

DES MOINES

Holiday



BOUTIQUE

— PRESENTED BY —

MERCYONE<sup>SM</sup>

Comfort Health  
Center for Women

**Des Moines Holiday Boutique**

**Exhibitor Manual**

**November 5-7, 2021**

**Iowa Events Center**

[DesMoinesHolidayBoutique.com](http://DesMoinesHolidayBoutique.com)

MARKETPLACE | **EVENTS**

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**The 10 minutes you take now to review this information will save you time and money when setting up your display at the show.**

## **SECTION 1: GENERAL INFORMATION**

### **1.1 SHOW MANAGEMENT:**

The Des Moines Holiday Boutique is produced and managed by:  
Marketplace Events, LLC  
2000 Auburn Drive, Suite 200  
Beachwood, OH 44122

### **1.2 SHOW PERSONNEL:**

Marc Gary	Show Manager	816.601.2707   <a href="mailto:MarcG@mpeshows.com">MarcG@mpeshows.com</a>
Ryan McCune	Show Coordinator	816.601.2705   <a href="mailto:RyanM@mpeshows.com">RyanM@mpeshows.com</a>

### **1.3 SHOW FACILITY:**

The Des Moines Holiday Boutique is held at the Iowa Events Center.  
730 3<sup>rd</sup> Street | Des Moines, IA 50309

### **1.4 IMPORTANT PHONE NUMBERS:**

Marketplace Events Office	816.931.4686
On-site Show Office	515.564.8818
Iowa Events Center	515.564.8000
Gilbert Expo Mgmt. Services, "GEMS"	214.388.5722 Ext 1

### **1.5 SHOW DAYS AND HOURS:**

Friday, November 5 <sup>th</sup>	10:00 am – 9:00 pm
Saturday, November 6 <sup>th</sup>	10:00 am – 8:00 pm
Sunday, November 7 <sup>th</sup>	10:00 am – 5:00 pm

### **1.6 EXHIBIT SET UP / MOVE-IN:**

#### **Move-In dates & hours:**

Each exhibitor will be assigned a specific date and time to move-in and set up their booth. These assignments will be sent via e-mail 30 days prior to move-in.

General move-in hours are:

Wednesday, November 3 <sup>rd</sup>	12:00 pm – 8:00 pm
Thursday, November 4 <sup>th</sup>	8:00 am – 8:00 pm

**Upon arrival at the facility:**

Go to the On-site Show Office to pick up your exhibitor badges. The office is located on the northeast side of Hy-Vee Hall, immediately north of the main entrance. Look for the show office signs.

**If you have individuals helping in your exhibit space during the show and you will not see them prior to the show, please leave their badges with us for Will Call. Your workers will not be able to get through security/tickets takers without an Exhibitor Badge.**

- Vehicles may NOT drive on carpeted areas. Clarify with Show Management Personnel if your exhibit space is located in a carpeted area.
- If you ordered carpet, tables, or chairs from GEMS (Show Decorator), make sure these are in your exhibit space. If not, go to their office at the show and speak with them.
- If you ordered electricity or telephone service for your booth, please verify your order with the Iowa Events Center. They will be set up at the show Wednesday & Thursday during move-in for assistance.
- If you are allowed to drive into the facility to unload your exhibit, it is imperative to unload quickly and move your vehicle outdoors, so that other exhibitors can have their turn.
- If you need a hand truck, cart, or dolly for moving in your exhibit, please bring one with you as they are not provided by show management. Do not expect to find one at the facility for your use

**ABSOLUTELY NO DRIVING IN THE BUILDINGS AFTER 12:00 PM THURSDAY**

No cars or trucks will be allowed in the building after this time.

Due to the aisle carpet installation, all large items must be placed inside your booth space by Noon on Thursday, November 4.

Make sure to clear all trash, boxes, crates, etc. from the aisles by Thursday, November 4, 8:00 pm. If you need additional time, please make special arrangements with Show Management.

**1.7 EXHIBIT REMOVAL / MOVE-OUT:**

**Move-Out dates & hours:**

Sunday, November 7 <sup>th</sup>	5:01 pm – 10:00 pm
Monday, November 8 <sup>th</sup>	7:00 am – 11:00 am

All exhibits MUST be fully removed from the IEC by 11:00 a.m., Monday, November 8, (NO EXCEPTIONS). Marketplace Events is not responsible for any materials or displays that are left at the building. A removal fee will be assessed for items left behind.

