



Mallory Robinson - Iowa Beef Expo Executive Director  
32519 510th St  
Russell, IA 50238  
Phone 660-525-5717  
[www.iowabeefexpo.com](http://www.iowabeefexpo.com)  
Email: [iowabeefexpo@gmail.com](mailto:iowabeefexpo@gmail.com)

The Iowa Beef Breeds Council would like to invite you to participate in the 2022 Iowa Beef Expo Tradeshow scheduled for February 12-20, 2022 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 3pm. Again this year, we are offering a Junior Weekend Commercial Tradeshow to fill in vacant booths of exhibitors whom decide to leave on Thursday.

This letter is going out to the 2021 Expo exhibitors first before any new businesses can claim a booth. You will have the opportunity to claim the same booth you were in last year until October 15. If you are wanting a different booth spot you will need to indicate that on the contract and once I have all the contracts in from tradeshow vendors from last year, I will see if your desired spot is available. If the booth spot is not available we will work together to find the best booth for you. To guarantee yourself a space please fill out the enclosed contract and return it by October 15, 2021. Any booth that DOES NOT GET BOOKED by October 15 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 December 1. Don't overlook this opportunity to advertise your company's involvement in the 2022 Iowa Beef Expo. If a change in booth size is requested, please contact me first to see if it will be possible. REMINDER: You will have the option to your previous booth space but as the executive director I have the right to assign booth spaces or ask you to move for the benefit of the IBE and the tradeshow vendor that is being moved.

We have made some big changes when it comes to the schedule for the 2022 IBE. Please take a close look at the tentative schedule. The Junior Weekend has not changed but a majority of the breed sales have moved down to three days. If you are interested in a sale week booth or even a full week booth please read the following.

- You must have your booth completely set up by Saturday at 9am.
- If you are just staying for the sale week you can either stay until Wednesday at 3pm or you can move out Monday at 5pm.
- If you are staying for the whole week we are not requiring you to man your booth on Tuesday or Wednesday but ask that the booth be presentable and have information available if people are interested.

Again this year out of consideration and safety for our exhibitors, sale managers and judging contest participants, the move-in Forklift will only be available prior to show start until Friday, February 11th until 10:00 AM. Due to safety precautions - Move-out Forklift will be available on Monday Feb. 21th at 8 AM. Move-out can begin at 3:00 PM on Sunday; however the forklift will not be available until Monday and there will be no exceptions.

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](http://www.iowabeefexpo.com). It will be updated as changes are made.

Sincerely,  
Mallory Robinson  
Iowa Beef Expo Executive Director

# 2021 Trade Show Exhibitor Dates

All dates are subject to change.

- October 15 Application deadline to get your same booth as last year.
- December 1 Advertising deadline for Iowa Beef Expo Magazine
- February 1 Deadline to submit booth name sign requests to [iowabeefexpo@gmail.com](mailto:iowabeefexpo@gmail.com)
- February 9-10 Trade Show Set-Up Begins for Large Equipment 10:00 a.m. - 2:00 p.m.
- February 10 Last day to order from Event Decorations of Iowa
- February 11 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 10-11 Trade Show Set-Up Small Booths 10:00 a.m. - 4:00 p.m.
- February 12 Trade Show Set-Up 8:00 a.m. - 9:00 a.m.  
Booth Set-Up is required by 9:00 a.m.
- February 12-15 Official Show hours: 9:00 a.m. - 5:00 p.m.
- February 16 Official Show hours: 9:00 a.m. - 3:00 p.m.  
Weekend Exhibitors Set-Up Booths 5:00 - 8:00 p.m.
- February 17 Weekend Exhibitors Set-Up Booths 8:00 - 9:00 a.m.  
Booth Set-Up is required by 9:00 a.m.
- February 17-19 Official Show hours: 9:00 a.m. - 5:00 p.m.
- February 20 Official Show hours: 9:00 - 3:00 p.m.  
Move-Out beginning at 3:00 p.m.
- February 21 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](http://www.iowabeefexpo.com)

# What is included in my booth fee?

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## Trade Show Rates:

- Indoor Exhibit Space All Week (Heated): \$550 per booth
- Indoor Exhibit Space Sale Week (Heated): \$375 per booth
- Cattle Barn Exhibit Space All Week (Unheated): \$375 per booth
- Indoor Exhibit Space Junior Week (Heated): \$375 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, Iowa Beef Expo website, and Iowa Beef Expo social media.

## All Cattle Barn Trade Show Exhibitors Receive:

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

## 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, Iowa Beef Expo website, and Iowa Beef Expo social media.

## Booth Assignments:

Priority will be given to the 2021 exhibitors requesting the same booth space, only if they have paid in full when contract is received. After that time, available spaces will be assigned on a first-come, first-served basis. If you exhibited in 2021 you are still required to fill out a contract and send payment to reserve your booth. 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

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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](mailto:iowabeefexpo@gmail.com).

# What sales are allowed?

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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 Breakfast

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New for this year we will be having a Kick-Off Breakfast instead of a Kick-Off Party. We invite all tradeshow vendors to join us 7am - 8:30am Saturday February 12th in the cattle barn for a complimentary breakfast. This breakfast will be for all tradeshow vendors and breed consignors.

# Booth tear down

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Exhibitors who indicated they would exhibit Saturday through Wednesday only will be released at 3 p.m. on Wednesday. All other exhibitors **MUST** remain in place until 3 PM on Sunday, unless you are needing a forklift which is not available til Monday at 8 AM. 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 2023 Iowa Beef Expo. Please be sure to inform all staff who will work your booth that early tear down is strictly prohibited. Move out access can be determined by show ring activity. If the junior show on Sunday appears to be concluding earlier then the Iowa Beef Expo will release booths earlier, but you are only allowed to be released earlier if stated by the Iowa Beef Expo Management.

All commercial exhibit space will be closed to the public at 3 pm on closing day. Iowa Beef Expo will not be responsible for lost or stolen goods.

**Due to safety precautions - Move-out Forklift will be available on Monday February 21th 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 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 a space at the 2023 Iowa Beef Expo.

**SPACE RESERVATION:** Preference will be given to exhibitors requesting same space from previous year if payment is received when contract is presented. 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, 2022. 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.

## Large Equipment Exhibitors

Please Note: Move-in Forklift will only be available prior to show start until Friday, Feb. 11th until 10:00 AM.

Due to safety precautions - Move-out Forklift will be available on Monday Feb. 21th at 8 AM.

Move-out can begin at 3:00 PM on Sunday, forklift will not be available until Monday **NO EXCEPTIONS!**

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|-----------------------|--|------------------------|
| <b>EXHIBIT HOURS:</b> | Saturday February 12th - Tuesday February 15th | 9:00 A.M. to 5:00 P.M. |
|                       | Wednesday February 16th                        | 9:00 A.M. to 3:00 P.M. |

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|------------------------------|---|------------------------|
| <b>JUNIOR EXHIBIT HOURS:</b> | Thursday February 17th - Saturday February 19th | 9:00 A.M. to 5:00 P.M. |
|                              | Sunday February 20th                            | 9:00 A.M. to 3:00 P.M. |

**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

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**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.

By signing this contract you are required to make payment to the Iowa Beef Expo for the amount listed on the contract. You have until January 1st to cancel your contract. No refunds will be made after January 1st 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.

All displays and equipment must be removed from the Iowa State Fairgrounds by Monday, February 21, 2022 at 5 pm. Any other arrangements must be made with the Iowa Beef Expo management.

# Iowa Beef Expo Trade Show Map

