



Mallory Robinson - Iowa Beef Expo Executive Director
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Russell, IA 50238
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www.iowabeefexpo.com
Email: iowabeefexpo@gmail.com

The Iowa Beef Breeds Council would like to invite you to participate in the 2021 Iowa Beef Expo Tradeshow scheduled for February 14-21, 2021 at the Iowa State Fairgrounds in Des Moines, Iowa. You MUST indicate on the contract when you will exhibit. If you decide to stay past Thursday we do REQUIRE your exhibit to be in place until Sunday, February 21st at noon. Again this year, we are offering a Weekend Commercial Tradeshow to fill in vacant booths of exhibitors whom decide to leave on Thursday.

This letter is going out to the 2020 Expo exhibitors and prospective exhibitors that have expressed interest in space for the 2021 Iowa Beef Expo. Guarantee yourself a space by filling out the enclosed contract and returning it by November 25, 2020. Any booth that DOES NOT GET BOOKED by November 25 will at that time be considered open, and be made available to the prospective exhibitors until all spaces are sold. Please be sure to read through the Terms and Conditions on the back of the Iowa Beef Expo Tradeshow Contract. To make sure you are listed in the Official Iowa Beef Expo Program, please be sure to return your contract by November 25. Don't overlook this opportunity to advertise your company's involvement in the 2021 Iowa Beef Expo. If a change in booth size is requested, please contact me first to see if it will be possible. REMINDER: Booth spaces will be assigned, so please indicate the number of spaces needed.

Tradeshow Exhibitors are reminded that they must confine their booth activities within their space assigned!

We gave the Iowa Beef Expo Tradeshow a makeover in 2019 to accommodate some new activities and some booths were moved. We all know that change can be challenging and we appreciate everyone's patience and cooperation with the layout. The unheated booths in the barn will be located to the west of the Main Aisle as indicated on the map. Again this year we will be hosting an Embryo Sale on Friday evening in the North Annex so we will be putting booths that leave on Thursday in the center of the North Annex.

A reminder to those exhibitors who require forklift assistance when setting up their booth, you will be required to pay for the forklift service when rendered at the time of set-up, as this cost is not figured in the price of the booth. Again this year out of consideration for our exhibitors, sale managers and judging contest participants, the move-in Forklift will only be available prior to show start until Saturday, February 13th until 10:00 AM. Due to safety precautions - Move-out Forklift will be available on Monday Feb. 22th at 8 AM. Move-out can begin at 3:00 PM on Sunday; however the forklift will not be available until Monday!

If electricity is required for your display, please be sure to mark it on the contract and include payment. Also, if you intend to purchase additional outside display space that payment must also be included.

The tradeshow hours run from 9:00 a.m. - 5:00 p.m. daily. We look forward to having you join us for a very exciting and productive tradeshow. If you have any questions regarding booth space or the Iowa Beef Expo, please feel free to contact me, Mallory Robinson, at 660-525-5717. As the Expo approaches, I will be sending you more information regarding set-up times and other pertinent information. The Iowa Beef Breeds Council has chosen the Sleep Inn to serve as the Iowa Beef Expo Headquarters, to make your reservations please call 515-299-9922 and reference Iowa Beef Expo.

A complete Schedule of Events is available on the Iowa Beef Expo website: www.iowabeefexpo.com.

Sincerely,
Mallory Robinson
Iowa Beef Expo Executive Director

2021 Trade Show Exhibitor Dates

- November 25 Application and payment deadline
- December 1 Sponsorship Deadline
Advertising Deadline for Iowa Beef Magazine
- December 30 Exhibitors will be notified with booth number(s)
- February 1 Deadline to submit name tag requests to iowabeefexpo@gmail.com
- February 9-12 Trade Show Set-Up Begins for Large Equipment 10:00 a.m. - 2:00 p.m.
- February 12 Last day to order from Event Decorations of Iowa
- February 13 Trade Show Set-Up Large Equipment 8:00 a.m. - 3:00 p.m.
Move-In Forklift will only be available until 10:00 AM
- February 11-13 Trade Show Set-Up Small Booths 10:00 a.m. - 4:00 p.m.
- February 14 Trade Show Set-Up 8:00 a.m. - 9:00 a.m.
Booth Set-Up is required by 9:00 a.m.
- February 14-17 Official Show hours: 9:00 a.m. - 5:00 p.m.
- February 18 Official Show hours: 9:00 a.m. - 3:00 p.m.
Weekend Exhibitors Set-Up Booths 5:00 - 8:00 p.m.
- February 19 Weekend Exhibitors Set-Up Booths 8:00 - 9:00 a.m.
Booth Set-Up is required by 9:00 a.m.
- February 19-20 Official Show hours: 9:00 a.m. - 5:00 p.m.
- February 21 Official Show hours: 9:00 - Noon
Move-Out beginning at 3:00 p.m.
- February 22 Move-Out Forklift available at 8 AM