**1.8 DISMANTLING BOOTHS:**

Aisle carpet will be removed on Sunday evening immediately after show closing. Once the aisles have been cleared, vehicles may enter the building for loading of heavy items. Everything your company brought to the show must be removed or disposed of properly. If not, your company will be charged for the cleanup.

**NO EXHIBIT CAN BE REMOVED, EVEN IN PART, UNTIL IT IS ANNOUNCED OVER THE PUBLIC ADDRESS SYSTEM THAT IT IS PERMISSIBLE. LISTEN FOR THE ANNOUNCEMENT - IT WILL BE LOUD AND CLEAR.**

Any exhibitor dismantling or packing before the show closes will not be given priority for booth placement at the 2022 show.

## **SECTION 2: DECORATOR & UTILITIES**

### **2.1 SHOW DECORATOR, FURNITURE RENTAL:**

#### **Gilbert Exposition Management Services, "GEMS"**

Exhibitors are responsible for **flooring (required for all booths.)** You may supply your own tables and chairs or rent from the show decorator. An advanced purchase discount is offered & will ensure availability of all needed items.

As an exhibitor, you will automatically receive an introduction email from GEMS with a Username and Temporary Password.

After you've logged on you will be able to order services. Should you have any questions or need to have the introduction e-mail resent, please contact GEMS by phone at 407.738.5002 or e-mail [orders@gemsevents.com](mailto:orders@gemsevents.com).

The decorator office will be open during move-in, show, and move-out for exhibitors requiring furniture, carpet, etc. at the show.

Certain areas within the facility are carpeted. If you are not sure if your exhibit space is in a carpeted area, contact Marketplace Events sales staff for clarification. Carpet/flooring is not required within exhibit space on carpeted areas of the facility.

### **2.2 STANDARD DRAPE DISPLAY**

Show management will provide without charge one 8' high back wall drape (excluding "island" spaces), and side rail drapes, which extends from the back of the booth to the front of the booth at a height of 8' (excluding corner booths). Any portion of an exhibit or exhibit materials exceeding 8' in height must be approved by Show management.

The standard drape equipment is the property of the official show decorator. Their permission must be obtained to attach any materials to the drape or use it for any other purpose than a backdrop.

PLEASE NOTE: Only the style and color of drapery as described will be supplied at no cost.

### **2.3 DIRECT SHIPMENTS (SENDING MATERIALS TO THE SHOW) & FORKLIFTS:**

Shipping and storage of exhibit materials or products can be arranged with the Show Decorator. Contact Gilbert Exposition Management Services (GEMS) for instructions.

**DO NOT SEND SHIPMENTS DIRECTLY TO THE FACILITY OR TO MARKETPLACE EVENTS. IT WILL BE REFUSED.**

Exhibitors requiring forklifts should make arrangements with the Show Decorator prior to move-in. Contact GEMS for rates.

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 GEMS. See Section 2.1 for additional info.

### **2.4 SIGNAGE:**

Exhibitors will be supplied with one (1) standard 7" x 44" company identification sign. Your sign will read exactly as your booth was contracted.

Banner height may not exceed 8' (top of banner). Banners may be ONE sided only, and not face into another exhibitor's booth. Banners with writing or logos on both sides are NOT permitted.

Handwritten signs or banners are NOT allowed – USE PROFESSIONAL SIGNS ONLY.

Signs cannot be attached to IEC walls or pillars.

### **2.5 ELECTRIC, UTILITIES, INTERNET, ETC.:**

The Iowa Events Center is the exclusive provider of electric, utilities, and internet services. Please order these services by selecting your event below and following the online order form. For questions, call Exhibitor Services at 515.564.8018, or visit

<https://www.iowaeventscenter.com/convention-center/eventtickets/exhibit>

### **2.6 CLEANING:**

Aisles will be cleaned every evening during the show. Exhibitors are responsible for the upkeep and cleaning the inside of their own booths. If exhibitors have light trash, it should be bagged and placed in the aisle at the close of the show.

Everything that your company brings to the show must be moved or disposed of after the show, if not there will be a charge to your company for clean-up.

