

# Exhibitor Guide



## February 24th- 27th, 2022

Welcome to the Des Moines Home and Garden Show!

**Thank you** for exhibiting with us!

This Exhibitor Kit has been compiled to help you and your staff with complete details about all phases of the exhibition process at

The Des Moines Home and Garden Show.

Enclosed you will find helpful information to make your participation in our show successful.

**We strongly urge you give this kit to those responsible for your participation in the show.**



# Floral and/or Greenery



**Is REQUIRED for all exhibitors to  
incorporate in your booth**

**This is a Home + Garden Show**



**All booths in the show must have Floor Covering. No exceptions will be made.**

**You may provide your own floor covering or it can be rented from our Show Decorator.**

# Host Hotel-Book Your Room Today



**Hilton Des Moines Downtown**  
435 Park Street  
Des Moines, IA 50309  
515.241.1456

Connected to the Iowa Events Center via Skywalk  
[Click here to reserve your room for \\$119/night](#)

**Discount Deadline is 5pm CST, Monday, February 7, 2022**



## Show Floor Drive- In Policies

**Move-In is your drive-in time.** If you cannot make the time scheduled for your move in, you will have to cart to your booth.

- Fill out Vehicle Contact Information form and place on dash
- Drive to your Booth and immediately unload your vehicle
- No working out of vehicle while on the show floor
- Once vehicle is unloaded, remove vehicle from the building and dock area
- Move vehicle to parking lot located at 5th and Crocker, North of the Iowa Events Center

### Move-Out

- Be packed up and ready to move out before bringing vehicle on show floor
- Designated exhibitors in the Red Zone must move out first
- Red Zone (Hy-Vee Hall) exhibitors will have a Move-Out pass and the only one's with access to Show Floor from 6:01-7pm
- Blue Zone (Hy-Vee Hall) exhibitors will have a Move-Out pass and the only ones with access to Show Floor from 7:01-8pm
- Vehicles may not drive on carpeted area

# Move-In Policies

## Move-In

- All booths Must have Floor Covering
- All booths Must have Floral, or Greenery incorporated into their booth
- Move in DRIVE TIME varies based on booth location. Please refer to the colored move in schedule with map, come at the designated day and time according to your section.
- If you cannot make your scheduled time, you may come after your scheduled time and not beforehand. Once again, you will not be able to drive on the show floor
- When setting your booth immediately unload vehicle and remove it from the building and dock area, move vehicle to parking lot located at 5th and Crocker, North of the Iowa Events Center. You may then return to booth and assemble your display.
- Every vehicle entering the building must fill out driver contact information form and must be left on the dash of vehicle in plain sight.
- Exhibitors must be prepared to move their own material with their own hand trucks or dollies. Or, at exhibitor's expense, they may hire the Show Decorator (GEMS).
- Vehicles WILL ONLY be allowed on the show floor Monday, Tuesday, and Wednesday. All vehicles must be off the show floor by 5 p.m. Wednesday.
- No children under age 16 are allowed on the show floor during move in/move out.
- Dock doors will close at 10:00 a.m. on Thursday, February 24th. All exhibit material must be within the exhibit space by 10:00 a.m. so that IEC personnel can clean the aisles.
- If any exhibit is not ready by Show time, no further construction may continue until Show closing on Thursday, February 25th.

**Exhibitors must move in through their respective dock areas.**

## Hall A

Unload at the loading docks on 3rd Street between Crocker and Center. Ceiling height for Hall A is 12'. Breezeway ceiling outside Hall A is 14'5"

## Hy-Vee Hall (Hall B&C)

You MUST enter from 4<sup>th</sup> & Park Street. Double doors to pre-function width are 7'6" and height is 7'

## Pre-function Area (outside of the Exhibit Halls)

Unload using south lot, 3<sup>rd</sup> Street or north lot through skywalk. Height to lights is 12' (lights are about 8" wide and located every 18') Height to ceiling is 14'. Height to lights in pre-function is 10'6" (lights located every 10'). Height to ceiling in pre-function is 13'

