



EXHIBITOR KIT

February 9-12, 2017

Iowa Events Center
730 Third Street
Des Moines, IA 50309

TABLE OF CONTENTS

Welcome	Page 3
Exhibitor Contact List	Page 4
Show Details	Page 5
Dates and Deadlines	Page 6
Move-In, Move-Out Information	Page 7
Move-In Schedule - Maps	Page 9
Rules, Regulations and General Booth Information	Page 11
Floor Plan	Page 20
Forms	Page 21
Marketing Tips/How to Have a Successful Show	Page 30
Display Tips, Awards and Check List	Page 35

Dear Show Exhibitor:

We would like to take this opportunity to thank you for participating in the upcoming Des Moines Home + Garden Show.

As the exhibit contact, you will receive all the information we send out. Should another individual resume your responsibilities, be sure that we are promptly informed so we can keep our records current.

Attached are several exhibitor forms. Please take time now to review them, noting that some of the forms have deadlines. YOU SHOULD KNOW—

1. FINAL PAYMENT: is due **DECEMBER 9, 2016**. Penalties for non-payment include loss of space and monies paid in part for space.
2. PROMOTION/PUBLICITY - WHAT'S NEW?: We urge you to keep us informed of anything that will be interesting to the media *especially* new products that are being introduced and anything with a media “hook.” If you have information at this time, pass it along to us now!
3. ADVERTISING: if you advertise independently (electronic and/or print), remember the show. Make it part of your marketing plan. Include the show in your ads.

We appreciate your being part of the 2017 show. Should you have any questions or concerns, feel free to contact us at (515) 244-0143.

Sincerely,

Shannon Nathe
Show Manager
(515) 244-5456

Tasha Mart
Exhibit Sales Consultant
(515) 244-1459

Sarah Osler
Exhibit Sales Consultant
(515) 244-6891

Marilee Mitchell
Show|Office Administrator
(515) 244-0143

EXHIBITOR CONTACT LIST

Service/Item

Supplier

Booth Furnishings
(Carpet, Tables, Table skirting , etc.)

Hubbell /Tyner
(651) 917-2632

Forklift Service

Hubbell/Tyner
(651) 917-2632

Electric

Iowa Events Center (IEC)
Exhibitor Services
(515) 564-8036

Fire Code Regulations

Iowa Events Center (IEC)
Fire Marshall
(515) 283-4240

Telephone

Iowa Events Center (IEC)
Exhibitor Services
(515) 564-8036

Wireless Internet

Iowa Events Center (IEC)
Exhibitor Services
(515) 564-8036

Show Management

Marketplace Events
(515) 244-0143
(515) 564-8870 (on-site)

SHOW DETAILS

- Show Office: The Show Office is located on the northeast side of Hy-Vee Hall, immediately north of the main entrance.
- Exhibitor Badges: Exhibitor badges can be picked up in the Show Office during move in. Please have all exhibitor badges picked up by Wednesday, February 8 before the show opens on Thursday, February 9.
 - Additional details can be found under Exhibitor Badges in the Rules and Regulations section.
- Will Call: Will Call is located on the east side of the Show Office. Will Call is set up as a courtesy and NOT for mass distribution of Exhibitor Badges. Please make sure to distribute your exhibitor badges to staff prior to the Show.
- Exhibitor Entrance: Exhibitors can enter the Iowa Events Center (IEC) at the public entrances by presenting their Exhibitor Badge. Persons under 16 are NOT admitted with these cards.
- Exhibitors can enter one hour prior to the show opening to the general public.
- Show Hours
 - Thursday, February 9 – Noon – 9:00 p.m.
 - Friday, February 10 – 10:00 a.m. – 9:00 p.m.
 - Saturday, February 11 – 9:00 a.m. – 9:00 p.m.
 - Sunday, February 12 – 10:00 a.m. – 6:00 p.m.

DATES AND DEADLINES

- Final Payment: Due **December 9, 2016**. Penalties for non-payment include loss of space and monies paid in part for space.
- Floor covering ordered from Hubbell/Tyner by January 30 for discount pricing. Can also be ordered on site at standard pricing.
- Internet service ordered from IEC by January 31, 2017 for discount pricing. Can also be ordered on site at standard pricing.
- Electricity ordered from IEC by January 31, 2017 for discount pricing. Can also be ordered on site at standard pricing.
- Water/drainage ordered from IEC by January 31, 2017 for discount pricing. Can also be ordered on site at standard pricing.
- Phone service ordered from IEC by January 31, 2017 for discount pricing. Can also be ordered on site at standard pricing.

MOVE IN, MOVE OUT

Move In:

- Exhibitors must move in through their respective dock areas.
- Hy-Vee Hall (Hall B & C) – click [here](#) for map.
 - You MUST enter from 4th & Park Street
 - Double doors to pre-function width is 7'6" and height is 7'
- Hall A
 - Unload at the loading docks on 3rd Street between Crocker and Center
 - Ceiling height for Hall A is 12'
 - Breezeway ceiling outside Hall A is 14'5"
 - Entry double doors total width is 5' from Hy-Vee Hall into Lower Level Vets (Hall A)
- Pre-function Area (outside of the Exhibit Halls)
 - Unload using south lot, 3rd Street or north lot through skywalk
 - Height to lights is 12' (lights are about 8" wide and located every 18')
 - Height to ceiling is 14'
 - Height to lights in pre-function is 10'6" (lights located every 10')
 - Height to ceiling in pre-function is 13'
- Exhibitors are required to unload and immediately move vehicles from the loading dock areas.
- Make certain individuals setting up your booth are aware they need to unload booth material and remove vehicles from the building and away from the dock area immediately.
- No children under age 16 are allowed on the show floor during move in/move out.
- Exhibitors must be prepared to move their own material with their own hand trucks or dollies. Or, at exhibitor's expense, may hire the Show Decorator (Hubbell/Tyner).
- Vehicles **WILL ONLY** be allowed on the show floor Monday, Tuesday and Wednesday. All vehicles must be off the show floor by 5 p.m. Wednesday.
- Exhibitors are responsible for any damage by their driver(s)/vehicle(s).
- Dock doors will close at 10:00 a.m. on Thursday, February 9. All exhibit material must be within the exhibit space by 10:00 a.m. so that IEC personnel can clean the aisles.
- Exhibitors are responsible for cleaning their own areas.
- If any exhibit is not ready by Show time, no further construction may continue until Show closing on Thursday, February 9.

Move In Schedule:

NEW FOR 2017: Exhibitors will be divided into five (5) move in times over three (3) days: Please refer to the maps on the following pages for your scheduled move in time. PLEASE NOTE: If you try to move in prior to your scheduled move in time, you will be turned away and asked to return at your scheduled time.

Move in hours:

Red area - Monday, February 6 - Noon-5:00 p.m.

Blue area – Tuesday, February 7 – 8:00 a.m.-Noon

Yellow area – Tuesday, February 7 – Noon-5:00 p.m.

Pink area – Wednesday, February 8 – 8:00 a.m.-Noon

Green area – Wednesday, February 8 – Noon-5:00 p.m.

Move Out:

- No exhibits may be taken down or removed, even in part, until show closing is announced on Sunday, February 12 at 6:01 p.m.
- Be packed and ready to move out before bringing your vehicle to the dock and remove your entire exhibit.
- General move out is permitted until 10:00 p.m. Sunday evening and will continue starting at 7:00 a.m. Monday, February 13.
- All exhibitors **MUST** be out of the IEC by 11:00 a.m. (NO EXCEPTIONS).
- Exhibitors wanting to move out all night may make arrangements with Show Management.

