

# 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, January 30 .....9:00 am - 4:00 pm  
Wednesday, January 31 ...9:00 am - 4:00 pm  
Thursday, February 2 .....9:00 am - 3:00 pm

## 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

## VENUE:

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

### Community Choice Convention Center | Vets Aud.

#### 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

#### 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 and 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](http://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 Tuesday, January 2, 2024.** 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 and phone service. A link to the online *Exhibitor* Services order is available at: [iowaagexpo.com](http://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 18, 2024.**

**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 St. at NO CHARGE beginning on Thursday, January 25, 2024. 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.

**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](http://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.  
**Freeman Decorating will receive freight up to 30 days prior to the expo.**
3. Freeman Decorating's telephone number is 515.265.5601
4. **ALL SHIPMENTS MUST BE SHIPPED PREPAID AND ADDRESSED IN THIS MANNER:**

"Exhibiting Company Name / Booth # \_\_\_\_\_"

Iowa Ag Expo 2024 | C/O TForce Freight / Freeman | 5570 NE 17th Street | Des Moines, IA 50313

**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 2, 2024. **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. In event the Expo is cancelled, the Association may refund any monies advanced by Exhibitor, less substantiated expenses incurred and not recoverable. Refund for cancellation of booth 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](http://choicehotels.com/hotel/ia103). 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 discounted room rate. Hotel is located one block from the Iowa Events Center.