



Mindy Campfield - Executive Director Iowa Beef Breeds Council  
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Phone 515-966-0075 Fax 515-966-0074  
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The Iowa Beef Expo will be held February 12-19, 2017 at the Iowa State Fairgrounds, and is offering you the best opportunity to market your cattle. We hope that as a previous Live Display exhibitor you felt that the experience was rewarding and that it was time and money well spent. Enclosed, you will find a contract along with a Schedule of Events for the Live Display at the 2017 Iowa Beef Expo.

Because cattle of similar breeds will be stalled consecutively and final display numbers are not known, no guarantee of exact location is available at this time except to say location within a breed will be determined by the date the contract is received. The earlier a contract is returned the more desirable the location. Exhibitors will receive final instructional letters regarding Live Display at the Iowa Beef Expo in late January.

Cost of the live display areas for February 12th – 19th is \$375. Cost of the live display areas for any Four- (4) consecutive days between the dates of February 12th – 19th is \$325. Each live display area is approximately 10' wide x 8' deep and will contain 1 ½ yards of wood mulch bedding. Bedding will be supplied both in the open class barn and the tie outs and is included in the cost of the live display space.

Live Display exhibitors are reminded that the Purpose of the Live Display aisle is for Display Only. Cattle brought to the Expo with the intent of being sold must be consigned to their respective breed sale. **PRODUCERS ARE NOT ALLOWED TO SELL PRIVATE TREATY OUT OF THE LIVE DISPLAY AISLE!**

Cattle must be halter broke, and health papers are required for all display cattle. All Bulls are required to have a bull lead in their nose - there will be NO EXCEPTIONS! Cattle intended for Display only must meet all interstate and intrastate, federal and state rules for exhibition of beef cattle. The 2017 Iowa Beef Expo Health Rules will be listed on our website at: [www.iowabeefexpo.com](http://www.iowabeefexpo.com). Exhibitors should contact their state vet office for their individual state requirements to enter Iowa. Any evidence of warts, ringworm, foot rot, pinkeye, draining abscesses or any other contagious disease will eliminate display cattle from the Expo grounds.

Please take time to carefully read and complete the contract, including all necessary fees. It is very important that you indicate on the bottom of the contract, which days you intend to display during the Expo. Please remit completed contract and payment to:

Iowa Beef Expo  
11281 SE 56<sup>th</sup> Avenue, Runnells IA 50237  
Phone 515/966-0075 Email [iowabeefexpo@gmail.com](mailto:iowabeefexpo@gmail.com)

The Iowa Beef Breeds Council has chosen the Sleep Inn to serve as the Iowa Beef Expo Headquarters. To make reservations please call 515-299-9922 and reference Iowa Beef Expo. The Iowa Beef Breeds Council and I wish to thank you in advance for your participation in the 2017 Iowa Beef Expo. If you have any questions or concerns, please contact me, at 515-966-0075.

Sincerely,  
*Mindy Campfield*  
Iowa Beef Expo Manager

Enclosures

(For Office Use Only)

Date Received: \_\_\_\_\_

Type & Quantity: \_\_\_\_\_

Deposit: \_\_\_\_\_ Check #: \_\_\_\_\_

Space: \_\_\_\_\_ Bedding: \_\_\_\_\_

Balance Due: \_\_\_\_\_



### 2017 IOWA BEEF EXPO LIVE DISPLAY EXHIBIT CONTRACT

We, the undersigned, do hereby request live display exhibit space at the 2017 Iowa Beef Expo to be held February 12-19, 2017, at the Iowa State Fairgrounds in Des Moines with exhibit costs as follows:

**Live Area Displays:** Cost of the live display areas for **February 12th - 19th** are **\$375**. Cost of the live display area for any four (4) consecutive days between the dates of **February 12th - 19th** are **\$325**. Live displays areas are approximately 10' wide by 8' deep. **BEDDING WILL BE SUPPLIED BOTH IN THE OPEN CLASS BARN AND THE TIE OUTS AND IS INCLUDED IN THE COST OF THE LIVE DISPLAY SPACE.**

We as display exhibitors agree to abide by all Iowa Beef Expo rules. We understand there may only be one company per exhibit space. (Co-owners of animals qualify as "one company" in live displays.) No space shall be sublet or offered for use by any exhibitor to another exhibitor. **No exhibit shall block the view of any other exhibit, or exceed space allotted.** Notice of cancellation and request for refund deadline is **January 10th**. If notice of cancellation is received by that date, a 100% refund will be issued. If notice of cancellation is received after **January 10th**, live display exhibitors will forfeit \$150 of their initial deposit. No refund will be given for cancellations made after **January 20th**.