Move Out Schedule:

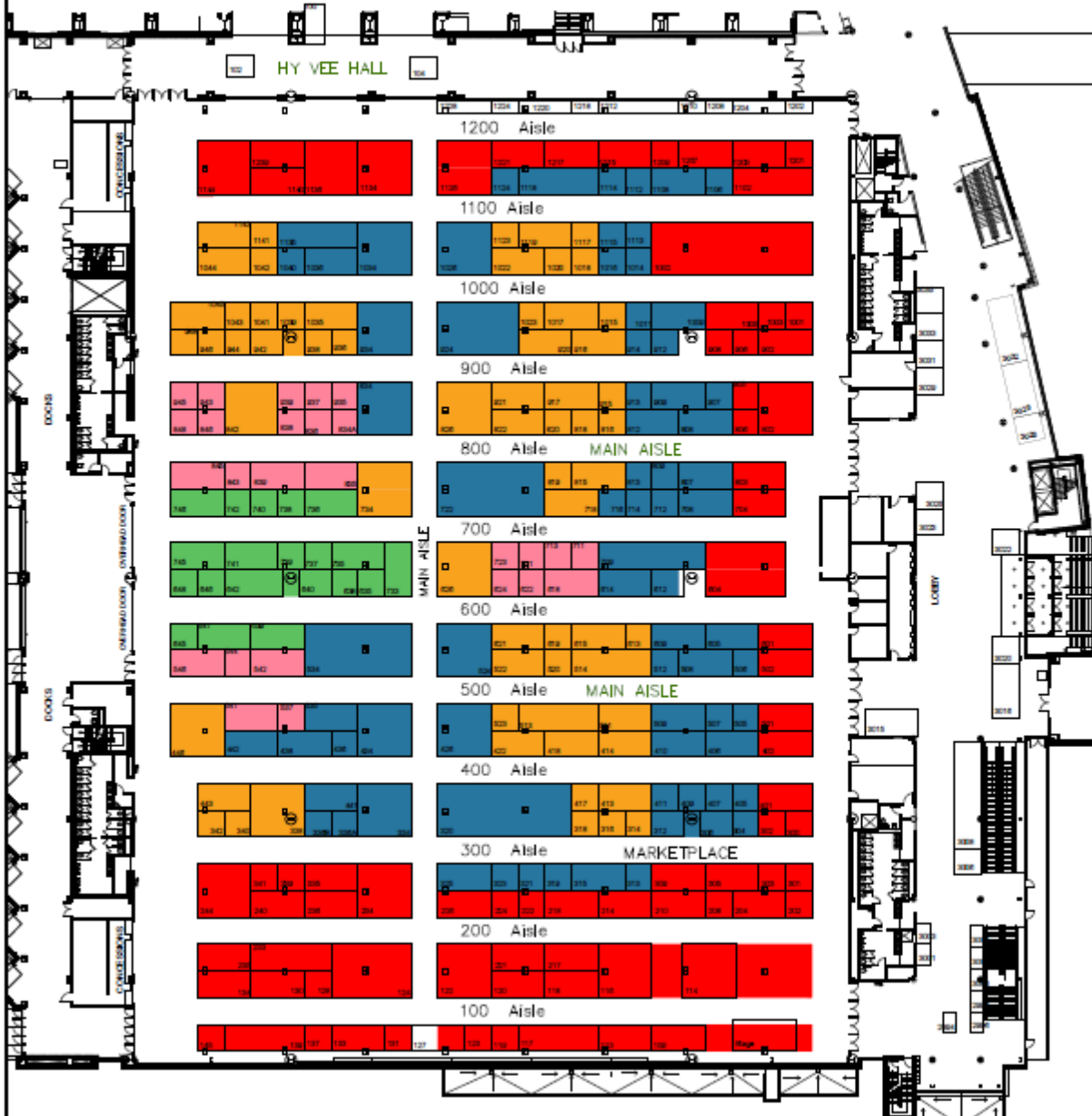
Sunday, February 12 – 6:01 p.m.-10:00 p.m.

Monday, February 13 – 7:00 a.m.-11 a.m.

Des Moines Home and Garden Show 2017

February 9-12, 2017

- Monday February 6th - 12-5p
■ Tuesday February 7th - 8a-12p
- Tuesday February 7th - 12-5p
■ Wednesday February 8th - 8a-12
■ Wednesday February 8th - 12-5p



HUBBELL/TYNER
 CONVENTION & TRADE SHOW SPECIALISTS
 A North American Trade Shows Company

2110 Old Hwy 3 NW
 New Brighton, MN 55112
 Phone: 951-917-3632 Fax: 951-917-2659
 Web: www.hubbelltyner.com

Drawn By: Andy Zangs

Account Executive: Dwayne Hendricks

Revision Date: 6/30/2016

Revision # 2

File Name: Home & Garden Show - DesMoines 2017 - Move-In-Schedule.pdf

Job # 10415

Facility: Iowa Events Center

Room: Hy-Vee Hall

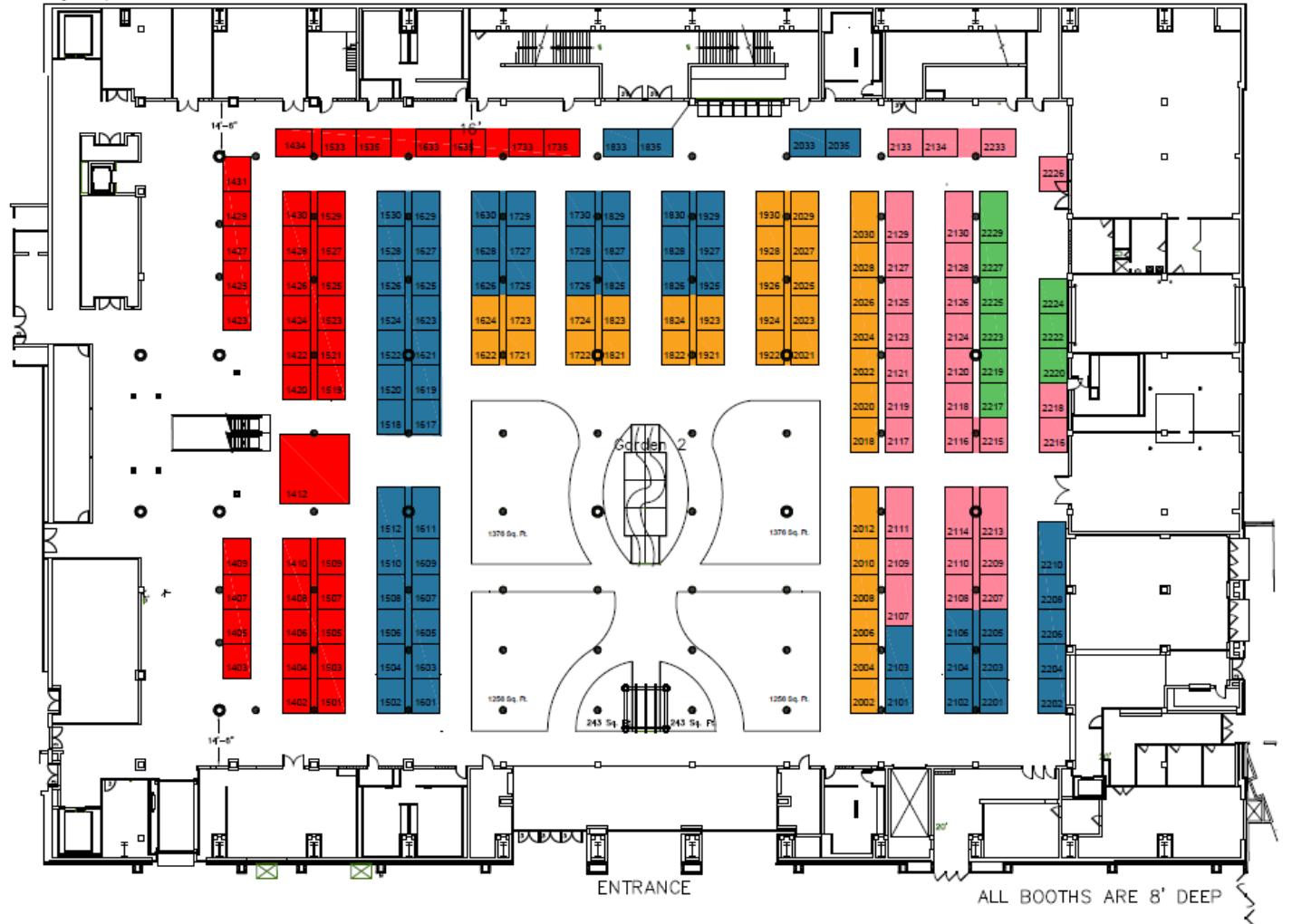
Booth Size

Disclaimer:
 Every effort has been made to ensure the accuracy of the information within this floor plan. However, no warranties are made with respect to the floor plan. If the location of building columns, utilities or other building components is a consideration in the construction of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.