# Move-Out Policies

## Move-Out

- No exhibit can be removed, even in part, until it is announced over the public address system that it is permissible.
- Vehicles can NOT drive on carpeted areas.
- Booth teardown can begin at 6:01PM on Sunday February 27, 2022.
- Be Packed up and ready to move out **before** bringing your vehicle onto the show floor.
- All Booths located in Halls B & C in the **RED** section in front of the dock doors MUST Move Out as quickly as possible on Sunday, February 27, 2022, starting at 6:01p.m. These individuals will receive a move out pass and will be the only ones with access to loading dock area.
- All Booths located in Halls B & C in the **Blue** section in front of the dock doors MUST Move Out after **Red** section is clear.
- Once **Red** and **Blue** sections are clear all other Booths may move-out.
- General move out is permitted until 10:00 p.m. Sunday evening and will continue starting at 7:00 a.m. Monday, February 28th.
- All exhibitors MUST be out of the IEC by 11:00 a.m. Monday February 28th (NO EXCEPTIONS).
- During Move-Out everything that your company brought to the Show must be removed or disposed of after the Show. If not, there will be a charge to your company for cleanup.
- We strongly encourage you to move out on Sunday night, as Monday will see heavier traffic and more large vehicles needing facility access.

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### SHOW MANAGEMENT

The Des Moines Home and Garden Show is produced and managed by:  
Marketplace Events  
P: 515-244-5456  
[www.desmoineshomeandgardenshow.com](http://www.desmoineshomeandgardenshow.com)  
[www.marketplaceevents.com](http://www.marketplaceevents.com)

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### SHOW FACILITY

The Des Moines Home and Garden is held at:  
The Iowa Events Center Hy-Vee Hall- Halls A, B, & C  
730 3rd Street  
Des Moines, Iowa 50309  
P: 515-564-8000

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### SHOW HOURS

Thursday, February 24th - Noon – 9:00 p.m.  
Friday, February 25th – 10:00 a.m. – 9:00 p.m.  
Saturday, February 26th – 9:00 a.m. – 9:00 p.m.  
Sunday, February 27th – 10:00 a.m. – 6:00 p.m.

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### SHOW OFFICE

During move-in, show hours, and move-out; Show Management will maintain a Show Office located on the northeast side of Hy-Vee Hall, immediately north of the main entrance. Look for the show office sign.

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### HEALTH & SAFETY GUIDELINES - COVID-19

Public health and safety are of the utmost importance to us. Numerous additional safety measures have been implemented to help keep everyone safe. Sanitization stations will be placed throughout the ShowFloor. 6' social distancing is encouraged. Please visit <https://www.iowaeventscenter.com/about/covid-19-updates> for all the guidelines and restrictions in place at the Iowa Events Center. PLEASE CHECK BACK REGULARLY FOR UPDATES AND INFORMATION.

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### EXHIBITOR BADGES

- Exhibitor badges are NOT mailed out prior to the show.
- Pickup your Exhibitor Badges in the Show Office prior to setting up your booth.
- SHOW CREDENTIALS MUST BE PRESENTED TO THE DOOR GUARDS STARTING AT Noon Thursday, February 24, 2022, through Sunday, February 27, 2020.
- Badge breakdown: Each exhibiting company will receive 5 Exhibitor badges.
- An order form can be found in the form section of this packet if more badges need to be ordered.
- The fee for additional OR replacement exhibitor badges is \$5.00 EACH.
- Should a booth worker not have or lose their exhibitor badge or a one-time Guest Pass (which you can purchase ahead of time), they will have to purchase a one-time Guest Pass for \$5.00 in the Show Office.

- If an exhibitor anticipates more booth workers than their allotted number of exhibitor badges, one-time Guest Passes can be purchased in advance of the Show for \$5.00 each. (See the Exhibitor Discount Ticket Order Form located in the forms section of this packet)

EXHIBITOR BADGES ARE FOR EXHIBITORS, THEY ARE NOT TICKETS TO THE SHOW. THEY SHOULD NOT BE HANDED TO OR LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES, FRIENDS, OR FAMILY.

