

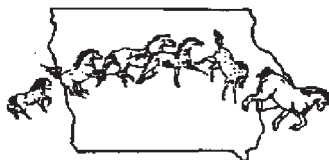
26th Annual

EXHIBIT, SPONSOR, & ADVERTISING OPPORTUNITIES



APRIL 9-11, 2010

**Iowa State Fairgrounds
Des Moines, Iowa**



*Sponsored by the
Iowa Horse Council*
www.iowahorsecouncil.org

EXHIBITOR INFORMATION

TRADE SHOW HOURS

Friday	April 9	3:00 pm - 7:00 pm
Saturday	April 10	8:30 am - 7:00 pm
Sunday	April 11	9:00 am - 5:00 pm

EXHIBIT BOOTH FEES

Iowa Horse Council (IHC) Business Member

10' x 10' Booth.....	\$250
10' x 10' Non-Profit Booth.....	\$175
Electricity.....	\$20

Non-Member

10' x 10' Booth.....	\$300
10' x 10' Non-Profit Booth.....	\$225
Electricity.....	\$20

*20% discount for rental of 5 or more booths

BULK SPACE (minimum 20' x 30')

Bulk space is used for horse trailers and other large bulky items such as acreage equipment. etc.
- Determined by Trade Show Manager -

Size	IHC Member	Non-Member
20' x 30'	\$375	\$475
30' x 30'	\$560	\$660
40' x 30'	\$750	\$850
50' x 30'	\$950	\$1050
60' x 30'	\$1125	\$1225
70' x 30'	\$1315	\$1415
80' x 30'	\$1500	\$1600

For tables, coverings, chairs, etc., contact:

Freeman Decorating Co.
2000 Easton Blvd.
Des Moines, IA 50317
888-508-5054 ♦ 515-265-5601

To reserve phone lines, contact
J.W. Hall, State Fair Office
515-262-3111 ext. 214

BOOTH SPACE PAYMENT

One half of the total fee is due when the contract is submitted. The balance is due by March 1, 2010. Payment will only be accepted in U.S. funds. Booths may not be set up until all fees are paid. After March 1, 2010, rental space increases by 20%. Any payments after March 1, 2010, must be made by cashier's check, money order, or certified check. Any check returned for insufficient funds or account closed may be cause to make the contract null and void. Lessee shall be responsible for any bank charges incurred in these circumstances plus a \$25 charge by the Iowa Horse Fair.

**AFTER MARCH 1, 2010,
EXHIBIT BOOTH FEES INCREASE BY 20%**

EXHIBITOR WRISTBANDS

Each Exhibitor shall be given two wristbands for each 10' x 10' booth rented or every linear 20' of bulk space (limited to eight wristbands). Additional wristbands may be purchased for \$10.00 each if purchased at the time the request for space is submitted. Exhibitor wristbands must be worn Thursday, Friday, Saturday, and Sunday. Lost wristbands will not be replaced. **FULL ADMISSION WILL BE CHARGED AND NO REFUNDS GIVEN.** During non-show hours, individuals not wearing Exhibitor wristbands may be asked to leave.

EXHIBITOR PACKETS

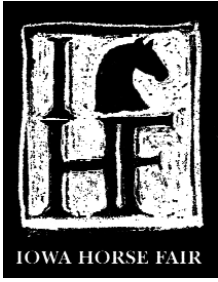
Exhibitor packets may be picked up on Thursday and Friday morning at the Horse Fair Office located near the south main entrance of the Varied Industries Building. The packet will include wristbands and a copy of the program. Coffee and doughnuts will be available in the Iowa Horse Fair office.

Trade Show & Sponsorships

Harold Ault ♦ 515-232-1611 or 641-342-4436
iowahorsefair@hotmail.com

General Information

www.iowahorsecouncil.org



26th Annual 2010

April 9-11, 2010
Iowa State Fairgrounds
Des Moines, IA

ADMISSIONS

FRIDAY, APRIL 9

Trade Show open 3-7 pm
Half-price admission to Trade Show & Clinician in
Varied Industries Building

* Admission to Bull Riding Extra

SATURDAY & SUNDAY, APRIL 10 & 11

Adult..... \$8/day
Children (6-12)..... \$4/day
Children 5 & under..... Free

* Admission to Bull Riding Extra

WEEKEND PASS

Adult..... \$15
Children (6-12)..... \$7

* Admission to Bull Riding Extra

BULL RIDING ADMISSION

Doors open 6:30 pm

Adult..... \$10/day
(additional \$7 with daily admission)

Children (6-12)..... \$5/day
(additional \$3 with daily admission)

Children 5 & under..... Free

Weekend Pass Holders... Additional \$7/day for adults and
\$3/day for children (6-12)

STALLIONS, IOWA BREED ASSOCIATIONS OR INDIVIDUAL EXHIBIT INFO

Space is available in the Horse Barn for promoting
stables, stallions, and breed associations and indi-
vidual breeds if there is no Iowa breed group. For
information about space availability, stall fees, and
other Horse Barn information, contact

Linda Spain
3234 Nevada St., Saint Charles, IA 50240
641-297-2342 or 515-205-6983 ♦ rollwood@netins.net

MOTEL INFORMATION

The following is a list of motels in the area:

Motel 6 Des Moines East

3225 Adventureland Drive
Altoona 50009
515-967-5252

Settle Inn

2101 Adventureland Dr
Altoona 50009
888-222-8224 or
515-967-7888

Motel 6 Des Moines North

4940 NE 14th Street
Des Moines 50313
515-266-5456

Sleep Inn & Suites

5850 Morning Star Ct
Pleasant Hill
515-299-9922

Red Roof Inn

4950 NE 14th Street
Des Moines 50313
515-266-6800

Adventureland Inn

180 & Hwy 65
Altoona
515-265-7321

Econo Lodge

410 E 30th St
Des Moines 50317
515-262-2525

PROGRAM ADVERTISING OPPORTUNITIES

Again this year, Dahl Graphics & Printing is publishing the Official Program for the Iowa Horse Fair. Dahl Graphics & Printing publishes many horse fair/expo programs across the United States.

We look forward to providing a very useful program which includes all the show activities including the speaker information, schedules, breed representatives, youth events, exhibitor list with booth locations, as well as the product/service resources provided by the advertising.

Remember to place an ad in the program. That way horse fair attendees have your contact information so they can buy from you after the Iowa Horse Fair. See the enclosed ad information sheet, call 888-403-2060 or see www.dahlgraphics.com for more info.

Featured Clinicians

**Julie
Goodnight**

**Eber
Christopher**



**Richard
Shrake**