

# Exhibitor Kit



## November 1st- 3rd, 2019

Welcome to the Des Moines Holiday Boutique 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 Holiday Boutique

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

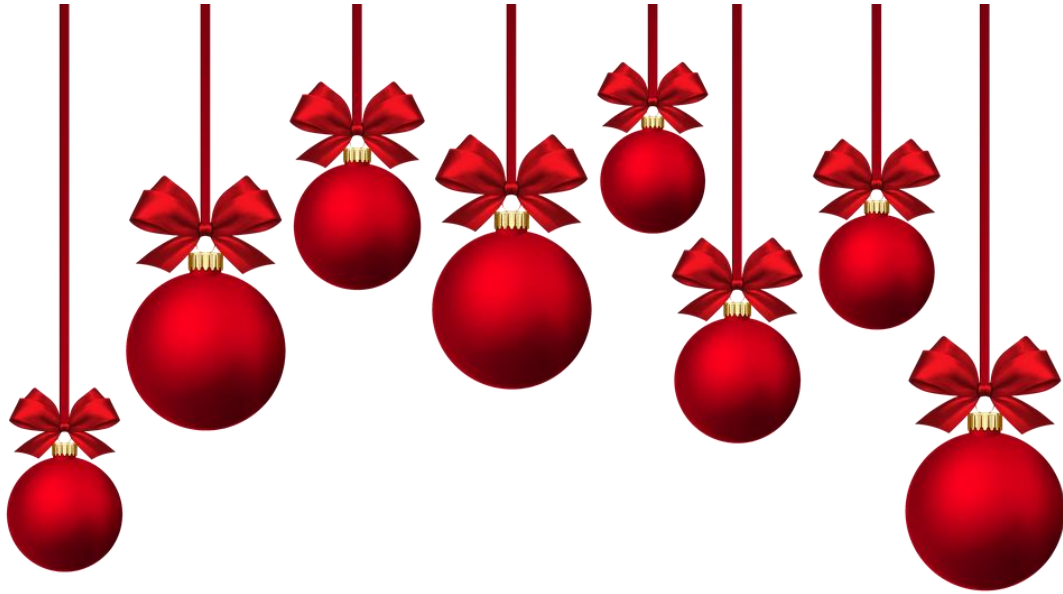
**We strongly urge you give this kit to those responsible for your participation in the show.**

— DES MOINES —  
*Holiday*  
BOUTIQUE

PRESENTED BY:   
COMFORT HEALTH  
CENTER FOR WOMEN

MARKETPLACE | EVENTS

# Holiday Decor



It is **REQUIRED** for all  
exhibitors to incorporate  
Holiday Décor in your  
booth



**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***



**Marriott Downtown (1/2 mile)**

700 Grand Avenue

Des Moines, IA 50309

515-245-5500 or

800-228-9290

Discounted Rate \$102 per night + taxes. Call to reserve your room or [click the](#) on link below!

Mention Marketplace Events Des Moines 2019 Holiday Boutique to receive group rate

Offer expires October 16, 2019

**[Book your group rate for the Des Moines Holiday Boutique](#)**

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## SHOW MANAGEMENT

The Des Moines Holiday Boutique Show is produced and managed by:

Marketplace Events

666 Walnut Street Suite 1554

Des Moines, Iowa 50309

P: 515-244-5456

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

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

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## SHOW FACILITY

The Des Moines Holiday Boutique Show is held at:

The Iowa Events Center Hy-Vee Hall- Hall B

730 3rd Street

Des Moines. Iowa 50309

P: 515-564-8000

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## MOVE-IN DAYS AND HOURS

Move In:

- Make certain individuals setting up your booth are aware they need to unload booth material and remove vehicles away from the dock area immediately.
- Parking is available in North lots after unloading vehicles
- No children under age 16 are allowed on the show floor during move in/move out.
- Exhibitors are responsible for any damage by their driver(s)/vehicle(s).
- Exhibitors are responsible for cleaning their own booth areas.

**If any exhibit is not ready by Show time, no further construction may continue until Show closing on Friday, November 1, 2019**



**Move in hours:**

Wednesday, Oct. 30th - Noon-8:00 pm

Thursday, October 31st – 8 am – 8:00 pm

**Move Out:**

Sunday November 3rd - 5:01pm to 10pm

Monday November 4th - 7:00am to 11am

**No exhibits may be taken down or removed, even in part, until show closing is announced on Sunday, November 3rd at 5:01 p.m. Early Move-Out is strictly prohibited. Any violations can result in a \$500 fine and your company being excluded from exhibiting in future shows.**

- Be packed and ready to move out before bringing your vehicle to the dock and remove your entire exhibit.
- General move out is permitted until 10:00 p.m. Sunday evening and will continue starting at 7:00 a.m. Monday, November 4, 2019
- All exhibitors MUST be out of the IEC by 11:00 a.m., Monday, November 4, 2019 (NO EXCEPTIONS).