Des Moines Home and Garden Show 2017

February 9-12, 2017

HALL A LOWER LEVEL VETS



- | | |
|---|---|
| ■ Monday February 6th - 12-5p | ■ Tuesday February 7th - 12-5p |
| ■ Tuesday February 7th - 8a-12p | ■ Wednesday February 8th - 8a-12 |
| | ■ Wednesday February 8th - 12-5p |

RULES, REGULATIONS AND GENERAL BOOTH INFORMATION

Our top priority is to produce a quality event. Two very important aspects to doing this are maintaining the visual integrity of the show and creating an atmosphere where all exhibitors can do business. The following Rules and Regulations help us to maintain these aspects:

1. **Advance Shipments** (must be prepaid) - If your exhibit needs to arrive **between January 9-February 3, 2017**, it should be shipped to the Show Decorator Hubbell/Tyner at the address listed below. Hubbell/Tyner will store and deliver your exhibit material to the IEC for a charge. All shipments must be prepaid. Refer to [Hubbell/Tyner's Exhibitor Kit](#) for details on shipping:

TO: _____ (Exhibitor Name & Booth #)
Des Moines Home & Garden Show
Hubbell/Tyner
c/o YRCW
5337 NE 22nd St
Des Moines, IA 50313

Direct shipments (must be prepaid) - If your exhibit needs to arrive **between February 5-9, 2017**, ship prepaid as follows:

TO: _____ (Exhibitor Name & Booth #)
Iowa Events Center
Des Moines Home & Garden Show
c/o Hubbell/Tyner
730 Third Street
Des Moines IA 50309

2. Alcohol Policy

- In compliance with Iowa State Law, all alcoholic beverages must be supplied and served by Spectra Food Services & Hospitality, our exclusive in-house caterer.
- No alcoholic samples may be distributed unless purchased and distributed by Spectra Food Services & Hospitality staff members.
- Spectra Food Services & Hospitality reserves the right to refuse service to intoxicated persons.
- In accordance with state regulations, we reserve the right to request state issued photo ID of any person to verify their age and to refuse service to those underage or failing to produce a photo ID.
- There is a two per photo ID maximum per transaction.
- Alcoholic beverages may not be removed from the IEC.

3. Animals

- Animals/pets are not permitted in the IEC without prior approval of Show Management and IEC. Including move in/move out except in conjunction with an exhibit, display or performance.
- The exhibitor is responsible for obtaining all appropriate permits.
- Guide, signal or service dogs (as defined by law) are allowed in IEC.
- All sanitary needs for the animal are the sole responsibility of the exhibitor.

4. Balloons

- ANY TYPE of balloon in the IEC is NOT ALLOWED.
- If helium balloons become detached from a display, the labor cost to retrieve the balloons will be charged to the Exhibitor.

5. Booth Construction and Design

Drape and Height

- Booth rental comes with 8' high back drape and 3' side curtains (where applicable) in BLACK.
- The exterior of any part of your display or structure facing an adjacent booth or aisle must be finished or suitably decorated (you may order masking drape from the Show Decorator) at your expense.
- There is one common back drape shared by exhibitors on either side of the drape. Exhibitors must remain on their side of the drape. Your carpet, bracing, etc. may not extend into the exhibit space behind you.
- No part of your exhibit or product may block the view into the exhibit next to you.
- All tables must be professionally skirted: i.e., skirting that is pleated or shirred and of floor length (no paper, sheets or tablecloths). The exception is fine, designer furniture.

Signage

- Booth rental comes with one (1) identification sign that includes your company name and booth number.
- No signs or banner may be above 8' in exhibit space less than 20'x20'. Banners/signs that are above 8' may include company name and logo and can only be one sided. They may not be used to advertise products and services.
- No signs, apparatus, shelving, or equipment may extend above 8' in exhibitor's booth space without permission from Marketplace Events.
- Overhead inflatable signs are not permitted.
- **NO** Feather Advertising Flags unless you are in a 20x20 end cap booth. If you are in a booth smaller than a 20x20 end cap and bring a feather flag, it must not be higher than 8 ft. and must be displayed **inside** your booth, not out in the aisle.
- Tents are not permitted.
- Signs must look professional – no grease pens, crayons, etc.
- Signs cannot be attached to IEC walls or pillars.
- If signage requires hanging, please contact Show Management. Cost to hang signage is the responsibility of the Exhibitor.
- If you would like your sign to be read differently than what is listed on your space agreement, fill out the Sign Order Form located in the forms section of this packet.

Flooring

- All booths in the show must have floor covering (preferably carpet). No exceptions will be made.
- Exhibitors may provide their own floor covering or it can be rented from Hubbell/Tyner.
- **NOTICE REGARDING TAPE REMOVAL:** If the Exhibitor contracts for carpet to be laid as part of the event, it is the responsibility of the carpet contractor to remove all tape from the floors during the final move-out of the event. If this is not done, the Exhibitor will be billed at the prevailing hourly rate for removal of the tape. If the tape is on a floor that must be

stripped and refinished, the charges to return the floor to its original finish will also be billed to the customer.

- Tape of any type is prohibited in all areas of the building. Tape should not be placed on tables, chairs, walls, etc. The Exhibitor will be billed for any damages resulting from the removal of taped items (i.e.: repainting walls and doors, due to peeling paint, etc.)

Misc.

- Materials such as table draping, cut trees, wood chips and mulch used in the construction of displays must be fire resistant.
- **THE FOLLOWING MUST BE PROTECTED BY SPRINKLERS:** Single-level exhibit booths greater than 100 sq. ft. and covered with a ceiling; throughout each level of multilevel exhibit booths, including the uppermost level if the uppermost is covered with a ceiling; a single exhibit or group of exhibits with ceilings that do not require sprinklers must be separated by a minimum of 10 ft. where the aggregate ceiling exceeds 100 sq. ft. *All exhibitors incorporating ceilings in their exhibits (regardless of size) must contact Show Management.* Floor plans for oversized exhibits must have IEC and Fire Marshall approval.
- **FLOOR DRILLING IS PROHIBITED** (Wall and ceiling drilling are also prohibited.)
- **FOR YOUR PROTECTION AND SAFETY OF THE ATTENDEES:** Please add caution tape on steps. Please make them prominent and obvious.

6. Cleaning

- Keep your booth clean. Exhibitors are responsible for the upkeep and cleaning of their own booths.
- IEC personnel will not clean individual booths. Service can be ordered through Hubbell/Tyner.

7. Damage

- Exhibitors are responsible for damage they cause to the IEC including walls and floors and for labor charges to remove stains or adhesives from the walls or floors. Exhibitors will be billed for such damage with the dollar amount of the damage determined by the IEC.

8. Demonstrations/Distribution

- Displays, demonstrations or distribution of advertising material are not permitted outside the confines of the exhibitor's booth(s). In other words: **NO "WORKING THE AISLES"**.
- No loudspeakers will be permitted on the Show floor. Small sound amplification systems for captive-audience demos may be used, but the sound must be inoffensive to neighboring exhibitors.
- Advertisement, exhibit, or promotion may include prices but shall not make price comparisons with competitive products.
- No stickers, pressure adhesive, etc. can be used or given away by exhibitors.
- No helium filled balloons may be distributed at any time.
- No food (including popcorn) or beverages may be distributed by exhibitors inside IEC unless approved by Marketplace Events.

9. Display Vehicles

- Vehicles **MUST** be approved by Show Management.
- Automobiles, trucks, tractors, lawn mowers, machinery and other motor vehicles utilizing flammable fuels, which are placed on display inside the IEC shall have not more than 1/5 tank or five (5) gallons of fuel in the tank.

- All fuel tanks shall be locked or effectively sealed and at least one battery cable shall be disconnected from the ignition system.
- Ignition keys for vehicles on display shall be kept by a responsible person at the display location for removal of such vehicles from the building in the event of an emergency.
- Carpeting or visqueen must be placed underneath the vehicle for any possible leakage.

10. Drawings and Giveaways

- If you plan to use a drawing for prizes during the Show, you must fill out and return the Drawing Registration form to Marketplace Events before the Show opens. (This form can be found in the forms section of this packet).
- The prize drawing must be held before the Show closes, and you are required to turn the name of each winner into the Show Office. State regulations require that we have the names of all winners.

