (EFT) - Email your company's EFT payment form to channont@ineda.com
3. Charge \$ _____ to:

MC/Visa #: _____ Exp. Date: _____

Print Name on Card: _____

Tom R Junge

Iowa-Nebraska Equipment Dealers Association

December 3, 2020

Contract must be signed to be valid.
Signature also authorizes credit card payment, if provided.
Exhibitor

By: _____

List major brand name(s) you'd like listed in Expo program other than: *Custom Safety Groovers*

Select Category(s) for your product or service:

<input type="checkbox"/> Adjuvants/Surfactants	<input type="checkbox"/> Generators	<input type="checkbox"/> Real Estate
<input type="checkbox"/> Ag Drones	<input type="checkbox"/> Grain Carts/Wagons/Access.	<input type="checkbox"/> Rock Pickers
<input type="checkbox"/> Agronomic Services	<input type="checkbox"/> Grain Handling/Storage/Drying	<input type="checkbox"/> Rotary Cutters/Mowers
<input type="checkbox"/> Alternative Energy	<input type="checkbox"/> Harvesting	<input type="checkbox"/> Scales
<input type="checkbox"/> ATV/Utility Vehicles	<input type="checkbox"/> Hay/Forage Equipment	<input type="checkbox"/> Seed Handling
<input type="checkbox"/> Auction Companies	<input type="checkbox"/> Heaters/Furnaces	<input type="checkbox"/> Seed Products
<input type="checkbox"/> Augers/Conveyors	<input type="checkbox"/> Hydraulic Equipment	<input type="checkbox"/> Skid/Wheel Loaders/Attach.
<input type="checkbox"/> Biologicals	<input type="checkbox"/> Irrigation/Moisture Monitor	<input type="checkbox"/> Snow Blowers/Blades
<input type="checkbox"/> Blades/Scrapers	<input type="checkbox"/> Landrollers	<input type="checkbox"/> Sprayers
<input type="checkbox"/> Buildings/Access.	<input type="checkbox"/> Landscaping/Forest Equipment	<input type="checkbox"/> Stalk Shredders/Stompers
<input type="checkbox"/> Construction Equipment	<input type="checkbox"/> Livestock/Feeding Equip./Access.	<input type="checkbox"/> Tarps/Canvas
<input type="checkbox"/> Data Analytics/Management	<input type="checkbox"/> Loaders/Attachments	<input type="checkbox"/> Tiling/Drainage
<input type="checkbox"/> Diesel Engine Products	<input type="checkbox"/> Lubricant/Fuels/Oils	<input type="checkbox"/> Tillage Equipment/Access.
<input type="checkbox"/> Electronics/Monitors	<input type="checkbox"/> Media	<input type="checkbox"/> Tires/Tracks/Wheels
<input type="checkbox"/> Farm Management Software	<input type="checkbox"/> Micronutrients	<input type="checkbox"/> Tools/Shop Equipment
<input type="checkbox"/> Fertilizer	<input type="checkbox"/> Miscellaneous	<input type="checkbox"/> Tractors/Access.
<input type="checkbox"/> Fertilizer/Chemical Application	<input type="checkbox"/> Outdoor Power Equipment	<input type="checkbox"/> Trailers – Flat/Cargo
<input type="checkbox"/> Field Imagery	<input type="checkbox"/> Parts/Accessories	<input type="checkbox"/> Trailers – Grain
<input type="checkbox"/> Finance/Insurance/Marketing/ Management	<input type="checkbox"/> Planting/Drilling/Access.	<input type="checkbox"/> Trailers – Livestock
<input type="checkbox"/> Forklifts/Material Handling	<input type="checkbox"/> Post Hole Diggers/Drivers	<input type="checkbox"/> Trucks/Access.
<input type="checkbox"/> Fuel Tenders/Tanks	<input type="checkbox"/> Power Units/Engines	<input type="checkbox"/> Waste Handling
<input type="checkbox"/> Fungicide/Herbicide/Insecticide	<input type="checkbox"/> Precision Ag/Guidance	<input type="checkbox"/> Welders/Cutting Torches
	<input type="checkbox"/> Pressure Washers	<input type="checkbox"/> Other _____

Reach your audience at the Iowa Ag Expo with one of these Marketing Opportunities! We know your resources are valuable, so we've designed these opportunities to give you the best return on your investment.