Important Numbers & Websites

Iowa Beef Expo 660-525-5717

Iowa State Fairgrounds 515-262-3111 (During Event)
515-262-2996 (Fax During Event)
Cattle Barn Office: Ext. 4301
Pennigroth Sale Center: Ext. 4302
Pennigroth Settlement Table: Ext. 4307
North Annex Sale Ring: Ext. 4303
North Annex Settlement Table: Ext. 4306

Event Decorators of Iowa 515-237-8282

Sleep Inn (Headquarters Hotel) 515-299-9922

EconoLodge (Hotel) 515-262-2525

www.iowabeefexpo.com

What is included in my booth fee?

Trade Show Rates:

- Indoor Exhibit Space (Heated): \$475 per booth
- Cattle Barn Exhibit Space (Unheated): \$375 per booth
- Weekend Exhibit Space (Heated): \$275 per booth
- Outside Display Space: \$100 per booth if space is purchased in the barn
- Outside Display Space: \$200 per booth if only outside space is purchased
- Electricity is available: \$25

All Indoor Trade Show Exhibitors Receive:

- Each booth is approximately 10' x 10'
- 34" high backdrop drapery and side curtains
- Identification sign for your booth
- Wireless internet access
- Listing in the Official Iowa Beef Expo Magazine and on Iowa Beef Expo website.

All Cattle Barn Trade Show Exhibitors Receive:

- Each booth is approximately 10' x 10'
- Listing in the Official Iowa Beef Expo Magazine and on Iowa Beef Expo website.

All Weekend Trade Show Exhibitors Receive:

- Each booth is approximately 10' x 10'
- 34" high backdrop drapery and side curtains
- Wireless internet access
- Listing in the Official Iowa Beef Expo Magazine and on Iowa Beef Expo website.

Booth Assignments:

Priority will be given to the 2020 exhibitors requesting the same booth space, only if they have paid in full by November 25, 2020. After that time, available spaces will be assigned on a first-come, first-served basis. If you exhibited in 2020 and want additional spaces please fill out the contract and send payment for the amount of space you want. If we cannot accommodate your entire space request, a refund will be issued after final booth assignments are made.

Hotel Accommodations:

The official hotel for the Iowa Beef Expo is the Sleep Inn & Suites located at 5850 Morning Star Court, Pleasant Hill, Iowa 50327. Reservations can be made by calling 515-299-9922 and asking for the Iowa Beef Expo block of rooms.

Extend your Iowa Beef Expo involvement

A variety of sponsorships and advertising opportunities are available to extend your company's involvement with the Iowa Beef Expo.

Sponsorships:

There are a variety of sponsorships available to help extend your company's name during the Iowa Beef Expo. For a complete list of sponsorship opportunities please call Mallory Robinson 660-525-5717. We would be happy to brainstorm ideas with you to help increase your exposure and advance your Iowa Beef Expo marketing goals.

Iowa Beef Expo Magazine Advertising:

The Iowa Beef Expo Magazine issue lets you target progressive cattlemen by including a valuable directory that offers superb coverage. Over 16,000 copies of the magazine are direct mailed to producers and 3,000 copies are distributed at the Expo, National Western Stock Show, and Sioux Empire Farm Show. The advertising deadline for this issue is December 1. To place an ad call Mallory Robinson 660-525-5717 or email ad copy to iowabeefexpo@gmail.com.

What sales are allowed?

Iowa Beef Expo is a selling show. Exhibitors are encouraged to make sales and take orders during the show. Please note that any booth display items sold during the week must remain in place until the official closing of the show. This does not include small cash & carry items.

Booth space cannot be "shared" or "subleased."

APPAREL:

No hats, t-shirts, sweatshirts or clothing containing the Iowa Beef Expo logo can be sold without permission from Iowa Beef Expo.

CONCESSIONS:

All foodstuffs and beverages are controlled by an exclusive contract between the concessionaire and the Iowa State Fair. Distribution of refreshments or other products for consumption on the premises will not be permitted unless special arrangements are made between the exhibitor and the concessionaire under contract.