11. Electrical

- The official Show electrician is the Iowa Events Center. Their phone number is (515) 564-8036.
- There will be an electrician on duty at all times during Show hours.
- All wiring must be installed by the Iowa Events Facility as they are the electric contractor and hold the contract for the Iowa Events Center.
- Electrical order forms for exhibitors are available through the Iowa Events Center.

12. Exhibitor Credentials (Exhibitor Badges and Admission Tickets):

- Pickup your Exhibitor Badges in the Show Office prior to setting up your booth.
- Exhibitor badges are only for principals and employees working in the exhibit.
- ALL personnel working must be registered and present exhibitor credentials (exhibitor badge) to gain access to the Show.
- SHOW CREDENTIALS MUST BE PRESENTED TO THE DOOR GUARDS STARTING AT 10:00 a.m. Thursday, **February 9, 2017** through Sunday, **February 12, 2017**.
- Badge breakdown:
 - Six (6) exhibitor badges for each company with a 5x10, an 8'x10' or 10'x10' booth
 - Eight (8) exhibitor badges for each company with a 10'x15', 8'x20' or 10'x20' booth
 - Twelve (12) exhibitor badges for each company with a 20'x20' or larger booth
- An order form can be found in the form section of this packet if more badges need to be ordered.
 - The fee for *additional OR replacement* exhibitor badges is \$24.00 EACH.
- These exhibitor badges will be checked each day as the exhibitor enters the Show and should be kept in wallets/or badge holders for that purpose.
 - An Exhibitor Badge can be punched only one time per day. If an exhibitor plans to leave the building and return, he should have his hand stamped before leaving. The hand-stamp will get him back into the Show (since his card has already been punched for that particular day).
- Should a booth worker not have or lose their exhibitor badge or a one-time Guest Pass (which you can purchase ahead of time), they will have to purchase a one-time Guest Pass for \$5.00 in the Show Office.
- If an exhibitor anticipates more booth workers than their allotted number of exhibitor badges, one-time Guest Passes can be purchased in advance of the Show for \$5.00 each. (See the Exhibitor Discount Ticket Order Form located in the forms section of this packet).

13. Fire Regulations

308.3 Group A occupancies. Open-flame devices **shall not** be used in a Group A occupancy. The Iowa Events Center is a Group A Occupancy.

Exceptions:

1. Open-flame devices are allowed to be used in the following situations, provided *approved* precautions are taken to prevent ignition of a combustible material or injury to occupants:
 - 1.1. Where necessary for ceremonial or religious purposes in accordance with Section 308.1.7.
 - 1.2. On stages and platforms as a necessary part of a performance in accordance with Section 308.3.2.
 - 1.3. Where candles on tables are securely supported on substantial noncombustible bases and the candle flames are protected.
2. Heat-producing equipment complying with Chapter 6 and the *International Mechanical Code*.
3. Gas lights are allowed to be used provided adequate precautions satisfactory to the *fire code official* are taken to prevent ignition of combustible materials.

308.3.1 Open-flame decorative devices. Open-flame decorative devices shall comply with all of the following restrictions:

1. Class I and Class II liquids and LP-gas shall not be used.
2. Liquid- or solid-fueled lighting devices containing more than 8 ounces (237 ml) of fuel must self-extinguish and not leak fuel at a rate of more than 0.25 teaspoon per minute (1.26 ml per minute) if tipped over.
3. The device or holder shall be constructed to prevent the spillage of liquid fuel or wax at the rate of more than 0.25 teaspoon per minute (1.26 ml per minute) when the device or holder is not in an upright position.
4. The device or holder shall be designed so that it will return to the upright position after being tilted to an angle of 45 degrees from vertical.

Exception: Devices that self-extinguish if tipped over and do not spill fuel or wax at the rate of more than 0.25 teaspoon per minute (1.26 ml per minute) if tipped over.

5. The flame shall be enclosed except where openings on the side are not more than 0.375 inch (9.5 mm) diameter or where openings are on the top and the distance to the top is such that a piece of tissue paper placed on the top will not ignite in 10 seconds.
6. Chimneys shall be made of noncombustible materials and securely attached to the open-flame device.

Exception: A chimney is not required to be attached to any open-flame device that will self-extinguish if the device is tipped over.

7. Fuel canisters shall be safely sealed for storage.
8. Storage and handling of *combustible liquids* shall be in accordance with Chapter 34.
9. Shades, where used, shall be made of noncombustible materials and securely attached to the open-flame device holder or chimney.
10. Candelabras with flame-lighted candles shall be securely fastened in place to prevent overturning, and shall be located away from occupants using the area and away from possible contact with drapes, curtains or other combustibles. See

14. Food Samples

- Exhibitor may distribute food and beverage samples in authorized space and must not be in competition with products or services offered by Spectra Food Services & Hospitality.
- Food and/or beverage items used as traffic promoters (i.e., popcorn, coffee, bar services) must be purchased through the event Catering Sales Manager/Spectra Food Services & Hospitality. Exact descriptions of sample and portion size must be submitted to the event Catering Sales

Manager for approval prior to the opening of the event. Food and beverage sample sizes are limited to the following:

- Beverages are limited to maximum 3 oz. container
- Food items are limited to maximum 1 oz. or “bite sized”
- Exhibitors are responsible for complying with all Polk County Health Department regulations regarding food sampling, storage, equipment, temperature, etc. If you are not in compliance or do not obtain the proper permits, the Health Department can shut down your booth.
- All food and beverage that is to be sold or handed out onsite needs to have approval through Spectra Food Services & Hospitality.
- The Authorization Request form is included under the forms section of this packet.

15. Forklifts

Exhibitors requiring forklifts need to make arrangements with the Show Decorator, Hubbell/Tyner, prior to move-in. Take note of the Show Decorator’s special handling rates:

- Heavy equipment (i.e. skids of block, crates) will be charged fork and operator rates per hour straight time.
- Common carriers, van lines, air freight, etc. will be charged at regular material handling rates on a per hundred weight basis.

Call Hubbell/Tyner at (651) 917-2632 or (800) 947-9750 for verification of the rate for your particular need and any other questions you may have.

16. Liability and Insurance

Show Management has taken reasonable precautions to safeguard exhibits. However, neither Management nor the IEC will assume responsibility for losses to the exhibitor from theft, fire, damage, or any other cause. Exhibitor is to maintain liability insurance with respect to both property damage and personal injury. As agreed in the contract, exhibitors agree to indemnify and hold harmless Show Management and the IEC against, any and all complaints, suits, or liabilities arising out of acts of the exhibitor or his/her representatives, or out of activities within the exhibitor's booth area. Verify with your insurance company if you're uncertain about your coverage.

17. Materials Subject to License or Restriction

The playing, performing or other use of any copyrighted music in television or radio transmission, videotape, audio-visual material, or any other work, whether live or recorded, by exhibitor or its agents, representatives or employees is expressly prohibited. Exhibitor agrees to indemnify the IEC and Marketplace Events (and their respective officers, directors, owners, employees, insurers, agents, representatives and assigns) against any and all claims and costs of defense, or fees paid by Marketplace Events to ASCAP or BMI, arising from any unauthorized use of any work by exhibitor or any of its agents, representatives or employees.

18. Notice to Exhibitors

What you list in your signed contract is what you may exhibit in the Show. No last-minute surprises.

19. Outside Contractors

Any independent contractor/display house which contracts to assemble and/or dismantle an exhibit at the Show must notify Hubbell/Tyner, the Show Decorator, of the exhibiting company's name and booth number, in writing, at least 30 days prior to the first day of move-in. The display house must also provide a certificate of insurance to Hubbell/Tyner at the time the letter is sent and also to Show Management.

20. Parking

The IEC has over 1,300 parking spaces on the complex. Motor home vehicles (RV's) may use the parking area for PARKING PURPOSES ONLY. OVERNIGHT PARKING ON IEC PROPERTY IS PROHIBITED. Options are available for the rental of the parking lot areas for outside exhibits and/or exhibitor and patron parking.

21. Paging Policy

There will be no paging during Show hours.

22. Payment of Exhibit Space

Booth space must be paid in full BEFORE an exhibit may be set up on the show floor. All final payments are due as of December 9, 2016 as stated in your contract. Contact Marketplace Events if you think your exhibit is in jeopardy because of non-payment.