2021 Marketing Opportunities	
Digital Marketing <i>Visible from Expo website interactive floorplan and NEW marketplace tab. Includes Company Logo Added Exposure (\$165). Digital marketing allows you to 1) tell your story on the About tab; 2) upload Expo specials/information on the Products & Services tab; 3) upload YouTube videos on the Video tab; 4) list upcoming events, webinar, etc. on the Related Sessions tab; and 5) allow attendees to ask a question during the event on the Discussion tab.</i>	\$395
Social Media Package [Facebook & Twitter] Let IAE send 5 native messages advertising your company starting 2 weeks before the Expo, and 5 native messages the week of the Expo. Send IAE your content and social assets to reach a broader audience than just yours.	\$400
Notepads <i>Only 1 available</i> Provide notepads with your logo to be distributed at all registration tables/info booths. [Qty. – 500]	\$250
Hand Sanitizer <i>Only 5 available</i> Provide 1 oz. bottles of hand sanitizer with your company name/logo to be distributed at all registration tables. [Qty. – 1,000]	\$500
Tote Bags <i>Only 4 available</i> Provide fabric/reusable bags with company logo to give away at Expo entrances. [Qty. – 1,000]	\$415
Face Masks <i>Only 6 available</i> Provide disposable face masks with your company name/logo to be distributed at all registration tables. [Qty. – 1,000]	\$400
Retractable or Flag Banner [WFA to CC Skywalk] Display a retractable or flag banner promoting your company in a high traffic area.	\$495
Shuttle Bus Sponsor <i>Only 1 available</i> Logo displayed on buses and in show program. May distribute promotional items on buses.	\$2,000

For a complete list, visit www.iowaagexpo.com/marketing-opportunities.

Rules & General Information

The *Iowa Ag Expo* is known for its vast equipment displays and pure ag-related exhibits. The Iowa-Nebraska Equipment Dealers Association (*Association*) has the right to refuse *Exhibitors* and products not deemed to represent the nature of the Expo.

It is the intent of the *Association* to have manufacturers or distributors display products and services. It is also the intent to have only one display representing each specific brand of equipment.

EXPO HOURS:

Tuesday, February 2 9:00 am - 4:00 pm
Wednesday, February 3 .9:00 am - 4:00 pm
Thursday, February 4 9:00 am - 3:00 pm

VENUE:

Iowa Events Center | 730 3rd Street | Des Moines, IA 50309
p 515.564.8000 | f 515.564.8001 | iowaeventscenter.com

MANAGED BY:

Iowa-Nebraska Equipment Dealers Association "*Association*"
8330 NW 54th Avenue | Johnston, IA 50131-2841
p 800.622.0016 | f 515.223.7832
iowaagexpo@ineda.com | iowaagexpo.com

Community Choice Convention Center

Ballroom:

Booths are on carpet
Partitions: 8' in back and 3' sides
Double walk-in door access
Freight elevator: 10'W x 9'D x 9'H

Main Floor:

Booths are on carpet
Partitions: 8' in back and 3' sides
Double walk-in door access
Move-in door: 10'W x 9'H

Hall A: (lower level)

Booths are on concrete
3' side partitions are used on some booths
Move-in door: 15'11" W x 13'3"H or 19'7" W x 11'5"H

Skywalk:

Booths are on carpet
Partitions: 8' in back and 3' on the sides
Double walk-in door access

Hy-Vee Hall – Main Level

Exhibit Hall:

Booths are on concrete
Very few partitions are used
Move-in door: 23'W x 20'H

Prefunction Area:

Booths are on carpet
Partitions: 8' in back and 3' sides
Double walk-in door: 7'8" W x 7'6"H

Hy-Vee Hall – Lower Level

Booths are on carpet
Partitions: 8' in back and 3' sides
Lobby walk-in door: 5'3" W x 9'H
Room walk-in door: 4'10" W x 6'10"H

Wells Fargo Arena

Arena Floor:

Booths are on concrete
Very few partitions are used
Move-in door: 16'W x 14'3"H

Concourse:

Booths are on concrete
Partitions: 8' in back and 3' sides
Move-in door: 7'8" W x 8'H