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### Account Balances

ALL ACCOUNTS MUST BE PAID IN FULL BY December 5, 2022

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### COMPLIMENTARY TICKETS

- Each exhibitor will receive 10 complimentary tickets. These will be emailed out 4 weeks prior to the show. Tickets will only be mailed out if your account has been paid in full.
- COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE SOLD AT ANY TIME OR DISTRIBUTED AT THE ENTRANCES OF THE SHOW. You are welcome to use your tickets to invite potential customers, friends, and family ahead of show time.

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### WILL CALL

- Will Call will be set up in the show office, which will be utilized by consumers to pick up the tickets that you have reserved for them. Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME on the front of the envelope at Will Call for your guests. It will also be utilized by exhibitors for badge pick up and drop off during show hours.

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### PARKING

- Parking is available north of the Iowa Events Center with entrances off the following streets:
- 3rd Street
- 5th Street
- Crocker Street
- The Iowa Events Center surface parking lots offer the 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.

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### Show Decorator

- GEMS Warehouse 12684 International Parkway, Dallas, TX 75228
- 214.388.5722 Ext. 2 [britney@gemsevents.com](mailto:britney@gemsevents.com)
- Carpet, tables, chairs as well as carpentry work and labor for unpacking may be obtained from GEMS
- All orders with full payment (including tax) must be received before January 28th, 2022, to receive discounted pricing

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### Advance Shipments

- (Must be prepaid) - Crated shipments may be sent to the warehouse in advance up to thirty (30) days prior to the Show move-in date. Such shipments must arrive on or before Wednesday, February 16, 2022 between 8:00am & 3:30pm Monday through Friday.

- Decorator will store and deliver your exhibit material to the IEC for a charge. All shipments must be prepaid. Refer to Decorator Exhibitor Kit for details on shipping:

TO: ArcBest c/o GEMS  
2022 DM Home & Garden Show  
Exhibitor Company Name & Booth #  
1001 SE Lorenz Dr  
Ankeny, IA 50021

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### Direct Shipments

(Must be prepaid) -Direct to Show No Earlier Than February 21, 2022, ship prepaid as follows:

TO: 2022 DM Home & Garden Show C/O GEMS  
Exhibitor Name & Booth #  
Iowa Events Center  
730 3rd Street  
Des Moines, Iowa 50309

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### Booth Construction and Design

- Booth rental comes with 8' high back drape and 3' side drape (where applicable) in BLACK.
- The exterior of any part of your display or structure facing an adjacent booth or aisle must be finished or suitably decorated (you may order masking drape from the Show Decorator) at your expense.
- There is one common back drape shared by exhibitors on either side of the drape. Exhibitors must remain on their side of the drape. Your carpet, bracing, etc. may not extend into the exhibit space behind you.
- No part of your exhibit or product may block the view into the exhibit next to you.
- All tables must be professionally skirted: i.e., skirting that is pleated or shirred and of floor length (no paper, sheets, or tablecloths). The exception is fine, designer furniture.

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### Signage

- Booth rental comes with one (1) identification sign that includes your company name and booth number.
- No signs or banner may be above 8' in exhibit space less than 20'x20'. Banners/signs that are above 8' may include company name and logo and can only be one sided. They may not be used to advertise products and services.
- No signs, apparatus, shelving, or equipment may extend above 8' in exhibitor's booth space without permission from Marketplace Events.
- Overhead inflatable signs are not permitted.
- NO Feather Advertising Flags unless you are in a 20x20 end cap booth. If you are in a booth smaller than a 20x20 end cap and bring a feather flag, it must not be higher than 8 ft. and must be displayed inside your booth, not out in the aisle.
- Tents are not permitted.
- Signs must look professional – no grease pens, crayons, etc.
- Signs cannot be attached to IEC walls or pillars
- If you would like your sign to be read differently than what is listed on your space agreement, fill out the Sign Order Form located in the forms section of this packet.