23. Plant Material

Flowering plants and foliage are effective, low-cost booth improvements that add color, warmth and interest to your display. Plants can be used as an ingredient in the total setting of your booth and should be placed so they are noticed but not in the way.

Mums, kalanchoe and cineraria are good flowering plants; ferns, philodendrons, dracaena and dieffenbachia are possible foliage plants; and palms and ficus are good varieties of trees. We encourage exhibitors to include plant material in their displays.

24. Portable Unvented Heaters

Operating portable, fuel fired heaters for display during trades shows are not allowed in accordance with the fire code. You are allowed to display your heaters, but you shall not operate them. 603.4 Portable unvented heaters. Portable unvented fuel fired heating equipment shall be prohibited in occupancies in Groups A, E, I, R-1, R-2, R-3 and R-4. Group A occupancies are assemblies such as Wells Fargo Arena, Vet's Auditorium, etc. Additionally, the fire code commentary states "portable space heating appliances are moved around at will by the occupants and might be placed too close to combustibles or where they are susceptible to being hit, tipped over, etc. Because of the potential misuse, such appliances are considered an unacceptable risk in the listed, higher life hazard occupancies".

25. Sale of Merchandise at the Show

Beginning July 1, 2016, the State of Iowa will no longer provide temporary sales tax permits. Exhibitors will be required to obtain their own permanent tax permit by going to <https://tax.iowa.gov>. You must obtain your permanent permit prior to the event. You are able to charge and collect tax as soon as you submit an application, even if you have not yet been issued a permit number. If you are required to have a state sales tax permit and you make taxable retail sales in Des Moines, you will also have to have a Des Moines permit. If you have questions pertaining to State of Iowa sales tax permits, please contact taxpayer services at (515) 281-3114 or idr@iowa.gov.

SALES TAX: 6% (subject to change)

26. Sawing of Brick and Stone

Dry sawing of rock, brick, concrete, etc. is not allowed inside the IEC. This is a very strict rule. Dry cutting is permissible outside the building only.

Wet sawing is permissible inside, and wet saws can be set up at your construction site. Be aware, however, that the slurry created has to go somewhere after your pan fills up; it can't spill over onto the floor, and most importantly, wet saws **CANNOT BE SET UP TO DRAIN INTO THE IEC DRAINS**. They clog them. Empty pans into buckets and empty the buckets outside into snow banks.

27. Show Decorator

- Hubbell/Tyner – 2110 Old Hwy 8 NW, New Brighton, MN 55112
- (651) 917-2632 or (800) 947-9750
- Carpet, tables, chairs as well as carpentry work and labor for unpacking may be obtained from Hubbell/Tyner.
- Hubbell/Tyner will mail to all exhibitors a list of their services and prices. To avoid delay (and save money) submit your orders before you move in.
- All orders with full payment (including tax) **must** be received on or before **January 30** to receive discounted pricing.

28. Security

- Guards will be on hand during Show hours and during move-in and move-out. They are present to safeguard your interests. Exhibitors are asked to give them full cooperation in the performance of their duties.
- **DO NOT LEAVE "CARRY-OUTABLES" UNGUARDED**. Remove TV's and laptops and all small articles (calculators, radios, saws, tools, etc.) from the booth at night and at closing. The most dangerous times for stealing are during move-in and move-out.
- **DURING SHOW HOURS** you must get a carryout pass from the Show Office to remove any materials from your exhibit.
- Show attendees must have a sales slip from an exhibitor to carry out merchandise.

29. Smoking Regulations

No smoking is permitted within the IEC. Anyone caught smoking in the IEC by the Fire Marshall will be tagged and removed from the facility for the day.

30. Staffing your Booth

Every exhibitor is responsible for having his/her display staffed at all times. We suggest a member of your staff be present at your display area during move-out.

31. Telephone/Internet Service

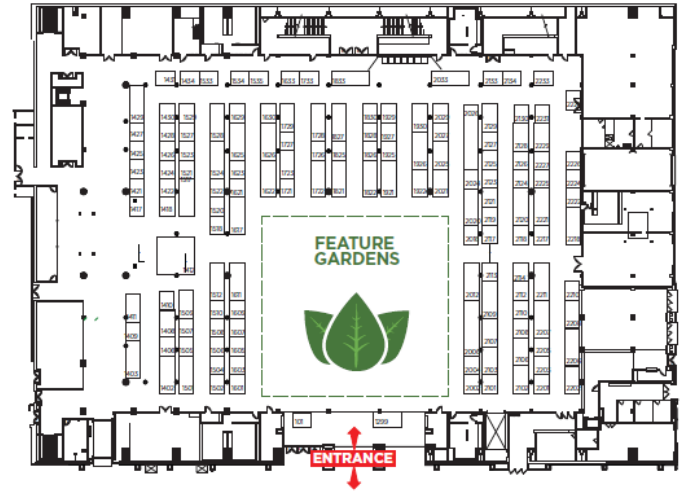
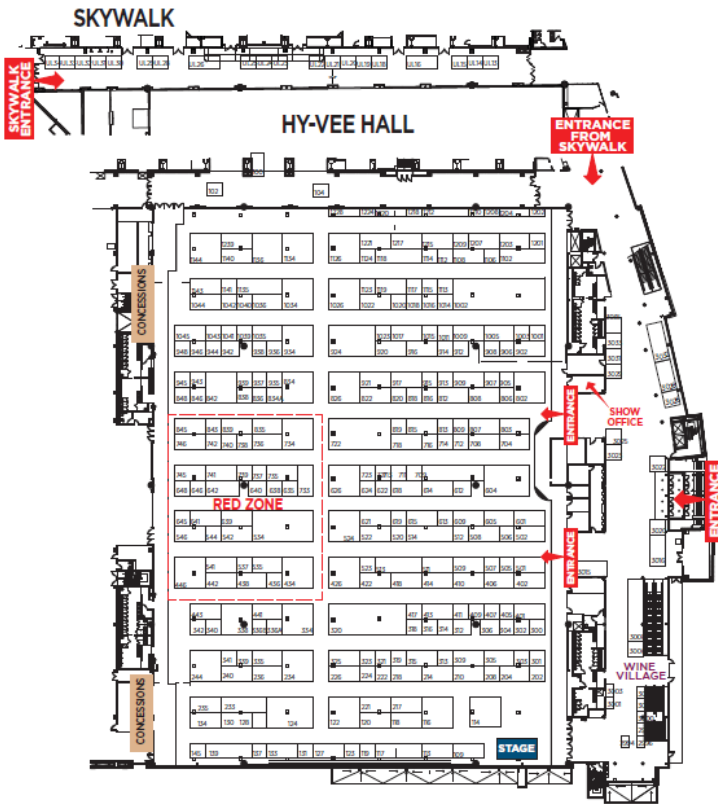
Telephone/internet order forms for exhibitors are available through the IEC.

32. Union Regulations

An exhibiting firm's employees may set up and take down their exhibit and carry their own exhibit materials to and from the loading docks. If extensive work is required on the exhibit that involves the hiring of outside labor, or if help is needed in moving heavy objects, arrangements for such work must be made through Hubbell/Tyner. Hubbell/Tyner maintains a service desk in the breezeway (in between Hy-Vee Hall & Hall A) during set-up and tear-down times.

33. Water/Drain/Gas

To ensure timely, quality service, all orders for water must be placed in advance of the Show with the Iowa Events Center. Fountains, aquariums, cookware, pools, etc., may NOT be filled from the IEC restrooms or janitor closets. No tools, machines, cookware, or any other items may be emptied, washed or rinsed in the IEC restrooms or janitor closets. No oils, combustibles or any liquids other than water may be poured in the IEC drainage or sewer systems.



THE BIG ONE
DES MOINES
HOME
+GARDEN
SHOW
FEB. 9-12, 2017
 Iowa Events Center

TASHA MART
 Exhibit Sales Consultant
 515-244-1459
 tasham@MPeshows.com

SARAH OSLER
 Exhibit Sales Consultant
 515-244-6891
 saraho@MPeshows.com

SHANNON NATHE
 Show Manager
 515-244-5456
 shannonn@MPeshows.com

DesMoinesHomeAndGardenShow.com

MARKETPLACE EVENTS
 Largest Home Show Producer In North America

FPB POLICY 2015-1: Indoor Assembly Events

Created: August 11, 2015 Effective Date: Immediately
From the Office of the Fire Prevention Bureau – Phone (515) 283-4240



This policy is promulgated in accordance with Section 104.1 of the 2012 International Fire Code (IFC) and is an official interpretation of Section 314 of the International Fire Code.