FARM: _____		CONTACT: _____	
ADDRESS: _____			
CITY: _____		STATE: _____ ZIP: _____	
PHONE: _____		CELL PHONE: _____	
EMAIL: _____			
NUMBER OF SPACES REQUESTED: _____		BREED: _____	
SIGNED: _____		ENTRY FEES ENCLOSED:	
		Display Space @ \$375 per space - (\$25/space discount for cash/check) _____	
		Display Space @ \$325 per space - (\$25/space discount for cash/check) _____	
Make check payable to: Iowa Beef Expo • 11281 SE 56th Avenue • Runnells, Iowa 50237			TOTAL DUE _____
Credit Card: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard		Card Number: _____	Exp. Date: _____

**(TO BE COMPLETED BY ALL LIVE DISPLAY EXHIBITORS.)**

Live display exhibitors are not required to stay for the duration of the Expo. Many individuals choose to exhibit only while specific breeds are holding Expo events. It is therefore necessary to indicate which days you intend to have your animal on display. When indicating this information, please list only the days you will actually be displaying your animal. Example: If you will be arriving on Wednesday but not displaying until Thursday, indicate the first display date as Thursday. Example: If you will not be leaving the grounds until Thursday morning but intend to display only through Wednesday, please indicate the last display date as Wednesday. We reserve the right to fill your space when you vacate it.

I intend to be on display the following days (check appropriate days):

Sunday 12th _____	Monday 13th _____	Tuesday 14th _____	Wednesday 15th _____
Thursday 16th _____	Friday 17th _____	Saturday 18th _____	Sunday 19th _____

# IOWA BEEF EXPO

## CONTRACT AGREEMENT TERMS AND CONDITIONS

These regulations have been created in the best interest of both the Exhibitor and the Iowa Beef Expo. Please read these regulations in their entirety. By signing and returning a paid contract exhibitors agree to abide by the following conditions.

**SUBLEASING:** No exhibitors may sublet/assign their space or any part whereof.

**LIMITATION OF LIABILITY:** Each exhibitor must make provision for the safeguarding of his goods, materials, equipment and display items at all times. Iowa Beef Expo assumes no responsibility or liability for any property of the exhibitor, which may be located on the premises of the Iowa Beef Expo. Also:

The exhibitor shall indemnify, save and hold harmless the Iowa Beef Expo, their officers or agents, from and against any and all claims, demands, actions, or causes of actions, suits at law, or inequity of any nature or character arising out of or by reason of any act or omission of the exhibitor or its agents in the performance of rights, duties, or obligation of the exhibitor under this agreement.

The Iowa Beef Expo's agreement to permit use of this space contracted herein shall be subject to cancellation by acts of God, or any other circumstances beyond the control of the Iowa Beef Expo which shall prevent the delivery of some or all of the Iowa Beef Expo's obligations herein specified. The Iowa Beef Expo upon the occurrence of such event shall have the right to terminate this agreement without liability of any nature.

**It is further agreed by the parties as follows:**

This contract is incomplete or void until the Iowa Beef Expo receives payment. Cancellations prior to the final payment deadline are entitled to a full refund. Cancellations after the final payment deadline will receive no refunds. No refunds will be made for cancellation of any part of a show, poor attendance or act of God or other circumstances beyond the control of the Iowa Beef Expo.

No individual or company not under contract with the Iowa Beef Expo will be permitted access to the exhibit hall for the purpose of demonstrating their products, distributing advertising material or for any other purpose.

**PEN SIZE:** Live Display pens are 10' wide X 8' deep in dimension. Any display material you have must fit into this area. No Signs or other equipment that may inhibit the viewing of adjacent displays is allowed to sit in the aisle. **EXHIBITORS ARE NOT ALLOWED TO PUT TARP OR OTHER SOLID DIVIDERS AROUND THE INSIDE OF THEIR PEN.**

**BEDDING:** All cattle, (display, sale and junior) will be stalled on common bedding, which is supplied by the Expo. The use of ramps for display purposes is prohibited. The cost of the bedding was included in your payment. Bedding will be in place upon your arrival.

**BULL LEADS:** All bulls at the Iowa Beef Expo are required to have secure bull leads in place when the bulls are not tied in their stalls.

**HEALTH PAPERS:** All Live Display cattle are required to have health papers. Cattle intended for display purposes only must meet all interstate and intrastate, federal and state rules for exhibition of beef cattle. Exhibitors should contact their state veterinary department for their individual state requirements. The Iowa State Veterinary Office's number is 515-281-5547, weekdays between the hours of 8:00 a.m. to 4:00 p.m. Health papers must be turned into the office at time of check-in. Health papers will also serve as your release papers so it will be necessary to pick them up and have them stamped by the cattle barn office in order to remove cattle from the fairgrounds. Ringworm will not be tolerated at the 2017 Iowa Beef Expo. If your cattle show ringworm your vet must note on the health papers that the condition has been treated. Expo Veterinarians reserve the right to prohibit cattle exhibiting evidence of ringworm from entering the grounds.

**DISPLAY TIMES:** Although mandatory times for Live Displays are not in effect, we encourage exhibitors to have cattle in their stalls between the hours of 9:00 a.m. until 5:00 p.m. Several complaints were offered by spectators in past years that the display bulls were not in their stalls and available for viewing even during some of the busiest times of the day.