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### Flooring

- All booths in the show must have floor covering. No exceptions will be made.
- Exhibitors may provide their own floor covering or it can be rented from the GEMS the show decorator.
- 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.)

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### Misc.

- 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.
- FLOOR DRILLING IS PROHOBITED (Wall and ceiling drilling are also prohibited)

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### Forklifts

- Exhibitors requiring forklifts need to make arrangements with GEMS, prior to move-in. Call GEMS at 214.388.5722 Ext 2 for verification of the rate for your need and any other questions you may have.

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### Cleaning

- Keep your booth clean. Exhibitors are responsible for the upkeep and cleaning of their own booth.
- IEC will not clean individual booths. Service can be ordered through GEMS.

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### Electrical, Telephone, Water, and Internet

- Electrical needs are ordered through the Iowa Events Center.
- There will be an electrician on duty at all times during Show hours.
- All wiring must be installed by the Iowa Events Facility as they are the electric contractor and hold the contract for the Iowa Events Center.
- Electrical order forms for exhibitors are available through the Iowa Events Center.
- For Electrical, Internet, Water, and Phone service, please go to:  
<https://www.iowaeventscenter.com/convention-center/eventstickets/exhibit>

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### Food Samples

- 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.
- The Authorization Request form is included under the forms section of this packet.

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### 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.

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### 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.

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### 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.

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### 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.

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### Demonstrations/Distribution

- 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 the booth. This is also meant to prohibit the handing out of literature from within your booth in such a way as to block or divert the flow of traffic.

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### Music, Photographs, & Other Copyrighted Materials

- The playing, performing or other use of any copyrighted music in television or radio transmission, videotape, audio-visual material, or any other work, whether live or recorded, by exhibitor or its agents, representatives or employees is expressly prohibited. Exhibitor agrees to indemnify the IEC and Marketplace Events (and their respective officers, directors, owners, employees, insurers, agents, representatives, and assigns) against all claims and costs of defense, or fees paid by Marketplace Events to ASCAP or BMI, arising from any unauthorized use of any work by exhibitor or any of its agents, representatives, or employees

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### Noise Generated in Booth

- 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. You will be asked to provide the license. The use of voice amplifying device/microphones is ONLY allowed with prior approval from show management.

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### 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.
- 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 Vis queen must be placed underneath the vehicle for any possible leakage.

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### Notice to Exhibitors

- What you list in your signed contract is what you may exhibit in the Show. No last-minute surprises.

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### Paging Policy

- There will be no paging during Show hours.

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### Sale of Merchandise at the Show

- If you do not have a SALES TAX PERMIT for the STATE OF IOWA, click link below:  
<https://tax.iowa.gov/businesses/business-permit-registration>

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## Security

- Guards will be on hand during Show hours and during move-in and move-out. They are present to safeguard your interests. Exhibitors are asked to give them full cooperation in the performance of their duties.
- DO NOT LEAVE "CARRY-OUTABLES" UNGUARDED. Remove TV's and laptops and all small articles (calculators, radios, etc.) from the booth at night and at closing. The most dangerous times for stealing are during move-in and move-out.
- DURING SHOW HOURS you must get a carryout pass from the Show Office to remove any materials from your exhibit.
- Show attendees must have a sales slip from an exhibitor to carry out merchandise

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## 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.

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## Staffing your Booth

- Every exhibitor is responsible for having his/her display always staffed. We suggest a member of your staff be present at your display area during move-out.

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## Liability and Insurance

- Show Management has taken reasonable precautions to safeguard exhibits. However, neither Management nor the IEC will assume responsibility for losses to the exhibitor from theft, fire, damage, or any other cause. Exhibitor is to maintain liability insurance with respect to both property damage and personal injury. As agreed in the contract, exhibitors agree to indemnify and hold harmless Show Management and the IEC against, any and all complaints, suits, or liabilities arising out of acts of the exhibitor or his/her representatives, or out of activities within the exhibitor's booth area. Verify with your insurance company if you're uncertain about your coverage.

