



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, February 2 9:00 a.m. – 4:00 p.m.
Wednesday, February 3 9:00 a.m. – 4:00 p.m.
Thursday, February 4 9:00 a.m. – 3:00 p.m.

MANAGED BY:

Iowa Nebraska Equipment Dealers Association
8330 NW 54th Ave., Johnston, IA 50131
p: 515.223.5119
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

Ballroom (booths 101-753):

Booths are on carpet
Partitions: 8' back/3' sides
Double walk-in door access
Freight elevator: 10'W x 9'D x 9'H

Main Floor (booths 800-1244):

Booths are on carpet
Partitions: 8' back/3' sides
Double walk-in door access
Move-in door: 10'W x 9'H

Hall A (lower-level booths 1300-1902):

Booths are on concrete
Partitions: 3' side on some booths
Move-in door: 15'11" W x 13'3"H or 19'7" W x 11'5"H

Skywalk (booths 1900-1925):

Booths are on carpet
Partitions: 8' back/3' side
Double walk-in door access

EMC EXPO CENTER

Exhibit Hall (booths 2000-2460):

Booths are on concrete
Very few partitions are used
Move-in door: 23'W x 20'H

Lobby (booths 2500-2571):

Booths are on carpet
Partitions: 8' back/3' sides
Double walk-in door: 7'8" W x 7'6" H

CASEYS CENTER (formerly Wells Fargo)

Arena Floor (booths 3000-3932):

Booths are on concrete
Very few partitions are used
Move-in door: 16'W x 14'3"H

Concourse (booths 4000-4190):

Booths are on concrete
Partitions: 8' back/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* place trash in the aisle, the cleanup crew will remove it. *Exhibitors* are responsible for cleaning and returning their space to conditions they were prior to moving 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.
- *Exhibitors* 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*. *Exhibitors* sound and noise should not exceed 80 decibels in the aisle immediately in front of booth. Show Management reserves the right to shut down exhibit if sound is determined to be annoyance to adjoining exhibitors.
- Exceptions to these rules are at the discretion of the exhibit committee.

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.

COI (Certificate of Insurance) *Exhibitor* shall provide proof of liability insurance in an amount not less than \$1,000,000 listing Iowa-Nebraska Equipment Dealers Association as the Certificate Holder and hereby agrees to keep such insurance in full force and effect throughout the term of this agreement. Please upload your certificate of insurance into your company Exhibitor Hub portal.

TABLES, CHAIRS, CARPET & DISPLAY MATERIALS: A skirted table & 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, which can be ordered through Freeman Decorating.

ELECTRICITY: *Exhibitor* will work directly with the Iowa Events Center for electric, water, gas, wired internet and phone service. **Remember, it costs MORE to order these services after the deadline and/or at the Expo, so please order what you need in advance!**

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, 1 Line Drive, Des Moines, at NO CHARGE beginning on Thursday, January 28, 2027. 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 docking needs prior to Sunday, January 31, please contact show management. There could be a charge for these services at a reduced rate.

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 exhibitor vehicles to *Exhibitor's* booth and facilitated by Expo staff. The *Association* has the right to assess charges for excessive usage at \$75 per 30 minutes for positioning or equipment assembly. NOTE: Freight from commercial carrier will be handled by decorator and will incur fees.

TRAILER PARKING: No trailers will be allowed to park in the Convention Center parking lot during the Expo. Free trailer parking is available at Principal Park, 1 Line Drive, 10 blocks south of the EMC Expo Center.

INCOMING/OUTGOING FREIGHT SHIPMENTS: Arrangements have been made with Freeman Decorating to receive all shipments, thus ensuring 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 workers are available to assist in the installation and tear down of *Exhibitor's* displays, at your request.

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 (any time after January 5) 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 | C/O TForce Freight / Freeman | 5570 NE 17th Street | Des Moines, IA 50313
5. Outgoing freight shipments at the close of the Expo must be properly packaged/crated, labeled and all required carrier paperwork/documents completed.

PARKING: Iowa Events Center parking in the North lot is \$13/day. To purchase a weekly pass, visit the parking booth in this lot during move in on Monday. *Exhibitors* may park at no charge at Principal Park, 1 Line Drive, Des Moines, IA 50309. There will be three shuttle buses running daily for attendees and *Exhibitors* starting at 8:00 am.

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 5, 2027. 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.

CANCELLATION AND EVENTUALITIES: No Exhibitor shall be set up 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 the event the Expo is cancelled, the *Association* may refund any monies advanced by Exhibitor, less substantiated expenses incurred and not recoverable. Exhibitor cancellation of booth will incur the following: 25% fee after October 9, 2026; 50% fee after November 6, 2026 and 100% fee after December 11, 2026. The *Association* reserves the right to remove any exhibitor which the *Association* deems is unsuitable, misrepresented, or objectionable in which case no refunds will be given to the exhibitor.

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 & Suites Event Center | 929 3rd Street | Des Moines, IA 50309 | p 515.282.5251 | f 515.282.6871 | Conveniently located one block from the Expo. Complimentary hot breakfast, hi-speed Wi-Fi, and free parking (no trailer parking). Mention the *Iowa Ag Expo* when calling to make your reservation to receive the discounted room rate.