## SECTION 3: REGULATIONS

### 3.1 BOOTH REGULATIONS:

Show Management reserves the right to refuse entry or to have removed at the exhibitor's expense, any display that is not in accordance with these rules and regulations. If any doubt exists, the exhibitor must provide details and have such exhibits approved by show management. Management may require exhibitors to make such alterations to their displays as it deems necessary to the proper conduct of the exhibition and, or failure to comply, may order the immediate removal of the entire exhibit without compensation and at the Exhibitor's Expense.

Exhibits must be designed and constructed so they do not obstruct the general view of the show or detract from other exhibits. All sides and surfaces, front and back of exhibits which are exposed to view must be properly finished and decorated by exhibitor at their own expense and to the satisfaction of neighboring exhibitors and Show Management. No advertising is allowed on the reverse of an exhibit without prior approval by show management. Certain areas within the facility have ceiling height restrictions. Absolutely no tents of any kind are allowed without show management prior consent.

No exhibits will be permitted which interfere with the use of other exhibits or impede access to the free use of the aisle.

**FLOORING: ALL FLOORS WITHIN EXHIBIT SPACES ON UNCARPETED AREAS OF THE FACILITY MUST BE 100% COVERED WITH CARPETING, ASTROTURF, VINYL FLOORING, ETC. – NO EXCEPTIONS.** Flooring is NOT included in the cost of your booth. Any carpet extending into the common aisle is subject to being cut and removed.

**TABLE SKIRTING: IT IS MANDATORY THAT ALL TABLES ARE PROPERLY SKIRTED.** Skirting must go from the edge of the table to the floor on all four sides. All skirting must be pressed and neat. Use of plastic tablecloths, sheets, shower curtains or any type of makeshift tablecloths is NOT permitted. We strictly enforce this and will skirt all incorrectly skirted tables at the exhibitor's expense.

**IT IS REQUIRED THAT EXHIBITORS ALWAYS HAVE A STAFF MEMBER IN THEIR EXHIBIT DURING SHOW HOURS. SHOW MANAGEMENT DOES NOT ASSUME ANY RESPONSIBILITY FOR LOSSES.**

**BOOTH PERSONNEL, INCLUDING DEMONSTRATORS, RECEPTIONISTS AND MODELS ARE REQUIRED TO CONFINE THEIR SALES ACTIVITIES WITHIN THEIR OWN BOOTH SPACE.**

No spraying of scented fluids is allowed during the show

All inventory and personal items must be stored **COMPLETELY OUT OF SIGHT**. Your booth should look professional and inviting to the attendee. Holiday décor is welcome and makes your booth more appealing to consumers!

Exhibitors must make arrangements to dispose of any shipping crates or other rubbish created through the building or dismantling of their individual display

## **3.2 BUILDING REGULATIONS:**

### **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.

### **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.

### **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.

### **Display Vehicles**

- Vehicles MUST be approved by Show Management.
- Any vehicle 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.

### **Drilling**

Floor, wall and ceiling drilling are prohibited.



## 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".
- 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.

## 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.

## Tape

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.)

**YOUR COMPANY WILL BE RESPONSIBLE FOR ALL DAMAGES TO THE FACILITY.**

## 3.3 FIRE REGULATIONS:

The safety of all occupants of the facility is of primary concern. Any unsafe conditions or activity should be **IMMEDIATELY** reported to Show Management and the IEC for corrective measures. The information contained in this outline is a summary of standard operating procedures in cooperation with the Fire Marshal of Des Moines.

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

### Exceptions:

- 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:

- Where necessary for ceremonial or religious purposes
- On stages and platforms as a necessary part of a performance
- Where candles on tables are securely supported on substantial noncombustible bases and the candle flames are protected.
- Heat-producing equipment complying with Chapter 6 and the International Mechanical Code.
- Gas lights are allowed to be used provided adequate precautions satisfactory to the fire code official are taken to prevent ignition of combustible materials.

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

- Class I and Class II liquids and LP-gas shall not be used.
- 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.
- 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.
- 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.
- 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.
- 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.
- Fuel canisters shall be safely sealed for storage.
- Storage and handling of *combustible liquids* shall be in accordance with Chapter 34.
- Shades, where used, shall be made of noncombustible materials and securely attached to the open-flame device holder or chimney.
- 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.
- THE FOLLOWING MUST BE PROTECTED BY SPRINKLERS. Single -level 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.