The following shall apply to any indoor events occurring within the City of Des Moines (exception: 1 and 2 family dwellings).

1. Vehicles. Liquid- and gas-fueled and electric vehicles, boats or other motor-craft and equipment used for display, competition or demonstration within a building shall be in accordance with the following:
 - a. Batteries are disconnected.
 - b. Fuel in fuel tanks does not exceed one-quarter tank or 5 gallons (19 L) (whichever is least).
 - c. Fuel tanks and fill openings are closed and sealed to prevent tampering.
 - d. Vehicles, boats or other motorcraft equipment are not fueled or defueled within the building.

2. Aisle width. Minimum aisle width in a trade show or exhibition shall comply with the following:

Square Footage of Trade Show or Exhibition	Minimum Aisle Width
Greater than 15,000 square feet (1393m ²)	10 feet (3048mm)
5,000 square feet (465 square meters) to 15,000 square feet (1393m ²)	8 feet (2438mm)
Less than 5,000 square feet (465 m ²)	6 feet (1829mm)

3. Obstructions. Aisles shall be kept clear of all obstructions, including but not limited to, fixtures and displays of goods for sale, chairs, tables, product, displays, vehicles, and trailer tongues.
4. Exit signs. Exit signs shall be visible from all locations in the occupancy.
5. Exhibit construction and materials. Materials shall be one of the following:
 - a. Noncombustible or limited-combustible materials.
 - b. Wood that is greater than ¼-inch (6mm) nominal thickness
 - c. Wood ¼-inch (6mm) nominal thickness or less that is pressure-treated fire-retardant wood meeting the requirements of NFPA 703, Standard for Fire Retardant Impregnated Wood and Fire Retardant Coatings for Building Materials. The product shall be marked or labeled by the manufacturer. The product shall not be painted or similarly modified until the material has been inspected and the marking or labeling verified, or provide documentation acceptable to the fire code official.
6. Artificial vegetation. Artificial decorative vegetation shall meet the flame propagation performance criteria of NFPA 701. Meeting the flame propagation performance criteria of NFPA 701 shall be documented and certified by the manufacturer in an approved manner. Alternatively, the artificial decorative vegetation item shall be tested in accordance with NFPA 289, using the 20 kW ignition source, and shall have a maximum heat release rate of 100 kW (see IFC 806.2 for additional information).
7. Covered exhibits, tents, and booths. An approved sprinkler system shall be provided in

covered exhibits, tents, and booths exceeding 300 square feet (2787 m²). Each level of multi-level exhibit booths shall be protected throughout, including the uppermost level where the uppermost level is covered with a ceiling.

- a. When multiple tents are in close proximity, a grouping of tents must be separated by at least 10' on all sides to be considered separate. Any grouping of tents exceeding 300 square feet in aggregate area will a sprinkler system as described above.
8. Demonstration cooking and warming equipment or devices. Cooking and warming devices for demonstration purposes only shall be in accordance with the following:
- a. Equipment and devices shall be isolated from the public by not less than 4 feet (1219 mm) or by a noncombustible 3-sided barrier between the equipment and devices and the public.
 - b. Single-well cooking equipment using combustible oils or solids shall meet the following:
 - i. A noncombustible lid shall be immediately available. The lid shall be of sufficient size to cover the cooking well completely.
 - ii. The cooking surface shall not exceed 288 square inches (1858 cm²).
 - iii. The equipment shall be placed on a noncombustible surface.
 - iv. The equipment shall be separated from each other by a horizontal distance of not less than 2 feet (609mm).
 - c. Cooking equipment shall be separated from combustible materials by a horizontal distance of at least 2 feet (609mm).
 - d. Butane for cooking equipment shall be limited to one 10 oz cylinder and one spare in storage, of the same size, per appliance. Storage location shall be approved by the fire code official.
 - e. Warming operations may utilize electric heaters, hot boxes, and other types of approved open flame warming devices. Open flame warming devices (commonly referred to as Sterno heaters) shall:
 - i. Be the self-extinguishing type or not leak at a rate of more than 0.25 teaspoon per minute if tipped.
 - ii. Placed on a solid surface.
 - f. An ABC multipurpose portable fire extinguisher with a minimum 2A-10BC rating shall be provided within 10 feet of any demonstration or warming display.
 - g. A Class K portable fire extinguisher (in addition to the ABC extinguisher) shall be provided within 10 feet of any demonstration cooking involving grease, solid fuel, or producing grease- laden vapors.

Note: Demonstration and warming cooking may be prohibited by the fire code official.

9. Cooking for the commercial preparation of food shall be conducted under an approved Type 1 Hood.

Any comments or questions regarding the above information may be submitted to:

Office of the Fire Marshal
City of Des Moines Fire Department
Fire Prevention Bureau
2715 Dean Avenue
Des Moines, Iowa 50317
Office: (515) 283-4240
Fax: (515) 283-4907
Email: firedept@dmgov.org



SPECTRA FOOD SERVICES & HOSPITALITY

Iowa Events Center

730 Third Street

Des Moines, IA 50309

T: 515.564.8000 F: 515.564.8001

AUTHORIZATION REQUEST
SAMPLE FOOD AND/OR BEVERAGE DISTRIBUTION

Spectra Food Services & Hospitality has exclusive food and beverage distribution rights within the Iowa Events Center.

Iowa State Law prohibits any person or organization from bringing alcoholic beverages onto licensed premises. All alcoholic beverages for distribution must be purchased from Spectra Food Services & Hospitality.

Sponsoring organizations and/or their exhibitors may distribute sample food and/or beverage products only upon written authorization.

Iowa Events Center exhibitors may distribute Food & Beverage samples in authorized space and must not be in competition with products or services offered by Spectra Food Services & Hospitality. Exact descriptions of sample and portion size must be submitted to the Food and Beverage Office for written approval 14 days prior to the opening of the event. No alcoholic samples may be distributed. Any exhibitor giving away and/or selling food in their booth must have a permit and all appropriate fees on file with the Des Moines Department of Health.

GENERAL CONDITIONS:

- Items dispensed are limited to products manufactured, processed or distributed by exhibiting firm.
All items are limited to sample size.
Beverages limited to maximum 3oz. container.
Food items limited to bite size or 1oz.
Food and/or beverage items used as traffic promoters (i.e. popcorn, coffee, bar services) must be purchased from Spectra Food Services & Hospitality.

Product(s) you wish to dispense
Size of portion to be dispensed
Please explain purpose of offering samples

SERVICE REQUIRED:

Dry Storage (\$150.00 per day) per pallet: No Yes
Freezer Refrigerator (\$40.00 per day) 20 lb. bag of ice @ \$10.00 per bag

Name of Event: Date of Event: Booth No.

Firm Name: Phone No.

Address:

STREET

CITY

STATE

ZIP CODE

By: Signature: Date:
(PRINT OR TYPE NAME & TITLE)

Spectra Food Services & Hospitality has agreed to waive exclusive catering rights to the Iowa Events Center for the above event. The group is responsible for all liability that may be involved with service of the food and beverage to be provided by the group. The group is responsible for all set up requirements including equipment, service and clean-up of the items to be brought in. It is understood that this waiver is applicable to this function only, and that each request is considered on an individual basis only.

Approved
Spectra Venue Management General Manager

Approved
Spectra Food Services & Hospitality General Manager



Drawing Registration

If you plan to use a drawing for prizes during the Des Moines Home + Garden, you must register your drawing before the Show opens. Show Management must approve any and all drawings or contests conducted by an exhibitor. Such drawings or contests are subject to all laws and municipal restrictions. Prizes offered by exhibitors must be awarded by Show closing, and Show Management must be informed of the name, address and phone number of all winners at that time.

If contest entries will be used to generate contact lists, or if entrants will be contacted or solicited in any way by either mail or telephone, the entry blank must bear the disclaimer that contest or drawing participants will be contacted by mail and/or telephone to receive product or service information.