Marketplace Events is not responsible for any materials or displays that are left at the building.

Exhibits and items MUST BE REMOVED by 11am on Monday November 4th or are subject to be discarded and a removal fee will be assessed.

Vehicles are NOT allowed in the building.

**You may hand carry your items out or use your own carts, hand trucks, dollies.**



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## SHOW HOURS

Friday, November 1 - 10:00 a.m. – 9:00 p.m.

Saturday, November 2 – 10:00 a.m. – 9:00 p.m.

Sunday, November 3 – 10:00 a.m. – 5:00 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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## 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.
- Exhibitor badges are only for principals and employees working in the exhibit.
- SHOW CREDENTIALS MUST BE PRESENTED TO THE DOOR GUARDS STARTING AT 10:00 a.m. Friday, November 1, 2019 through Sunday, November 3, 2019.
- 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 August 1, 2019**

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## COMPLIMENTARY TICKETS

Each exhibitor will receive 10 complimentary tickets. These will be mailed 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.

**Exhibitor Badges are for exhibitors working the booth. Exhibitor Badges are not to be used as an entrance ticket to the show.**

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## PARKING

Parking is available north of the Iowa Events Center 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.



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## Show Decorator

- Modern Expo 424 South 700 East, Salt Lake City, Utah 84105
- (801) 983-8160
- expo@modernexpo.com
- Carpet, tables, chairs as well as carpentry work and labor for unpacking may be obtained from Modern Expo
- All orders with full payment (including tax) **must** be received before **October 18th, 2019** to receive discounted pricing.

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## Advance Shipments

(must be prepaid) - If your exhibit needs to arrive **before the show (Oct. 7-29<sup>th</sup>)**, **Warehouse no later than October 29th, 2019.**

It should be shipped to the Show Decorator at the address listed below. 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: Exhibitor Company Name & Booth #

Des Moines Holiday Boutique Show 2019

C/O Event Decorators of Iowa

520 SE 4th Street

Des Moines, IA 50309

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## Direct Shipments

(must be prepaid) -Direct to Show No Earlier Than October 30th, 2019, ship prepaid as follows:

TO: Exhibitor Name & Booth #

Des Moines Holiday Boutique Show 2019

C/O Event Decorators of Iowa

Iowa Events Center

730 3rd Street

Des Moines, Iowa 50309

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## Booth Construction and Design

### Drape and Height

- Booth rental comes with 8' high back drape and 8' side curtains (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 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 the Show Decorator, Decorator, prior to move-in. Call Decorator at (801) 983-8160 for verification of the rate for your particular 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 the Show Decorator

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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 any and 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 Visqueen 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

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 are able to 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)

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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 staffed at all times. 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 of 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 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.

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".



## Drawing Registration

If you plan to use a drawing for prizes during the Des Moines Holiday Boutique Show, you must register your drawing before the Show opens. Show Management must approve any and 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 Holiday Boutique 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: \_\_\_\_\_

Mail or Fax form to: Des Moines Home Holiday Boutique Show

666 Walnut Street, Suite 1554

Des Moines, IA 50309

PHONE: 515-244-6891

FAX: 515-244-040



**Exhibitor Credentials/Guest Pass Order Form**

**3-Day Exhibitor Badge \$5.00 each (TO BE PICKED UP IN SHOW OFFICE)**

☐ 10      ☐ 20      ☐ 40      ☐ Other \_\_\_\_\_

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**PLEASE SEND MY GUEST PASSES TO:**

**Company:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

I prefer to pay for the additional Wallet Cards/Guest Passes by:

☐ Check # \_\_\_\_\_ / ☐ VISA / ☐ MASTERCARD / ☐ AMEX

*(Checks payable to Marketplace Events)*

\_\_\_\_\_ Guest Passes @ \$5.00 each = \$ \_\_\_\_\_ \*Please provide payment information.

Credit Card Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_ Amount: \_\_\_\_\_

Address on Card: \_\_\_\_\_

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

**Des Moines Holiday Boutique Show**

666 Walnut Street, Suite 1554

Des Moines, IA 50309



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

Mail or fax to: Des Moines Holiday Boutique Show

Des Moines Holiday Boutique Show

666 Walnut Street, Suite 1554

Des Moines, IA 50309

PHONE: 515-244-6891

FAX: 515-244-0407

<https://desmoinesholidayboutique.com/>

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\_\_\_\_\_

Spectra Venue Management Asst. General Manager

Approved\_\_\_\_\_

Spectra Food Services & Hospitality Asst. General Manager

# Have a GREAT show!

We appreciate your business and look forward to working with you

