

# Exhibitor Kit



**March 25-28, 2021**

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.**

DES MOINES  
**HOME**  
+GARDEN  
**SHOW**  
MARKETPLACE | **EVENTS**

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## SHOW MANAGEMENT

The Des Moines Home and Garden Show is produced and managed by:  
Marketplace Events  
6955 S Union Park Center Suite 320  
Cottonwood Heights, UT 84129  
P: 801.456.7469  
[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 DECORATOR

Modern Expo  
424 South 700 East, Salt Lake City, Utah 84105  
(801) 983-8160  
[expo@modernexpo.com](mailto: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 January 25th, 2021 to receive discounted pricing.
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## SHOW DATES & HOURS

Thursday, March 25th – 12:00 p.m. – 9:00 p.m.

Friday, March 26th – 10:00 a.m. – 9:00 p.m.

Saturday, March 27th – 9:00 a.m. – 9:00 p.m.

Sunday, March 28th – 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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## Account Balances

ALL ACCOUNTS MUST BE PAID IN FULL BY December 9, 2020

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## HEALTH & SAFETY GUIDELINES - COVID-19

Public health and safety is of the utmost importance to us. Numerous additional safety measures have been implemented to help keep everyone safe. Masks are required to attend the show. Masks will need to be worn during move in, show days, and move out. 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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## MOVE-IN, MOVE-OUT Rules and Regulations

### Move-In (MAP CAN BE FOUND ON EXHIBITOR KIT PAGE AS ITS OWN LINK)

- Exhibitors are required to unload and immediately move vehicles from the loading dock areas.
- Parking is available in North lots after unloading vehicles for \$10/car and \$40 per RV/trailer daily rate. Credit Cards Are Now Accepted
- Make certain individuals setting up your booth are aware they need to unload booth material and remove vehicles from the building and away from the dock area immediately.
- No children under age 16 are allowed on the show floor during move in/move out.
- Exhibitors must be prepared to move their own material with their own hand trucks or dollies. Or, at exhibitor's expense, may hire the Show Decorator (Modern Expo).
- 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.
- Exhibitors are responsible for any damage by their driver(s)/vehicle(s).
- Dock doors will close at 10:00 a.m. on Thursday. All exhibit material must be within the exhibit space by 10:00 a.m. so that IEC personnel can clean the aisles.
- Exhibitors are responsible for cleaning their own areas.
- If any exhibit is not ready by Show time, no further construction may continue until Show closing on Thursday, March 25th.
- All exhibitors MUST be out of the IEC by 11:00 a.m. Monday, March 29, 2021 (NO EXCEPTIONS)

## Pre-Function Lobby booths please use the following entrances for booth set up.

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

- Unload using south lot, 3rd Street or north lot through skywalk

### Move-Out (MAP CAN BE FOUND ON EXHIBITOR KIT PAGE AS ITS OWN LINK)

No exhibits may be taken down or removed, even in part, until show closing is announced on Sunday, March 28th at 6:01 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, March 29th, 2021

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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, March 25, 2021 through Sunday, March 28, 2021.
- 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 they will have to purchase a one-time Guest Pass for \$5.00 in the Show Office.

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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### COMPLIMENTARY TICKETS

- Each exhibitor will receive 40 complimentary E-Tickets. These will be emailed about 4 weeks prior to the show. E-tickets will only be emailed out if your account has been paid in full.
- COMPLIMENTARY E-TICKETS ARE NOT PERMITTED TO BE SOLD AT ANY TIME OR DISTRIBUTED AT THE ENTRANCES OF THE SHOW. You are welcome to use your e-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.
- Parking is \$10.00 per day, per vehicle.

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### Advance Shipments

To avoid extra expense, most exhibitors choose to deliver their displays/materials themselves on scheduled move-in days.

### **REGULAR SHIPPING**

If you can arrange with your shipper to deliver during normal move-in days when your staff is at the facility to accept delivery, you may ship direct to yourself at the normal facility address at no additional expense (see directory for facility address.)

Be sure to include your full company name, exhibit space #, facility address, required delivery date, and phone numbers when shipping.

If you choose to ship to yourself at the show, you must ensure that delivery occurs during move-in and that you have staff on site to accept it. Otherwise, your shipment will be refused since MARKETPLACE EVENTS or the facility is not authorized to accept it.

### **ADVANCE SHIPMENTS & CONSIGNED SHIPMENTS**

If you require advance shipments (shipments arriving before scheduled move-in days), or shipments requiring acceptance (when exhibitor is not available to accept shipments during move-in), you must use the Official Show Contractor, Modern Expo & Events, at additional expense.

Shipments of all cased, crated or packaged exhibit materials can be received by Modern Expo & Events up to 30 days prior to installation

**SHIPMENTS SHOULD BE RECEIVED AT LEAST ONE WEEK PRIOR TO MOVE IN.** Such material consigned to Modern Expo & Events will be delivered to the show on scheduled move-in days.

**EXHIBIT SPACE RATES DO NOT INCLUDE DRAYAGE CHARGES.**

Contact Modern Expo & Events (801) 983-8160 for current drayage prices.

**Advance shipments must be marked and Consigned as follows:**

TO: Exhibitor Company Name & Booth #  
Des Moines Home and Garden Show 2021  
YRC Freight C/O Modern Expo  
6144 NE 22<sup>nd</sup> St.  
Des Moines, IA 50313

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### **Booth Construction and Design**

- Booth rental comes with 8' high back drape and 3' 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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### **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.

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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.

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## FACILITY RULES & REGULATIONS

- 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.).
- Floor Drilling is prohibited.
- Wall and ceiling drilling are also prohibited.

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## UTILITIES

- Electrical needs are ordered through the Iowa Events Center.
- There will be an electrician on duty 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 and Sales

- Please follow all rules and regulations set forth by Spectra Food Services & Hospitality. Sample food and/or beverage distribution authorization request form can be found here  
[https://marketplaceevents.azureedge.net/sitefinity/docs/librariesprovider20/pdfs/iowa-event-center-food-sample-authorization-form.pdf?sfvrsn=bba7943d\\_0](https://marketplaceevents.azureedge.net/sitefinity/docs/librariesprovider20/pdfs/iowa-event-center-food-sample-authorization-form.pdf?sfvrsn=bba7943d_0)

- Distribution of candy, food or beverages should be directly relevant to the business you are promoting in your booth.
- Samples and food should be pre-packaged and food should not be accessible to attendees.
- The Iowa Department of Inspection and Appeals rules and regulations can be found here <https://dia.iowa.gov/document/guidance-concession-stands-and-temporary-food-events-during-covid-19>

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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.
- 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 no more than 1/5 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 plastic must be placed underneath the vehicle for any possible leakage.

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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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### 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

- 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.
- 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".

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# ***Host Hotel-Book Your Room Today***



**Hilton Des Moines Downtown**

435 Park Street

Des Moines, Iowa 50309

515-241-1456

Connected to the Iowa Events Center via Skywalk

Call to reserve your room today!