**ALL ABOVE REGULATIONS ARE REQUIRED UNDER THE FIRE CODES OF THE STATE OF IOWA.**

**THE DES MOINES FIRE MARSHAL RESERVES THE RIGHT TO MAKE ANY FINAL DECISION REGARDING THE ABOVE REQUIREMENTS.**

### **3.4 SECURITY:**

While the Des Moines Holiday Boutique has 24-hour security, Marketplace Events and the IEC does not assume responsibility for lost, stolen or damaged merchandise. Exhibitors should be prudent and not leave valuables unattended within exhibit space. Secured storage spaces at the IEC may be available to purchase during the show, on a first come first serve basis. Storage space is very limited, so it is highly recommended that you purchase your space well in advance. Contact Show Management for questions about storage spaces.

Security Suggestions:

Do not leave your booth unattended during the set-up, show or move-out period.

Do not leave small items, one-of-a-kind special samples, prototypes, generated leads, or extremely valuable merchandise in your booth overnight.

### **Carryout Passes**

During Show Hours you must get a carryout pass from the Show Office to remove large items from your exhibit.

### **3.5 INSURANCE:**

Neither Show Management nor the IEC will accept responsibility for injury to persons, loss of, or damage to products, exhibits, equipment or decorations by fire, accident, theft, or any other cause while in the building.

**EXHIBITORS MUST PROVIDE ADEQUATE INSURANCE FOR THEIR OWN PERSONNEL, EXHIBITS AND MATERIALS AGAINST ALL SUCH HAZARDS.**

No alcohol may be consumed on show site other than during designated times and locations as specified in this Exhibitor Service Manual and/or on posted signage by the show facility/convention center. Alcohol consumption is strictly forbidden during all move-in and move-out hours. Additionally, the use or distribution of illegal drugs is strictly forbidden. Any persons including exhibitors, service providers, employees, attendees, or anyone else working at or attending the show that does not comply with this policy will be removed from the show and their credentials will be revoked.

### **3.6 MICROPHONES, AUDIO EQUIPMENT AND MUSIC:**

Use of microphones, audio equipment and musical instruments is NOT permitted at any time during the show. If you plan to use items in your booth which produce sound including music, you must keep the volume low enough, so your neighbors may freely talk with attendees. If Show Management receives a complaint, you will be asked to turn the sound off. Any music used in your booth must be licensed or approved for public usage

### **3.7 PHOTOGRAPHS & OTHER COPYRIGHTED MATERIAL:**

Each exhibitor is responsible for obtaining all necessary licenses and permits to use photographs or other copyrighted material in exhibitor's booth or display. No exhibitor will be permitted to use any copyrighted material, such as photographs or other artistic works, without first presenting to Marketplace Events proof that the exhibitor has, or does not need, a license to use such copyrighted material. Marketplace Events reserves the right to remove from the exhibit all or any part of any booth or display which incorporates photographs or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for all claims, causes of action, suits, damages, liability, expenses, and costs, including reasonable attorney's fees, arising from or out of any violation of infringement (or claimed violation or infringement) by exhibitor, exhibitor's agent or employees of any patent, copyright or trade secret rights or privileges.

### **3.8 SOLICITING, SAMPLES (INCLUDING FOOD), SOUVENIRS, DRAWINGS & GIVEAWAYS:**

Displays, demonstrations or distribution of samples, souvenirs, promotional material and soliciting of business must be confined to the exhibitor's booth space. Such activities are not permitted in the aisles, restaurants, entrance areas, hallways, or other exhibits.

No calling, pulling, grabbing, etc. of visitors to booths will be tolerated and may lead to the immediate dismissal from the show. It is against show policy for any exhibitor or their mascots to sit, stand, hand out samples, literature, obtain leads, etc. in the aisles of the show, in restrooms, in concession areas, or outside the doors of the venue. This activity must be done inside both. This is also meant to prohibit the handing out of literature from within your booth in such a way that will block or divert the flow of traffic.

### **ALL FOOD SAMPLING MUST BE APPROVED BY SHOW MANAGEMENT**

#### **FOOD SAMPLING GUIDELINES**

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.