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## Union Regulations

- 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 Modern Expo. Modern Expo maintains a service desk near the show entrance during set-up and tear-down times

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## Fire Regulations

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

Exceptions:

1. 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:

1.1. Where necessary for ceremonial or religious purposes

1.2. On stages and platforms as a necessary part of a performance

1.3. Where candles on tables are securely supported on substantial noncombustible bases and the candle flames are protected.

2. Heat-producing equipment complying with Chapter 6 and the International Mechanical Code.
3. 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 the following restrictions:

1. Class I and Class II liquids and LP-gas shall not be used.
2. 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.
3. 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.
4. 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.

5. The flame shall be enclosed except where openings on the side not more than 0.375-inch (9.5 mm) diameter are 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.

6. 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.

7. Fuel canisters shall be safely sealed for storage.
8. Storage and handling of combustible liquids shall be in accordance with Chapter 34.
9. Shades, where used, shall be made of noncombustible materials, and securely attached to the open-flame device holder or chimney.
10. 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.

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### 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".

# DES MOINES HOME + GARDEN SHOW

## Drawing Registration

If you plan to use a drawing for prizes during the Des Moines Home and Garden Show, you must register your drawing before the Show opens. Show Management must approve all drawings or contests conducted by an exhibitor. Such drawings or contests are subject to all laws and municipal restrictions. Prizes offered by exhibitors must be awarded by Show closing, and Show Management must be informed of the name, address, and phone number of all winners at that time.

If contest entries will be used to generate contact lists, or if entrants will be contacted or solicited in any way by either mail or telephone, the entry blank must bear the disclaimer that contest or drawing participants will be contacted by mail and/or telephone to receive product or service information.

Any individual, organization or company not complying with the preceding rules may be subject to contract termination or losing any future invitations to the Des Moines Home and Garden Show.

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COMPANY NAME: \_\_\_\_\_

BOOTH #: \_\_\_\_\_ ATTN: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

WHAT WILL DRAWING BE FOR AND HOW MANY: \_\_\_\_\_

DOLLAR VALUE OF EACH PRIZE: \_\_\_\_\_ DATE OF DRAWING: \_\_\_\_\_

[www.desmoineshomeandgardenshow.com](http://www.desmoineshomeandgardenshow.com)

# DES MOINES HOME + GARDEN SHOW

## Sign Order Form

RETURN THIS FORM ONLY IF YOU WANT YOUR SIGN TO READ DIFFERENTLY FROM THE WAY YOU ARE SHOWN  
ON YOUR SPACE AGREEMENT

This is a uniform 7" x 44" sign with 2" high letters made by the show decorator and hung by them on the back of your booth(s), along with your booth number(s). It is for identification and is placed in your space before you move in.

List the Company Name on Sign as: \_\_\_\_\_

COMPANY NAME (on SPACE AGREEMENT): \_\_\_\_\_

BOOTH #: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

NO COMPANY MAY DISPLAY A SIGN IN AN EXHIBIT SPACE UNLESS THAT COMPANY HAS A SIGNED SPACE  
AGREEMENT WITH MARKETPLACE EVENTS.



**SPECTRA**

**SPECTRA FOOD SERVICES & HOSPITALITY**

Iowa Events Center  
730 Third Street  
Des Moines, IA 50309  
T: 515.564.8000 F: 515.564.8001

**PUBLIC EVENT - AUTHORIZATION REQUEST**

***SAMPLE FOOD AND/OR BEVERAGE DISTRIBUTION***

Spectra Food Services & Hospitality has exclusive food and beverage distribution rights within the Iowa Events Center.