Any individual, organization or company not complying with the preceding rules may be subject to contract termination or losing any future invitations to the Des Moines Home + Garden Show.

COMPANY NAME: _____

BOOTH #: _____ ATTN: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

WHAT WILL DRAWING BE FOR AND HOW MANY: _____

DOLLAR VALUE OF EACH PRIZE: _____ DATE OF DRAWING: _____

Mail or Fax form to: Des Moines Home + Garden Show
666 Walnut Street, Suite 1506
Des Moines, IA 50309
PHONE: 515-244-0143
FAX: 515-244-0407
www.desmoineshomeandgardenshow.com



Sign Order Form

RETURN THIS FORM ONLY IF YOU WANT YOUR SIGN TO READ
DIFFERENTLY FROM THE WAY YOU ARE SHOWN ON YOUR SPACE
AGREEMENT

This is a uniform 7" x 44" sign with 2" high letters made by the show decorator and hung by them on the back of your booth(s), along with your booth number(s). It is for identification and is placed in your space before you move in.

List the Company Name on Sign as: _____

COMPANY NAME (on SPACE AGREEMENT): _____

BOOTH #: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE #: _____ FAX #: _____

Mail or fax to:

Des Moines Home + Garden Show
666 Walnut Street, Suite 1506
Des Moines, IA 50309
PHONE: 515-244-0143
FAX: 515-244-0407
www.desmoineshomeandgardenshow.com

NO COMPANY MAY DISPLAY A SIGN IN AN EXHIBIT SPACE UNLESS THAT
COMPANY HAS A SIGNED SPACE AGREEMENT WITH MARKETPLACE
EVENTS.



Exhibitor Credentials/Guest Pass Order Form

4-Day Exhibitor Badge \$10.00 each (TO BE PICKED UP IN SHOW OFFICE)

