

EXHIBIT, SPONSOR, & ADVERTISING OPPORTUNITIES

IOWA HORSE FAIR



MARCH 31, APRIL 1 & 2, 2017

**Iowa State Fairgrounds
Des Moines, Iowa**



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

EXHIBITOR INFORMATION

TRADE SHOW HOURS

Friday	March 31	12:00 NOON - 7:00 PM
Saturday	April 1	8:30 AM - 7:00 PM
Sunday	April 2	9:00 AM - 4:00 PM

EXHIBIT BOOTH FEES

First 10' x 10' Commercial Booth.....	\$300
(Includes 2 wristbands, complimentary IHC membership, and electric)	
Each Additional 10' x 10' Commercial booth spaces.....	\$250
(+2 wristbands)	
First 10' x 10' Non-Profit Booth.....	\$200
(Includes 2 wristbands, complimentary IHC membership, and electric)	
Each Additional 10' x 10' Non-Profit booth spaces.....	\$175
(+2 wristbands)	
Additional charge for each End Cap.....	\$25
Bulk Space:	
♦ 30'x50' space \$800	
(Includes 2 wristbands, complimentary IHC membership, and electric)	
♦ 30'x100' space \$1200	
(Includes 4 wristbands, complimentary IHC membership, and electric)	
Additional Wristbands.....	\$15
(Additional vendor wristbands are also for sale in show office for \$15 during the Horse Fair)	
20% discount for rental of 8 or more commercial booths	

BOOTH SPACE PAYMENT

One half of the total fee is due when the contract is submitted. The balance is due by March 31, 2017. Payment will only be accepted in U.S. funds. Booths may not be set up until all fees are paid. Any payments after March 31, 2017, 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.

EXHIBITOR WRISTBANDS

Each Exhibitor shall be given two wristbands for each 10' x 10' booth rented or every linear 30' of bulk space (limited to 8 wristbands). Additional wristbands may be purchased for \$15.00 each. Exhibitor wristbands must be worn Wednesday, 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 MATERIALS

Exhibitor materials may be picked up on Wednesday, Thursday, and Friday morning during office hours. The Iowa Horse Fair Office will be located at the west end of the Jacobson Center. The materials will include wristbands and a copy of the program.

2017 MOVE-IN/MOVE-OUT

Parking will be permitted on the streets north and south of the Jacobson Center during Move In/Move-Out hours only for loading and unloading. Please do not remain parked there while setting up your booth. Wheeled carts must come in either the east end through the warm-up arena area or the steel emergency doors located on the north and south sides of the main exhibition area. No wheeled carts will be permitted through the glass pedestrian access doors.

MOVE-IN/MOVE-OUT SCHEDULE:

Wednesday Move-In

1 PM-9 PM Wheeled carts anytime, motor vehicles by appointment only

Thursday Move-In

8 AM-9 PM Wheeled carts anytime, motor vehicles by appointment only

Friday Move-In

8 AM-11 AM Wheeled carts, limited motor vehicle access by appointment only

Sunday Move-Out

4 PM-9 PM **All vendors need to be out by no later than 9 PM.**

Motor vehicle access will be permitted as space is available and vendor has merchandise packed up and ready to load. Move-out may be extended to Monday morning if special arrangements are made with the Trade Show Manager.

2017 IOWA HORSE FAIR

MARCH 31
APRIL 1
APRIL 2

HORSE BARN STALLION EXHIBIT INFO

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

3234 Nevada St., Saint Charles, IA 50240
515-205-6983 ♦ rollwood.ls@gmail.com

ADMISSIONS

FRIDAY, MARCH 31

Adult..... \$8/day
Age 6-12.....\$5/day
Age 5 & under..... Free when accompanied by adult

SATURDAY & SUNDAY APRIL 1 & 2

Adult..... \$10/day
Age 6-12.....\$6/day
Age 5 & under..... Free when accompanied by adult

THREE-DAY PASS

Adult..... \$20
Age 6-12.....\$10
Age 5 & under..... Free when accompanied by adult

RODEO

MARCH 31 & APRIL 1

Adult..... \$15/night
Age 6-12..... \$8/night
Age 5 & under..... Free (when held on lap)

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

Motel 6

Des Moines North

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

Red Roof Inn

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

Econo Lodge

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

Adventureland Inn

180 & Hwy 65
Altoona ♦ 515-265-7321

Settle Inn

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

Sleep Inn & Suites

5850 Morning Star Ct
Pleasant Hill
515-299-9922

NEED 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

PROGRAM ADVERTISING OPPORTUNITIES

Dahl Graphics & Printing is publishing the Official Program for the Iowa Horse Fair again this year.

A glossy program will include 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 651-353-8188 or 888-403-2060 or see www.dahlgraphics.com for more info.



33rd Annual
2017 IOWA HORSE FAIR
March 31, April 1 & April 2
Iowa State Fairgrounds
Des Moines, Iowa

IOWA HORSE FAIR 2017



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CAMIE STOCKHAUSEN



THE RAWHIDE & DUSTY SHOW



TRAIL RIDER CHALLENGE



WRIGHT RODEO



INDALECIO MACEDO



CHARROS EL CARRETERO

CONTACT LINDA SPAIN

515-205-6983 ♦ rollwood.ls@gmail.com

SPONSORED BY THE IOWA HORSE COUNCIL

www.iowahorsecouncil.org

Trade Show

Linda Spain
rollwood.ls@gmail.com
 515-205-6983

Sponsorships

Linda Spain
rollwood.ls@gmail.com
 515-205-6983

General Information

www.iowahorsecouncil.org

Program Advertising

Dahl Graphics & Printing
 888-403-2060 ♦ 651-353-8188
ihf-ads@dahlgraphics.com