Securing of all necessary licenses, permits, etc. is the responsibility of the exhibitor.

[CLICK HERE](#) for Des Moines Temporary License Application

[CLICK HERE](#) for Spectra Food Service Public Event Sample Authorization Request

[CLICK HERE](#) for State of Iowa Temporary Food Operation Guide

**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.

**SECTION 4: EXHIBITOR BADGES, PARKING, COMPLIMENTARTY PASSES, ETC.**

**Exhibitor Badges will be held at the on-site show office and can be picked up during move-in. Please do not wait until the morning of show open to come get them, as you won't be able to get through security to enter the building without a badge.**

**4.1 EXHIBITOR BADGES:**

For security reasons, all personnel working a booth is required to have credentials in the form of an Exhibitor Badge. Exhibitor badges allow admittance to the show each day. These credentials are only for principals and employees who are working in the exhibit space.

Exhibitors will be provided (5) badges per company. Additional badges can be pre-ordered at a cost of \$5.00 each. To place and order, please contact the Show Coordinator, Ryan McCune, via e-mail at [RyanM@mpeshows.com](mailto:RyanM@mpeshows.com).

**EXHIBITOR BADGES MUST BE PRESENTED TO DOOR GUARDS STARTING AT 8:00 AM FRIDAY, NOVEMBER 5TH AND THROUGHOUT THE DURATION OF THE SHOW.**

**4.2 EXHIBITOR PARKING:**

Parking is available north of the Iowa Events Center for a fee, with entrances off the following streets:

- 3rd Street
- 5th Avenue
- Crocker Street

The Iowa Events Center surface parking lots offer the closest and most convenient access to the facility. ADA Accessible parking is available at the Iowa Events Center by entering the lot south of Crocker Street, next to Community Choice Credit Union Convention Center. Debit, Credit Cards, and Cash are all accepted for payment.

City parking garages are located throughout downtown with convenient skywalk access to the Iowa Events Center. Street parking is available throughout downtown with the convenience of parking meters.

Vehicles may unload their product, equipment, etc. at the building, but quickly move to these designated areas after unloading. Throughout the scheduled event, if trucks need to restock, opportunities for unloading will be accommodated.

#### **4.3 COMPLIMENTARY & DISCOUNTED SHOW TICKETS:**

Exhibitors will be provided a total of (40) complimentary e-tickets per company.

Each exhibitor will receive online ticket redemption codes valid for 40 complimentary e-tickets. These will be emailed out 30 days prior to the show. Tickets will only be emailed out if your account has been settled in full. Pass your unique code along to your customers, who can go online and use it as a coupon code to redeem free tickets to the show using our online ticketing system.

If you do not receive your tickets or you would like to request more, contact [RyanM@mpeshows.com](mailto:RyanM@mpeshows.com). Discounted tickets are \$6.00 each compared to the regular adult admission price of \$12.00 per ticket.

If you wish to leave tickets at Will Call, you may redeem and print tickets using your unique code. See Will Call section below for how to leave them for your guests at the show. Use your tickets to invite potential customers to the show, as a thank you to good customers or for friends and family.

**Complimentary and discounted tickets are NOT to be distributed in the LOBBIES, FOYERS or PARKING LOTS of the IEC. If complimentary or discounted tickets are given to visitors in these areas, the exhibitor will not be allowed to exhibit in future events and may be asked to leave the current show immediately.**

#### **4.4 PAYMENT OF ACCOUNT:**

**Full and final payment for exhibit space must be made by October 15, 2021**

Show Management reserves the right to refuse entry to any exhibitor whose account has not been paid in full. Any exhibitor not paid in full by the deadline will NOT appear in the official show program listing.

#### 4.5 HOTEL INFORMATION:

We have negotiated discounted rates at the following hotels:

**Hilton Des Moines Downtown (connected to IEC via skywalk)**

435 Park Street

Des Moines, IA 50309

515.241.1456

[Click Here](#) to reserve your room for \$129/night

**Booking Deadline is 5pm CST, October 20, 2021**

#### 4.6 SALES TAX:

Des Moines, IA sales tax is 7.00%. Sales tax must be collected & reported to the State of Iowa.

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 can 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](mailto:idr@iowa.gov)