RULES & REGULATIONS: IOWA EVENTS CENTER | POLK COUNTY FIRE MARSHALL | *Association*

- **NO SMOKING** - Iowa Events Center is a "SMOKE FREE" building in compliance with the State of Iowa's ban on smoking in public buildings.
- No electrical cords are permitted across aisles or walkways unless they are covered by matting.
- All drapes, hangings, curtains, drops and other decorative material shall be treated with a flame-retardant solution.
- **Any vehicle brought into the building for display purposes must have minimal fuel in the tank (10% of tank's capacity or 5 gal., whichever is less), sealed or locked gasoline caps, batteries disconnected, and the ignition keys removed.**
- Nothing may be hung from or attached to the walls, ceiling, balcony rails, catwalks, or pillars of the building without advance facility approval.
- Tacking, nailing, or pinning to any surface in the building is prohibited.
- No spray paint or equipment/tire protectants are allowed anywhere inside the facility.
- No person shall bring, carry, or in any other manner transport onto the premises, food, or beverages of any kind, unless prior written approval is obtained from the Iowa Events Center Administrator or designee.
- Any food giveaways must be approved by the Iowa Events Center.
- The Iowa Events Center will not accept advance deliveries for clients or any third party without written approval.
- Cleaning of booths is the *Exhibitor's* responsibility. At the end of each day if *Exhibitors* will place trash in the aisle, the cleanup crew will remove it. *Exhibitors* are responsible for cleaning and returning their space to conditions as they were prior to move-in. Any fees incurred by the *Association* to bring *Exhibitor* space up to acceptable levels of the Iowa Events Center will be charged to the *Exhibitor*.
- No stickers, pressure adhesive, etc. may be distributed.
- No animals are allowed unless prior written approval is obtained from the Iowa Events Center Administrator or designee.
- Helium tank can be used only if the facility Operations Manager has been contacted and the *Exhibitor* can meet the safety requirements.
- No LP gas, bottle gas or bottle gas tanks permitted in the building.
- Storage of paper, paper boxes, etc. in and behind display booth areas is prohibited. Building prohibits storage of any items behind display curtain.
- No vehicles are allowed on sidewalks.
- For *Exhibitor* convenience, Expo staff will facilitate move-in and move-out, including forklift arrangements.
- **Subletting of space: *Exhibitor* shall limit its exhibit to products manufactured or distributed by the *Exhibitor* in the regular course of its business. *Exhibitor* may not assign or sublet any booth or portion thereof or permit any representative of any other entity to solicit business in the assigned space without written consent of the *Association*. Violation will result in removal from the Expo and permanent loss of space.**
- **Used merchandise: *Exhibitor* shall not openly display used merchandise or photos of used merchandise for sale. Violation will result in removal from the Expo and permanent loss of space.**
- **Retail selling: The integrity of the displays must be maintained throughout the Expo. Any product, which cannot be carried by hand, may not be removed without prior approval of Expo management until the close of the Expo on the date and time specified in EXPO HOURS above.**
- **The *Association* and the Iowa Events Center reserve the right to remove any exhibits, signs, banners or advertising matter which may be deemed unsuitable or objectionable.**
- *Exhibitor* will comply with all other requirements & standards of the Iowa Events Center, Polk County Fire Marshall's office and the *Association*.

EXHIBIT REQUIREMENTS:

- Exhibit fixtures, components & identification signs will be permitted to maximum height of 8'. All display fixtures over 4' in height & placed within 10 lineal feet of an adjoining exhibit, will be confined to that area of *Exhibitor's* space which is at least 5' from the aisle line. Commercial building exhibits that exceed these limits may be submitted (dimension drawing) with the booth contract for consideration & placement.
- Any display that has an unfinished side facing another *Exhibitor's* display must have the Exposed side either finished or draped.
- No aisle or corridor space shall be used for exhibit or demonstration purposes.
- *Exhibitor* will confine all sales activities to their own exhibit space.
- Giveaways/handouts will not be of the noise-making variety; all such gifts are subject to prior approval.
- Radios, televisions, music, etc. will be kept at a volume that will not annoy other *Exhibitors*.
- Exceptions to these rules are at the discretion of the exhibit committee.

TABLES, CHAIRS, CARPET & DISPLAY MATERIALS: A 6' x 30" x 30" skirted table & 2 folding chairs will be provided for each *Exhibitor* at no charge. *Exhibitors* are responsible for the cost if they choose a longer or taller table, or additional tables and/or chairs. A link to the online Decorator information is available at: iowaagexpo.com, *Exhibitor*, Exhibitor Resources. **Remember, it costs MORE to order any of the above after the deadline and/or at the Expo, so please order what you need in advance! Deadline is Wednesday, December 30, 2020.** If additional accessories are needed, contact Freeman Decorating | 2000 Easton Blvd. | Des Moines, IA 50317 | p 515.265.5601.

ELECTRICITY: *Exhibitor* will deal directly with the Iowa Events Center for electric, water, gas, wired internet and phone service. A link to the online *Exhibitor* Services order is available at: iowaagexpo.com, *Exhibitor*, Exhibitor Resources. **Remember, it costs MORE to order these services after the deadline and/or at the Expo, so please order what you need in advance! Deadline is Thursday, January 21, 2021.**

MOVE-IN: Scheduled move-in times and instructions will be sent approximately one month before the Expo.

EQUIPMENT STAGING: Equipment may be staged at Principal Park (Iowa Cubs), 10 blocks South of Hy-Vee Hall off 3rd Street at NO CHARGE beginning on Thursday, January 28, 2021. There are no docks at the Events Center or Principal Park. Forklifts will not be available until Sunday at the Expo site. For forklifting or dock needs prior to the Expo, contact Star Equipment at 800.369.2215. They are located north of the Iowa Events Center at 1401 2nd Avenue. There will be a charge for these services, but at a reduced rate.