**BLOCKING CHUTES:** Exhibitors are asked to keep the display aisle neat. **BLOCKING CHUTES ARE NOT ALLOWED IN THE AISLE.** The display aisle will not be allowed to turn into a fitting area full of chutes, cords or junior cattle.

**PRIVATE TREATY:** Live Display exhibitors are reminded that the purpose of the Live Display aisle is for the purpose of display only. Cattle that are brought to the Expo with the intent of being sold must be consigned to their respective breed sale. Producers are not allowed to sell cattle private treaty out of their Live Display aisle.

**DOGS:** No dogs will be allowed on the Expo grounds! The sale of dogs or other pets is prohibited.



# 2017 Iowa Beef Expo Schedule

## Daily Commercial Exhibits

Open at 9:00 AM - Close at 5:00 PM

## Saturday, February 11

6:00 PM Iowa Charolais Assoc Social Diamond Jack's  
7:00 PM Iowa Charolais Assoc Banquet Diamond Jack's

## Sunday, February 12

7:30 AM Judging Contest Registration Gammon Barn  
9:00 AM Judging Contest Begins Pavilion  
11:30 AM Miniature Hereford Review Preview in Stalls  
11:30 AM Lowline Review Preview in Stalls  
1:00 PM Miniature Hereford Sale North Annex  
1:00 PM Iowa Simmental Video Parade Penningroth  
2:00 PM Charolais Video Parade Pavilion  
2:30 PM Lowline Sale North Annex  
5:30 PM Shorthorn Social Diamond Jack's  
5:30 PM Iowa Simmental Assn Social Prairie Meadows  
6:00 PM Iowa Simmental Assn Banquet Prairie Meadows  
6:00 PM Shorthorn Banquet Diamond Jack's

## Monday, February 13

### *Nichols Cryo-Genetics Barn Breakfast*

9:00 AM Trade Show Opens  
11:30 AM Iowa Simmental Sale Penningroth  
1:30 PM Charolais Sale North Annex  
3:00 PM Iowa Royal Shorthorn Video Parade Penningroth  
5:30 PM Expo Annual Kick-Off Party Cattle Barn Foyer  
6:00 PM Gelbvieh Breeders of IA Social Adventureland Inn  
6:00 PM Iowa Red Angus Association Diamond Jack's  
6:30 PM Gelbvieh Breeders of IA Banquet Adventureland Inn

## Tuesday, February 14

8:30 AM Red Angus Show Pavilion  
10:00 AM Gelbvieh Parade & Video Parade Pavilion  
11:00 AM Iowa Limousin Show & Video Parade Pavilion  
11:00 AM Iowa Royal Shorthorn Sale Penningroth  
12 Noon Red Angus Preview Preview in Stalls  
1:00 PM Red Angus Classic Sale North Annex  
2:00 PM Salers Video Parade Pavilion  
2:00 PM Gelbvieh Sale Penningroth  
5:30 PM Iowa Limousin Association Social ISF FFA Building  
6:00 PM Iowa Maine-Anjou Assn Banquet Diamond Jack's

## Wednesday, February 15

9:30 AM Iowa Angus Show Pavilion  
10:00 AM Salers Evaluation Pavilion  
12 Noon Iowa Limousin Sale Penningroth  
1:00 PM Iowa Salers Sale North Annex  
2:30 PM Maine-Anjou Sale North Annex  
6:00 PM IA Hereford Breeders Social Diamond Jack's  
6:00 PM Iowa Angus Assn Social Holiday Inn Downtown  
7:00 PM IA Hereford Breeders Banquet Diamond Jack's  
7:00 PM Iowa Angus Assn Banquet Holiday Inn Downtown

## Thursday, February 16

### *Nichols Cryo-Genetics Barn Breakfast*

8:30 AM Iowa Select Hereford Parade Pavilion  
11:00 AM Iowa Angus Sale Penningroth  
11:30 AM Iowa Select Hereford Sale North Annex

## Friday, February 17

### *IJBBA Scholarship interviews - Time TBD*

7:00 AM Check-in IJBBA Board Member Cattle Pavilion  
7:30-11 AM Check-In of All Junior Cattle Pavilion  
10:30 AM Weaver Stierwalt Clinic North Annex  
11:30-Noon Registration Paper Return Gammon Barn  
12 Noon Sullivan Stock Show U Fitting Clinic Penningroth  
1:00 PM Sunglo No-Fit Showmanship Contest Pavilion  
3:30 PM Sullivan Stock Show U Fitting Contest Pavilion

## Saturday, February 18

8:00 AM IJBBA Year Ends Program Pavilion  
9:00 AM Expo Junior Show Pavilion

## Sunday, February 19

8:00 AM Expo Junior Show Pavilion

*\* All Events and Times Subject to Change  
Visit [IowaBeefExpo.com](http://IowaBeefExpo.com) for Updates*