

20th Annual I'LL MAKE ME A WORLD IN IOWA Iowa's African American Festival



2018 Exhibitor, Vendor & Food Vendor Application & Prospectus



*IMMAWII Events Bring thousands of attendees
From throughout Iowa, the Midwest, and the U.S.*



Education Day ~ Friday, January 26, 2018
20th Annual Celebration Day ~ Saturday, January 27, 2018
Embracing Excellence Grand Gala January 20, 2018
Iowa Events Center/Hy-Vee Hall~730 3rd Street, Des Moines, IA

Our Mission

I'll Make Me a World in Iowa is a diverse collaboration of Iowans, which highlights African-American arts, culture, and contributions through education, awareness, and preservation during an annual enrichment celebration and with continual educational outreach.

FESTIVAL ADMISSION IS FREE TO THE PUBLIC

All rental fees help support IMMAWII programming.
I'll Make Me A World in Iowa, Inc. is a 501(c)3 nonprofit organization

VENDOR & EXHIBITOR GUIDELINES

- **Application acceptance is at the discretion of I'll Make Me a World in Iowa, Inc. IMMAWII reserves the right to refuse any application.**
- All displays must be consistent with our mission statement and support the family centered nature of the event.
- **Vendors are prohibited from selling or offering coffee or any other beverage during event.**
- To the benefit of your organization, provide display material appealing to the general public and family audiences—subject to interpretation by IMMAWII.
- Floor space is limited. Vendors will be assigned locations on a **first come, first pay** basis after acceptance of completed application materials and exhibit fee(s).
- Displayers must set-up only where directed by a Celebration representative. No hooks, nails, bolts, or fasteners or wall adhesive materials allowed unless approved.
- Exhibitors are liable for materials brought into the building and must do their own set-up and tear-down by the end of the Education Day & Celebration Day events.
- Exhibitor set-up will begin at 7:00 AM on both Education Day & Celebration Day.
- **VENDOR/EXHIBITOR LOCATIONS** – Upon application approval, vendors/exhibitors will be provided a number on a first come, first pay bases and will be contacted by IMMAWII to select their booth location in that order. No locations are reserved or held over from prior years.
- **CRATE STORAGE/BOOTH STORAGE** -- All cartons, crates, containers, and packing materials that are necessary for re-packing shall be removed from the show floor. The Iowa Event Center (IEC) staff inspects all exhibits to ensure compliance. Crates, packing materials, wooden boxes and other highly combustible materials may not be stored in the IEC. Items such as brochures, literature, giveaways, etc., within the booths are limited to a one-day supply.
- **VEHICLES ON DISPLAY** -- Automobiles, trucks, tractors, machinery and other motor vehicles utilizing flammable fuels, which are placed on display inside the IEC shall have no 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 event of emergency. Carpeting or visqueen must be placed underneath the vehicle for any possible leakage.
- **UTILITIES** -- For safety reasons, installation of all utility services involving electrical, air, water, water drainage, or Internet / telephone connections must be performed by the site. All electrical equipment must meet the approval rating of U.L. (Underwriter's Laboratory). The site electrical equipment, such as extension cords, electrical panels, spotlights and fixtures are not to be removed by exhibitors, show managers, service contractors, or any other unauthorized persons. Violators will be assessed an appropriate charge for any removals. Under no circumstances shall distribution panels or mechanical equipment be blocked or access impeded.
- **SOCIAL MEDIA** - Vendors are encouraged to utilize the IMMAWII social media plan to market their specific booth and to maximize vendor visibility
- **ADDITIONAL UTILITIES** – For additional utilities including electrical and water services, vendors must follow the included directions and submit a request directly to the Iowa Events Center with your payment for utilities. **Fees for additional services are not included as part of IMMAWII vendor/exhibitor booth fees.**
- Set-up will occur between 7:00 and 10:00 AM on Celebration Day. Set-up must be completed by 10:00 AM

Questions?

Contact: Kevin Officer, IMMAWII Site Manager at
515-491-0650 or kjofficer@earthlink.net

I'll Make Me a World in Iowa, Inc. Is a nonprofit organization as designated by the IRS under code 501 (C)3