IOWA BEEF EXPO NAME OR LOGO:

Written permission is needed to sell items featuring the Iowa Beef Expo name or logo.

Kick-Off Party

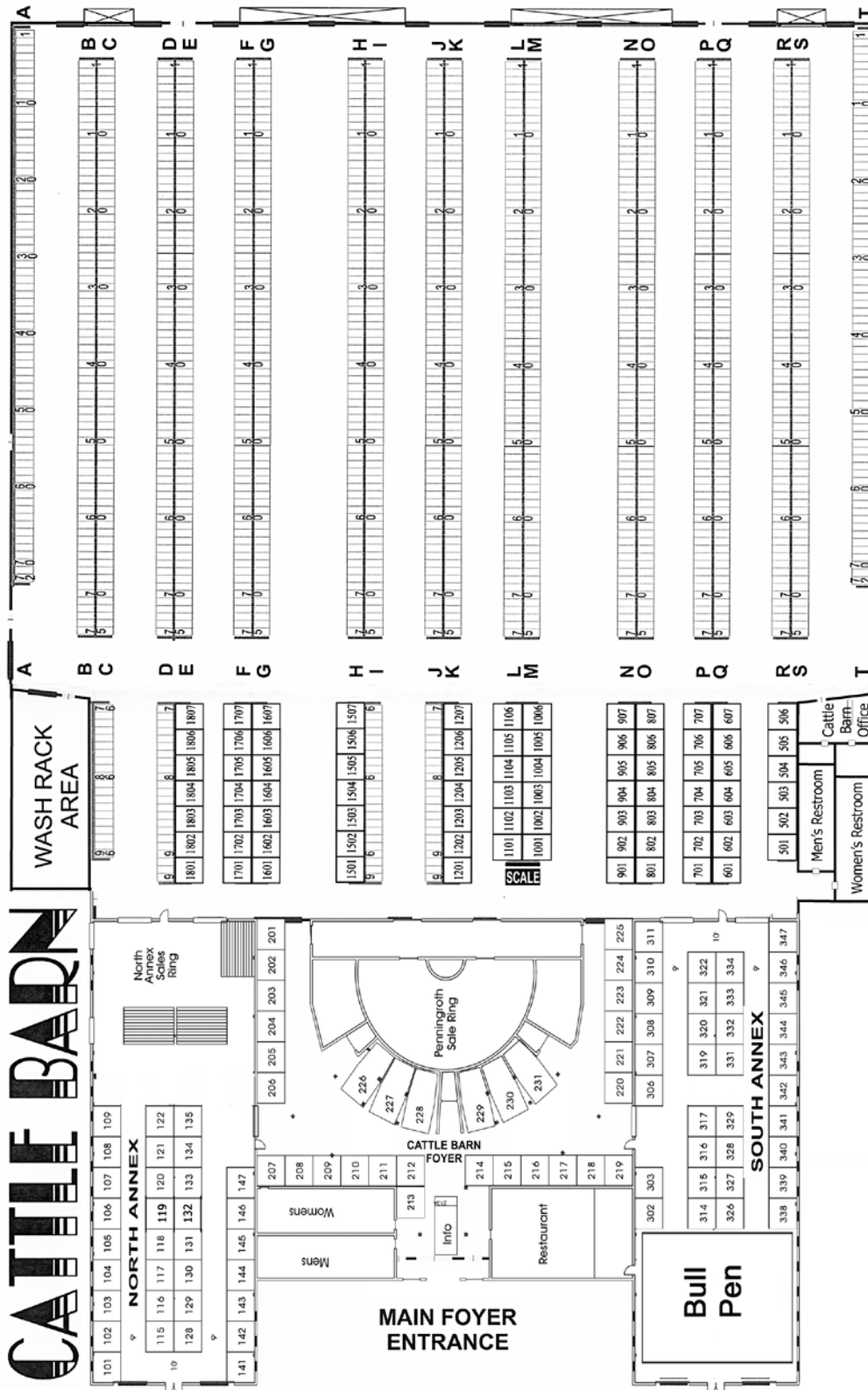
The annual Expo Kick-Off Party is once again scheduled for Monday, February 15th beginning at 5:30 p.m. in the Bull Pen area as in the past. We'd like to encourage all tradeshow exhibitors to stay and join us for that event. We'd like you to join us for social value, but I'd also like to encourage you to be present in your booths if you're located in the foyer during that time to help avoid potential damage that might occur in your booth due to some attendees that may be less than considerate. Expo staff does as much as possible to keep this from happening but your presence in your booth will help considerably.