PRESSURE WASHER: Pressure washing will be provided (weather permitting). Due to facility restraints, washing will be done outside. It will be the discretion of the pressure washing company if they can perform the service.

FORKLIFT ARRANGEMENTS: Forklift service will be provided at no cost to *Exhibitors* for parcels/equipment transported from company vehicles to *Exhibitor's* booth. The *Association* has the right to assess charges for excessive usage at \$75 per 30 minutes for positioning or equipment assembly. Expo staff will facilitate forklift arrangements.

TRAILER PARKING: No trailers will be allowed to park in the Convention Center/Vets Auditorium parking lot during the Expo. Free trailer parking is available at Principal Park (Iowa Cubs), 10 blocks south of the Hy-Vee Exhibit Hall off 3rd Street.

INCOMING FREIGHT SHIPMENTS: Arrangements have been made with Freeman Decorating to receive all shipments, thus insuring delivery to the Iowa Events Center at the proper time. This service includes receiving freight at the warehouse, delivering freight to the Iowa Events Center, and placing it in your booth. Empty crates will be returned to your booth at the close of the Expo and crated freight will be removed from your booth and shipped as directed. Skilled display laborers are available to assist in the installation and tear down of *Exhibitor's* displays, at your request. Current rates are available at iowaagexpo.com, *Exhibitor*, Exhibitor Resources.

1. **DO NOT** ship to the Iowa Events Center.
2. Make shipments well in advance to assure delivery on time.
3. **Freeman Decorating will receive freight up to 30 days prior to the Expo.**
4. Freeman Decorating's telephone number is 515.265.5601.
5. **ALL SHIPMENTS MUST BE SHIPPED PREPAID AND ADDRESSED IN THIS MANNER:**
"Your Company Name and Booth Number" | Iowa Ag Expo | Freeman Decorating | 2000 Easton Blvd. | Des Moines, IA 50317

EXHIBITOR ADMITTANCE/NAME BADGES: Information will be sent approximately one month before the Expo to register booth personnel. Name badges and Expo material will be available in the Expo office beginning on Sunday. Facilities will be open to *Exhibitors* at 7:00 a.m. on Tuesday, and at 8:00 a.m. on Wednesday & Thursday.

PARKING: Contact the Keck Parking at 515.564.8000 to purchase a weekly pass or visit the sheds in parking lot. *Exhibitors* may park at no charge at Principal Park (Iowa Cubs). There will be three shuttle buses running daily for attendees and *Exhibitors*.

MOVE OUT: *Exhibitors* will not be permitted to remove exhibits or any part thereof until the close of the Expo on the date and time specified in EXPO HOURS. All exhibits must be removed by 7:00 p.m. on the last day of the Expo. Equipment may be parked at the far northwest corner of the parking lot north of Iowa Events Center until 12:00 p.m. on Friday, February 5, 2021. The Iowa Events Center will charge for space after such time. The *Association* will charge \$75 for any equipment that needs to be pulled to the North parking lot after the Expo.

EVENTUALITIES: No *Exhibitor* shall setup unless all booth display charges are paid in full. The *Association* reserves the right to cancel the Expo. The *Association's* obligation under the agreement is subject to acts of God, war, civil violence, terrorism, pandemic, unavailability of the site for the event, and other such conditions beyond the control of the *Association* making it illegal, impracticable, or impossible for the *Association* to perform its obligation under the Agreement. **If the Expo is cancelled due to COVID-19 there will be a 100% refund of booth and marketing opportunity fees.** Refund for cancellation of booth for other reasons will be at the discretion of Expo management.

LIABILITY: The *Association* will not be responsible for the safety or security of exhibits, *Exhibitors*, or their employees, but will use reasonable effort to protect *Exhibitors* against such losses or injuries. *Exhibitor* shall indemnify and hold the *Association* harmless from all claims or liability in connection with its participation and exhibiting under this agreement or use of space leased herein or resulting therefrom, including reasonable attorney fees and expenses.

AMENDMENTS: The Iowa-Nebraska Equipment Dealers Association shall have full power to interpret, amend these rules and make additional rules in the best interest of the Expo and the *Exhibitor* agrees to accept and abide by such rules. All matters not covered specifically by this contract are subject to decision by the *Association*.

HOST HOTEL: Comfort Inn Event Center | 929 3rd Street | Des Moines, IA 50309 | p 515.282.5251 | f 515.282.6871 | choicehotels.com/hotel/ia103. Includes: complimentary deluxe hot breakfast & hi-speed Wi-Fi, full-service restaurant & bar, free parking & shuttle. Mention the *Iowa Ag Expo* when making your reservation to receive the \$129.00 room rate. Hotel is located one block from the Iowa Events Center.