

IOWA HORSE FAIR

MARCH 31, APRIL 1 & APRIL 2, 2017

Iowa State Fairgrounds
Des Moines, Iowa



The Iowa Horse Fair is the largest horse fair in the state of Iowa and draws attendees from Iowa and several surrounding states. This year we feature Guy Mclean, Craig Johnson, Carnie Stockhausen, The Rawhide & Dusty Show, Raymond Helmuth, Indalecio Macedo, Charros El Carretero, and the Wright Rodeo. Also, many local speakers will present a wide variety of topics. The Iowa Horse Fair includes stallion and breed presentations, equine performance demos, youth events, clinics, and Iowa's largest equine trade show. The Colt Starting Challenge will return. Attendance has been growing and last year we had attendance of about 12,000 people. For general information on the Iowa Horse Fair, please see www.iowahorsecouncil.org.

The Iowa Horse Fair Committee would like to invite you to exhibit at the 2017 Iowa Horse Fair which will be held March 31, April 1 & April 2, 2017 at the Iowa State Fairgrounds, Des Moines, Iowa. Enclosed is the 2017 Iowa Horse Fair Exhibitor contract package. Setup for Booth Exhibitors will be on Wednesday, March 29, 1 PM to 9 PM, Thursday, March 30, 8 AM to 9 PM, and Friday, March 31, 8 AM to 11 AM. All booths must be set up by 11 AM on March 31. For more information on exhibiting at the Trade Show, please contact Linda Spain, rollwood.ls@gmail.com or 515-205-6983.

- The Trade Show will again be held in the Jacobson Exhibition Center which is located adjacent to the west end of the Horse Barn. We have again added another day for move-in. See reverse side of this letter for move-in/move-out instructions.
- The Trade Show booth prices were modified and simplified last year. Please read through these carefully. A complementary Iowa Horse Council membership from April through December and two wristbands are included in the booth rental contract. There will be an additional charge for end cap locations if the vendor requests it. If the Trade Show manager chooses to place a vendor on either an end cap or end and it was not requested, there is no additional charge.
- Trade Show vendors may display their company banner on the panels around the Pavilion ring for a \$50 sponsorship. Please refer to the sponsorship form.
- Friday afternoon will have a slightly reduced admission price and hours of 12 Noon to 7 PM.
- There will be a multi-event rodeo that some people call a full rodeo on Friday and Saturday nights. It will start at 7:30 PM after the trade show is closed. This was so popular last year that we had to stop people coming in on Saturday night due to a capacity crowd.
- We plan to offer free pony rides again in the Cattle Barn on Friday, Saturday, and Sunday afternoons.

Space is available in the Horse Barn for promoting stallions. For information about space availability, stall fees, and other Horse Barn information, contact Linda Spain, rollwood.ls@gmail.com or 515-205-6983. Before horses will be allowed entrance to the horse barn, a current (within 30 days) health certificate will be required for all horses. In addition, proof of a current negative Coggins test will be required for all out of state horses.

**PLEASE READ THE TRADE SHOW RULES, REGULATIONS, TERMS AND CONDITIONS
ON THE REVERSE SIDE OF THE EXHIBIT SPACE CONTRACT.**

Also, don't miss the information about advertising in the 2017 Iowa Horse Fair Official Program, which is distributed FREE to all attendees. This is an excellent opportunity to advertise your farm, stallion, product, or service to a wide variety of people. For advertising information, please see www.dahlgraphics.com or contact Dahl Graphics & Printing at 651-353-8188 or 888-403-2060 or ihf-ads@dahlgraphics.com.

Linda Spain

2017 Iowa Horse Fair Committee

JACOBSON EXHIBITION CENTER

BOOTH MOVE-IN/MOVE-OUT INSTRUCTIONS

Move-in/move-out has been found to be more challenging in the Jacobson Exhibition Center. We plan to do the move-out in a fashion similar to that done in 2016. We asked the vendors to pack up their booths before moving out if they wanted access to their booth with a motor vehicle. We started at the east end and moved out booths to give motor vehicle access. We did not allow a motor vehicle in until there was space and the vendor had his merchandise packed up. **On Sunday, April 2, All vendors MUST be out of the Jacobson building by 9 PM. Doors will be locked at that time.**

In the past, the Iowa State Fair locked all pedestrian access doors along the sides of the Jacobson Center. They did this due to vendors bringing in merchandise on carts through the pedestrian glass door on the west end of the building. These doors cost \$1500 each and the Iowa State Fair does not want them damaged. The State Fair has told us the four sets of double-door steel doors, along the north and south sides, will be unlocked for vendor use during move-in and move-out. We may have some booths in 2017 located on the upper level above the first rows of seating. Access through these double-doors does require going down three or four steps inside the Jacobson Center.

There will be a 45'x80' arena in the northeast corner of the warm up arena area in line with the two large overhead doors. This arena has been moved 15' to the east of where it was the first year. This will give a larger area on the west side adjacent to the vendor area.

Wheeled carts will be permitted to enter through the two large overhead doors any time during the move-in/move-out period. Only vendors with more than six booths will be allowed to park for an extended period of time in the Jacobson Center to unload. All other vendors allowed to bring their motor vehicles in must unload within 20 minutes. We will schedule the time for each vendor to bring in motor vehicles. The west end of the exhibition floor area will be set up first and progress to the east. On Wednesday, Freeman Decorating will be setting up at the same time vendors will move-in.

Parking will be allowed on the street next to the Jacobson Center during move-in hours. After 11 AM on Friday, March 31, there will be no parking allowed on the street adjacent to the Jacobson Center. **The parking in the 4-H lot, south of and west of the Jacobson Center, is reserved for 4-H building vendors and the public.** Iowa Horse Fair Vendors will not be permitted to park there. We will have a designated parking area for Iowa Horse Fair Vendors that will depend on whether the Varied Industries building is rented during the Iowa Horse Fair.

This is the basic plan at this time. We may need to make modifications due to any new information from either the Iowa State Fair or Freeman Decorating.