Booth tear down

Exhibitors who indicated they would exhibit Monday through Thursday only will be released at 3 p.m. on Thursday. All other exhibitors **MUST** remain in place until Noon on Sunday. Do not begin to dismantle your booth before the official release time. Exhibitors who dismantle their booth prior to release, at a minimum, will lose priority for exhibit space in the 2022 Iowa Beef Expo. Please be sure to inform all staff who will work your booth that early tear down is strictly prohibited.

Due to safety precautions - Move-out Forklift will be available on Monday February 22th at 8 AM. Move-out can begin at 3:00 PM on Sunday; however the forklift will not be available until Monday!

Iowa Beef Expo Trade Show Map





2021 Iowa Beef Expo Commercial Exhibit Contract

February 13-21, 2021 • Iowa State Fairgrounds • Des Moines, IA

NOTE: Preference will be given to exhibitors that had the space the previous year if the contract is received by November 25 and paid in full. We, the undersigned, do hereby request to reserve for the following exhibit space in accordance with the terms, conditions, rules and regulations governing exhibitors as set forth in this contract. Management reserves the right to assign exhibitors to the best space available, or to make reasonable changes in space assignment for the benefit of the exhibitor or the betterment of the exhibition. The exposition is for educational and informational purposes, all exhibits are encouraged to be related to the agriculture industry.

We wish to reserve and contract for the following exhibit space in accordance with the terms, conditions, rules and regulations governing exhibitors as set forth in this contract:

All trade show exhibitors are required to pay by November 25th.

Part A: Please indicate what and when you will exhibit _____

Products to be exhibited: _____

- Saturday-Wednesday Feb 13-17
 Saturday- Sunday Feb 13-21
 Thursday-Sunday Feb 18-21

Part B: Please indicate what size booth you prefer and where you want to exhibit _____

- Indoor Exhibit Space (Heated)- Indoor booth rates include 34" back drapery and 34" side dividers and an identification sign.
 Cattle Barn Exhibit Space (Unheated)
 Weekend Exhibit Space (Heated)
 10' x 10' 10' x 20' Larger- Indicate space requirement ____ ft by ____ ft
Space is sold in 10' x 10'
 Outdoor Exhibit Space \$100/ 10' x 20'
 Number of spaces needed _____

All tables and chairs are available from Event Decorators of IA, Inc. for an additional charge.

Please write your top three booth places you would like to be placed at. We will do our best to put you in one of the three spots. No guarantee.

1st Choice _____ 2nd Choice _____ 3rd Choice _____

Part C: Additional Items/ Sponsorships _____

- Expo Sponsorships- Please refer to Sponsorship Opportunities
 Please contact us about advertising in the Iowa Beef Expo Magazine

Part D: Amount Due _____

Indoor Exhibit Space \$475 per booth February 13-17	\$ _____
Indoor Exhibit Space \$550 February 13-21 (If you stay through the last weekend)	\$ _____
Cattle Barn Exhibit Space \$375 per booth February 13-21	\$ _____
Weekend Exhibit Space \$275 per booth February 18-21	\$ _____
Outdoor Exhibit Space \$100 per booth February 13-21	\$ _____
Electricity \$25	\$ _____
Total Due	\$ _____

PLEASE RETURN COMPLETED CONTRACT AND FULL PAYMENT BY NOV. 25, 2020
Keep a copy for your records

Large Equipment Exhibitors:
Move-in Forklift will only be available prior to show start until Saturday, Feb. 13th until 10:00 AM

Please Note Due to safety precautions-
Move-out Forklift will be available on Monday Feb. 22th at 8 AM

Move-out can begin at 3:00 PM on Sunday, forklift will not be available until Monday!

Make check payable to: Iowa Beef Expo
Mail to Mallory Robinson at 32519 510th St Russell IA, 50238

Credit Card Visa MasterCard Discover
Card Number: _____ Exp. Date: _____ CSC: _____

Part E: Future Correspondence _____

Company Name: _____
(How it should be listed for publicity)
Contact Name/ Title: _____
Address: _____
E-mail: _____
Phone: _____
Signature: _____

(For Office Use Only)
Date Received: _____
Type & Quantity: _____
Deposit: _____ Method: _____
Space: _____ Elec: _____
Due: _____

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, as by reference they are incorporated into your Contract. Participation in the Iowa Beef Expo does not in any way constitute an endorsement by the Iowa Beef Breeds Council or Iowa Beef Expo of any item or product on display, and any liability on the part of the Iowa Beef Expo for the improper function of any item or product is hereby DENIED. By signing and returning a paid contract exhibitors agree to abide by the following conditions.