**Iowa State Law prohibits any person or organization from bringing alcoholic beverages onto licensed premises. All alcoholic beverages for distribution *must* be purchased from Spectra Food Services & Hospitality.**

Sponsoring organizations and/or their exhibitors may distribute sample food and/or beverage products **only** upon written authorization. Iowa Events Center exhibitors may distribute Food & Beverage samples in authorized space and must not be in competition with products or services offered by Spectra Food Services & Hospitality. Exact descriptions of sample and portion size must be submitted to the Iowa Events Center for written approval 10 days prior to the opening of the event. Any exhibitor distributing food/beverage must have a permit and all appropriate fees on file with the Des Moines Department of Health.

**GENERAL CONDITIONS:**

- ☐ Items dispensed are limited to products manufactured, processed, or distributed by exhibiting firm.
- ☐ All items are limited to **sample size**.
- ☐ Beverages limited to maximum 3oz. container (**Alcoholic Beverages limited to 1oz.**) ☐ Food items limited to "bite size" or 1oz.
- ☐ Food and/or beverage items used as traffic promoters (i.e., popcorn, coffee, bar services) **must** be purchased from Spectra Food Services & Hospitality.
- ☐ Handwashing stations are required for all food & beverage samples. Hot water is available on-site.
- ☐ Vendors may be required to obtain a Temporary Food Establishment Permit. Please contact the Iowa Department of Inspection and Appeals or visit [https://dia.iowa.gov/sites/default/files/documents/2016/01/temporary\\_license\\_application\\_2016.pdf](https://dia.iowa.gov/sites/default/files/documents/2016/01/temporary_license_application_2016.pdf) to fill out the application.

Product(s) you wish to dispense \_\_\_\_\_

Size of portion to be dispensed \_\_\_\_\_

Please explain purpose of offering samples \_\_\_\_\_

**SERVICE REQUIRED:**

Dry Storage (\$40.00 per day) per pallet: \_\_\_\_\_ No \_\_\_\_\_ Yes

\_\_\_\_\_ Freezer \_\_\_\_\_ Refrigerator (\$40.00 per day) \_\_\_\_\_ 20 lb. bag of ice @ \$12.00 per bag

Name of Event: \_\_\_\_\_ Date of Event: \_\_\_\_\_ Booth No. \_\_\_\_\_

Firm Name: \_\_\_\_\_ Phone No. \_\_\_\_\_

Address: \_\_\_\_\_ STREET

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE By: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(PRINT OR TYPE NAME & TITLE)

Spectra Food Services & Hospitality has agreed to waive exclusive catering rights to the Iowa Events Center for the above event. The group is responsible for all liability that may be involved with service of the food and beverage to be provided by the group. The group is responsible for all set up requirements including equipment, service, and clean-up of the items to be brought in. It is understood that this waiver is applicable to this function only, and that each request is considered on an individual basis only.

Approved \_\_\_\_\_

Approved \_\_\_\_\_

Spectra Venue Management Asst. General Manager

Spectra Food Services & Hospitality Asst. General Manager

**IowaEventsCenter.com | SpectraExperiences.com**

## Order Form

Additional Discounted  
Tickets & Exhibitor  
Badges



*The preferred method for placing an order is to call the Show Coordinator directly & remit payment online via secure link.*

Discounted show tickets will be distributed electronically & additional exhibitor badges purchased will be available for pickup at check-in.

\_\_\_\_\_ Discounted Show Tickets at \$5.00/each, for a total cost of \$\_\_\_\_\_

\_\_\_\_\_ Additional Exhibitor Badges at \$5.00/ea., for a total cost of \$\_\_\_\_\_

TOTAL AMOUNT DUE \$\_\_\_\_\_

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State & Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

**Submit this form via e-mail or mail using the contact information listed below.**

Ryan McCune, Show Coordinator

[RyanM@MPeshows.com](mailto:RyanM@MPeshows.com) | Ph: 816.601.2705

Marketplace Events, LLC

2000 Auburn Drive, Suite 200 | Beachwood, OH 44122

# Have a GREAT show!

We appreciate your business and look forward to working with you