10 20 40 Other _____

~~~~~

**PLEASE SEND MY GUEST PASSES TO:**

**Company:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

I prefer to pay for the additional Wallet Cards/Guest Passes by:

Check # \_\_\_\_\_ /  VISA /  MASTERCARD /  AMEX

*(Checks payable to Marketplace Events)*

\_\_\_\_\_ Guest Passes @ \$5.00 each = \$ \_\_\_\_\_

\*Please provide payment information.

Credit Card Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_ Amount: \_\_\_\_\_

Address on Card: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Des Moines Home + Garden Show**

666 Walnut Street, Suite 1506

Des Moines, IA 50309



## Exhibitor Opportunity at the Show!

Do you have a **Celebrity Spokesperson** you are planning to have at the Show?

Are you going to be offering Special Show Prices or Show Deals?

Please contact Shannon Nathe at 515-244-5456 and/or fax the form(s) to 515-244-0407 with the following information (submit by December 6, 2016):

---

Exhibitor: \_\_\_\_\_ Phone: \_\_\_\_\_

- Yes! I have a Celebrity Spokesperson and/or client I'd like to have at the Show.
- Celebrity \_\_\_\_\_
  - Contact Name/Number \_\_\_\_\_

- Special Show Price/Show-Related Financial Offer:

\_\_\_\_\_  
\_\_\_\_\_



## Online Marketing Opportunities

### Offer your customers a discount to the show

#### DES MOINES WEB BUTTON WITH PROMO CODE HERE

You can add The Des Moines Home + Garden Show Web Button with Promo Code to offer your customers and prospects an additional \$1.00 off on line ticket discount. Use this button on your website. The best ticket deals will be offered online. We will supply you with a jpeg file that can be posted on your website. You merely need to link the button to our home page to set it up at: [www.desmoineshomeandgardenshow.com](http://www.desmoineshomeandgardenshow.com)

---

#### SEND ME THE FOLLOWING

Web Button with Promo Code (free of charge)

Email Address: \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Fax to: 515-244-0407



## Advertise The Des Moines Home + Garden Show

- Advertise in your local or community newspapers or magazines. Include “The Des Moines Home + Garden Show” dates and location in your print ad.
- Mention the show name, dates and location in your radio advertising and/or TV advertising.
- Include “The Des Moines Home + Garden Show” logo, dates and location in a direct mail piece, newsletter, e-newsletter and/or email blasts.

**FAX this form along with your ad and we will email you jpeg’s of the approved Des Moines Home + Garden Show Logo and “Come See Us at The Des Moines Home + Garden Show” artwork.**

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

WEBSITE ADDRESS: \_\_\_\_\_

Fax to: 515-244-0407

# Marketing Tips to Maximize Your Return on Investment

- **Advertising** – Leverage our advertising campaign with top radio and TV stations, newspapers and e-marketing. Contact us to see how you can share our premier rates for your own advertising prior to the Show.
- **Media Promotions and Contests** – With the donation of a product or service you can take advantage of thousands of free dollars in TV, radio and newspaper advertising space.
- **Direct Mail/Email Campaigns** – We can work with you to develop postcards, newsletters, coupons, e-newsletters or advertisements promoting your participation in the Show and encouraging people to visit your booth. This is a great way to start building buzz if you are launching a new product, offering exclusive savings or just want to increase traffic to your booth.
- **In-Store Flyer Distribution** – Promote your participation in the Show and offer your customers an online discount to attend.
- **Stickers** -- Print up stickers with your booth number and the show name, date, and facility name. In the months before the event, affix the stickers to all communications— invoices, letters, packages, etc. Provide each salesperson with a batch of stickers, too.
- **Website Link** -- Be sure your website is linked to [www.desmoineshomeandgardenshow.com](http://www.desmoineshomeandgardenshow.com). Create a mini-site off of your company website that describes your activities at the upcoming Show. Include product announcements, show hours, contact information for staff working the Show, speaking engagement schedule—whatever will inform or excite your customers and prospects.
- **Invitation** -- Send a letter of invitation and complimentary tickets. Stress the benefit. Don't say "Visit us at booth number x." Say why. Why should recipients take the time to visit you? Are you offering a Show special? Launching a new product? What's in it for them?
- **Show Appointment Book**. Set up appointments with your key customers and prospects at the show. Send a handwritten note to your customers reminding them of your appointment.
- **Prizes** --Offer a time-limited incentive to create a sense of urgency. "The first 30 people to visit our booth will get a special prize!" Or, send your hot prospect list a coupon for a free gift that they can pick up at your booth.
- **Personal Call** --Have your sales reps personally deliver show invitations and/or complimentary tickets to customers and hot prospects.

**For more information on Marketing Opportunities please contact:**

Shannon Nathe, Show Manager  
515-244-5456  
[shannonn@mpeshows.com](mailto:shannonn@mpeshows.com)

# How to Maximize Your Profits

## Six Ways to Increase Traffic to Your Booth before the Show

1. Gear All Outside Business Contact to Show Promotion  
–Show Name –Location –Dates –Booth Number –“See us at the...”
2. Send Press Releases/Literature to Media & Prospects or Show Management
3. Send Invitations to Clients & Prospects (5% - 10% respond!)
4. Phone Clients & Prospects (5% - 10% respond!)
5. Web Links
6. Offer a Service/Discount/Special Demo/Seminar Gift/ with any of the above

## The Pre-Show Meeting

1. Reiterate goals to staff – “This is why we are exhibiting and this is what we intend to accomplish.”
2. Go over scheduling of staff, travel, & accommodations, etc.
3. Discuss common questions & problems
4. Nail down pricing, and be consistent
5. Handling leads – decide on box location, have computer-mailing system ready

## Your Booth is Your Bait

- Some companies use new bait
- Some use old bait
- Some use fresh bait
- Some use dead bait

## The 3–Second Rule:

In a glance, your exhibit should tell people three things in three seconds:

- Your company name
- Exactly what it is you do
- At least one benefit of your product or company

## Ten Easy Ways to a Better Exhibit

1. Sell benefits, not just your product
2. Sell your company too
3. Have a professional, attractive sign
4. Select the proper setting for your product
5. Invite people into your exhibit
6. Build, buy, or rent a full backdrop
7. Carpet your exhibit – NO EXCEPTIONS
8. Some greenery in your exhibit
9. Involve people in your exhibit/product – Be interactive
10. Create a formal/informal closing area

## **The 6 Essential Qualifying Questions**

1. Thank you for stopping, how are you familiar with \_\_\_\_\_?
  - a. or, what attracted you to our display?
  - b. or, what do you see that you like?

*(Gives history of prospect, tells you where to start selling)*
2. What is your situation now?

*(Tells you if prospect has a need, begins to define degree)*
3. What would you like to achieve/change?

*(Further defines prospect's application of your product)*
4. What are your concerns as to budget?

*(Tells you if prospect has the money)*
5. How does your timetable look on all of this?

*(Gives you the prospect's timetable for buying or acting)*
6. How would you like to proceed from here?

*(Lets the prospect take over – and close him/herself!)*



## **SIMPLE TIPS TO HELP YOU HAVE A MORE SUCCESSFUL SHOW!**

**The Top 3 reasons people come to our shows is to see model homes, gardens and new products!**

- If you have a new product, please make sure you place it in a highly visible area
- Be sure your signage is bold and clearly states, NEW PRODUCT

**Attendees are paying for the opportunity to be sold to and they WANT TO BUY! Our research shows the more consumers spend at the show the more satisfied they are!**

- 46% of our attendees spend money with exhibitors *at the show*
- 72% say they will “probably” or “definitely” make a purchase with exhibitors in the six months *following* the show
- 10% (1 of every 10 attendees) spend over \$1,000 at the show
- 28% (more than 1 in 4) spend between \$100 and \$1,000 at the show
- 62% spend between \$20-\$99 at the show

**You only have seconds to get their attention as attendees stroll by**

Stand in front of your booth and ask yourself (or ask one of us!)... *Is it immediately clear...?*

- Who you are?
- What you sell?
- Why your company is better than your competition?
- What you want attendees to do? (Buy your product; sample it; get a quote, etc.)

**Approaching someone that is sitting at a table is intimidating to most people!**

- It is always best to stand or sit at tall barstools

**Use the show as your own research lab**

- Ask customers to complete a survey about your booth, your product, your advertising, or their perception of your company
- Have your sales staff “test” sales pitches. Change the pitch every two hours and track the number of sales, orders, leads, etc. until you find the one that works best
- Move product, tables or chairs around, or position your staff in different ways until you find a configuration that encourages the most people to enter your booth

**Don't “castle build”-** putting all the big stuff out front causing a barrier between you and the attendees. Encourage attendees to come in to your space to see your product instead.

**Come prepared to play the whole game!** You can get just as many leads on Thursday at 5 pm as you can on Saturday. *In fact, many serious shoppers plan to attend during less busy times so they can really talk with exhibitors.*

**The #1 way attendees say they will follow up with exhibitors they saw at the show, after the show is to “visit their website”**

- Make sure your website is updated and ready for their visit
- Post a message on your site that mentions your appearances at the show and keep it up after the show so they know they’ve come to the right place

**We know that staffing a booth is exhausting** but the BIG BAD 3 are sales killers every time!

Please do NOT...

- Eat in your booth
- Talk on your cell phone while in your booth
- Read, play hand-held video games or otherwise look generally bored to be there

**Be sure to give your exhibitor staff ample breaks** and opportunities to eat (outside of the booth) as they are representing your company to tens of thousands of potential customers.

## Does Your Exhibit Resemble a Crime Scene?

We are pleased that you are exhibiting in the Des Moines Home + Garden Show. Your company's presence will add to the value and excitement of this show for the thousands of Des Moines area homeowners attending.

**Improving exhibit quality is one of our top priorities.** Our goal is to help all exhibiting companies display at their best. We want to make sure that the thousands and thousands of consumers attending this event feel that they are among the finest and most reputable companies. It is both of our jobs to make certain that consumers feel confident that they are spending their valuable time and money in the right place. Let's work together and do our best to present the best home show in Des Moines.



Please expect a visit from the "exhibit police" during move-in on:

***Tuesday, February 7***  
***and***  
***Wednesday, February 8***

To avoid getting subpoenaed to the show office, please adhere to the enclosed show rules.

Looking forward to working with you towards a great show!

Sincerely,  
Shannon Nathe  
Show Manager

**P.S. To avoid a penalty and probation, please adhere to the enclosed exhibitor show rules. Help us help you improve exhibit quality.**

**Thank you!**

# ***How to avoid a subpoena from the... “Exhibit Police”***

*In an effort to improve the exhibit quality in the Show, we are asking all exhibitors to adhere to the following rules:*

❖ **Carpet:**

- ✓ *All exhibit booths must have some type of flooring: carpet, linoleum, tile, Astroturf, etc. 100% of the exhibit floor must be covered.*

❖ **Quick Tips:**

- ✓ *If you bring your own flooring...make sure it is clean and very professional.*
- ✓ *For a professional look...please do not use electrical tape over the carpet, use double stick tape under the carpet.*
- ✓ *Size the carpet accurately...not too big...not too small.*

❖ **Table Skirts:**

- ✓ *All tables must be professionally skirted.*
- ✓ *Skirting must be provided for all exposed areas of the table.*
- ✓ *Skirting must go from the edge of the table to the floor.*
- ✓ *All skirting must be pressed and neat.*

❖ **Signs/Banners:**

- ✓ *All signs and banners must be professionally prepared. No handwritten signs are allowed. No wrinkled banners are allowed.*

❖ **Quick Tip:**

- ✓ *Hang banner up prior to show time – helps get the wrinkles out!*

❖ **Finishing touches:**

- ✓ *All exhibit booth walls are to be completely finished. No exposed wires, frames, wood etc. You will be expected to drape or cover areas in some way. Be prepared ahead of time.*

❖ **Crates/cartons:**

- ✓ *No empty crates or cartons should be stored in your exhibit area. Remove these from the building prior to show opening.*



## Exhibit Enhancers – Quick Tips

- **Renew:** *Highlight all new products and all “hot” products in your exhibit. Utilize special lighting or unique signage.*
- **Refresh:** *Live plants, greenery, silk flowers or fresh flowers liven up displays. Soften the edges and welcome consumers.*
- **Restore:** *Take a good look at your staff. Do they represent your company well? Think about a unified look such as a company shirt or hat or color. Make sure your staff does not eat in the booth or read the newspaper in the booth. They represent you!*
- **Replace:** *Examine everything that is part of your exhibit. If anything is tired, tattered, worn, out of date or ratty, please replace! Don't forget to water your plants!*



# EXHIBITOR AWARDS!

And The Winners are...



**BEST IN SHOW:** Most outstanding and visually appealing booth design

**ROOKIE OF THE YEAR:** Most outstanding and visually appealing space by a new exhibitor

**PEOPLE'S CHOICE:** Consumers favorite visually appealing booth

**BEST LANDSCAPE FEATURE GARDEN:** Most outstanding, creative, visually appealing



## EXHIBITOR CHECK LIST

- ALL BOOTHS MUST HAVE FLOOR COVERING
- TABLES ARE TO BE PROFESSIONALLY SKIRTED WITH FLOOR-LENGTH SKIRTING — Good-looking furniture okay; otherwise, order skirted tables from the Show Decorator
- NO SIGNS ABOVE 8'
- MAINTAIN A SIGHTLINE WITH YOUR NEIGHBOR
- EXTERIOR OF DISPLAY OR STRUCTURE FACING ADJACENT EXHIBITOR OR AISLE MUST BE FINISHED OR SUITABLY DECORATED — you can order masking drape from the Show Decorator
- IMPROVE EXHIBITS WITH FLOWERS & PLANTS
- BRING YOUR OWN MOVE-IN & MOVE-OUT EQUIPMENT
- ADMISSION IS WITH AN EXHIBITOR BADGE OR ONE-DAY TICKET
- EXHIBITORS ARE ALLOWED ON THE SHOW FLOOR ONE HOUR BEFORE THE SHOW OPENS TO THE PUBLIC
- WHAT YOU BRING IN, TAKE OUT — Leave the IEC floor in broom-clean condition
- MOVE-OUT — NO EXHIBITS MAY BE TAKEN DOWN OR REMOVED, EVEN IN PART, UNTIL SHOW CLOSING IS ANNOUNCED SUNDAY, **FEBRUARY 12**, AT 6:01 PM. *If you move-out earlier than 6:01 PM, it could jeopardize your participation in next year's show.* Everyone must be completely off the Show floor by 11:00 AM, Monday, **FEBRUARY 13**.

WE HOPE  
YOU HAVE A  
FANTASTIC  
SHOW!