Important: Any contracted booth space that is not occupied by the official tradeshow opening will be immediately re-assigned to another exhibitor by the Expo Director. Exhibitors who tear down before the official close of the tradeshow will forfeit their right to space at the 2022 Iowa Beef Expo.

SPACE RESERVATION: Preference will be given to exhibitors requesting same space from previous year if received by November 25, 2020, and paid in full. Expo Management will make every effort to effect a satisfactory placement, but reserves the right to assign the best alternate space available in the event all preferences are committed, or for the benefit of the show. Space allocation will be made at the discretion of the Iowa Beef Expo. Any contracted booth space that is unoccupied by the official tradeshow opening may be used at the discretion of the Iowa Beef Expo and is forfeited by the exhibitor to whom it was previously assigned.

INDOOR BOOTH INFORMATION: Rental fees will be in accordance with those listed on the Trade Show Exhibitor Contract or other written communication. All space applications must be accompanied by a check for payment in full. No requests for cancellations will be accepted or refunds issued after January 1, 2020. All indoor booths are with 34" high background drapery, 34" high draped side rails, and a 7" x 44" identification sign. Booths do not include electric outlet. Electric is available for purchase.

FORKLIFT: A reminder to those exhibitors who require forklift assistance when setting up their booth, you will be required to pay for the forklift service when rendered at the time of set-up, as this cost is not figured in the price of the booth.

Large Equipment Exhibitors

Please Note: Move-in Forklift will only be available prior to show start until Saturday, Feb. 13th until 10:00 AM. Due to safety precautions - Move-out Forklift will be available on Monday Feb. 22th at 8 AM. Move-out can begin at 3:00 PM on Sunday, forklift will not be available until Monday!

EXHIBIT HOURS: Saturday February 13th - Wednesday February 17th 9:00 A.M. to 5:00 P.M.

WEEKEND EXHIBIT HOURS: Thursday February 18th - Saturday February 20th 9:00 A.M. to 5:00 P.M.
Sunday February 21th 9:00 A.M. to Noon

SUBLETTING OF SPACE: No exhibitor may assign, sublet or apportion the whole or any part of space allotted, nor exhibit therein any goods other than those manufactured or handled by the exhibitor in the regular course of his/her business, nor permit any representative of any other firm to solicit business, take orders or sublet in his space. Anyone found subletting will be asked to leave the fairgrounds immediately and all agreements will be void.

DEFACING BUILDING: Exhibitors are liable for any damages caused by fastening displays or fixtures to the building floors, walls, or to the standard booth equipment, or for damages caused in any other manner. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building walls and floors or to standard booth equipment.

CONCESSIONS: All foodstuffs and beverages are controlled by an exclusive contract between the concessionaire and the Iowa State Fair. Distribution of refreshments or other products for consumption on the premises will not be permitted unless special arrangements are made between the exhibitor and the concessionaire under contract.

FURNISHINGS & SERVICES: Arrangements for furnishings and services for exhibitor space may be made with our Official Exhibit Decorator - Event Decorators of Iowa, Inc., 520 SE 4th Street, Des Moines, IA 50309, (515) 237-8282, Fax (515) 237-8283, Email: Decorateiowa@aol.com,

REGISTRATION: There will be no registration fee for exhibitors or participants.

IOWA BEEF EXPO CONTRACT AGREEMENT TERMS AND CONDITIONS

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.

AMENDMENT TO RULES: Any and all matters of questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of the Iowa Beef Expo. These rules and regulations may be amended anytime by the Iowa Beef Expo and all amendments so made shall be binding on exhibitors equally with the foregoing rules and regulations.

It is further agreed by the parties as follows:

The Iowa Beef Expo cannot be responsible for accepting exhibitor materials, signing of bill of lading or making arrangements for shipping material to the show sight. It is the obligation of the exhibitor to make satisfactory shipping and receiving arrangements.

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.

The exhibitor will confine its promotional efforts (literature, give away items, etc.) to the confines of the exhibit. No literature is to be passed out, outside your booth space, in parking areas or show entrances.

All exhibitors must comply with all applicable safety, fire, and health laws, ordinances, and regulations

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.