GUIDELINES FOR FOOD VENDORS

- **Application acceptance is at the discretion of I'll Make Me a World in Iowa, Inc.**
- All food vendors must comply with Iowa Events Center and IMMAWII guidelines for serving food during the Celebration Day event.
- **Vendors are prohibited from selling or offering coffee or any other beverage during event.**
- Only exhibitors with booths approved by the Iowa Events Center may have concession subcontracting rights to the event. In addition, the food products sold must be show related, and be products that the concessionaires manufactures or distributes themselves.
- All food subcontractors will be required to show proof of environmental health Department licenses, sales licenses, and any other related licenses that may be required. The sales booth & preparation area must pass an inspection by the Fire Marshall and any other inspections required by the facility. **ALL FOOD VENDORS MUST HAVE A FIRE EXTINGUISHER AVAILABLE AT THEIR BOOTH.**
- Food vendors must comply with Iowa Sales Tax laws.
- Food vendors must clearly display menu and prices for all items being served.
- Space will be assigned on a first come, first served basis to the first food vendors upon approval of completed application materials and applicable fees. IMMAWII will give special preference to food vendors serving traditional African-American or African food items.
- Tables and chairs for food vendors will be provided by Iowa Events Center. Two tables and chairs will be provided.
- Food vendors are encouraged to provide signage (banners, posters, etc.) and restaurant/catering menus to assist in promoting their business.
- All foods must be served at their proper temperatures. Hot items must be served hot and cold items cold. Vendors may use roasters, steamers, microwave ovens and/or hot plates to keep foods at proper temperature.
- **COOKING (DEMONSTRATIONS) AND COMMERCIAL COOKING** – For the safety of our exhibitors and employees, all cooking appliances shall be equipped with ventilating hoods and equipment as deemed necessary by the Fire Marshal and installed in accordance with the provisions of the City Building and Fire Codes. Cooking equipment shall be placed on a noncombustible surface, such as metal, hardwood board or glass and be separated from each other by a minimum horizontal distance of 2 ft. Countertop fryers not exceeding 288 square inches and single well may be used without the necessary ventilating hood and surface protection requirement, provided there are two (2) ten (10) pound B.C. extinguishers positioned on each side of said fryer. All cooking appliances shall be listed by a NATIONAL TESTING AGENCY, i.e., Underwriters Laboratory or Factory Mutual. All cooking equipment shall have regulator(s) at appliance and gas cylinder(s). All supply lines (tubing or hoses) shall be lead-tight and in good repair. Hoses shall be listed for the type of product it supplies.
- Food vendors must set-up only where directed by the Food Vendor Coordinator. No hooks, nails, bolts, or fasteners or wall adhesive materials allowed unless approved.
- The renter is liable for materials brought into the building and must do their own set-up and teardown by the end of the Celebration Day.
- Additional fees will be assessed for use of Ovations kitchen space, coolers, freezers or other storage facilities on premises controlled by Ovations. These fees would be negotiated per each organization's needs. Basic prices start at \$50.00 per storage day.
- For public health reasons, restrooms, concession stands and/or facility kitchens may not be used as exhibitor clean-up areas. Costs associated with the disposal of trash, waste, grease, etc. from exhibitor sampling are the responsibility of the Client. Securing of all necessary licenses, permits, etc. is the responsibility of the exhibitor. Exhibitors are responsible for complying with all Polk County Health Department regulations regarding food sampling, storage, equipment, temperature, etc. If they are not in compliance or do not obtain the proper permits, the Health Department can shut down their booth.
- Ice from the site kitchen is \$10.00 per 10# bus tub, with a delivery charge of \$2.00 per bus tub. Payment for ice must be made at time of delivery. Water from a tap source only is included in the subcontractor's fee. Water lines and electrical lines are subject to additional charges by the facility.
- Vendors are encouraged to utilize the IMMAWII social media plan to market their specific booth and to maximize vendor visibility.
- **ADDITIONAL UTILITIES** – For additional utility services involving electrical and water services vendors must follow the included directions and submit it directly to the Iowa Events Center with your payment for utilities requested. **Fees for additional services are not included as part of IMMAWII vendor/exhibitor booth fees.**
- Set-up will occur between 7:00 and 10:00 AM on Celebration Day. Set-up must be completed by 10:00 AM

Questions?

Contact Kevin Officer @ 515-491-0650 or
by email at kjofficer@earthlink.net

APPLICATION

Visit WWW.WorldInIowa.org/vendors to apply online and pay by credit card.

Applicant Name _____
Name for signage _____
Contact Person _____
Address _____
City _____ State _____ Zip _____
Daytime Phone _____ Cell _____
Email _____ Fax _____
Purpose of Display _____

Rental Fee Schedule for Exhibitors and Vendors Early Registration (ER) must be received by January 15, 2017.

Food Vendors

\$350 Food Vendor for Saturday (Celebration Day) \$ _____

Nonprofit and Small Business Rates:

\$250 ER for Friday (Education Day) if payment is received by January 20, 2018. \$ _____

\$250 ER for Saturday (Celebration Day) if payment is received by January 20, 2018. \$ _____

\$275 registration for Friday if payment is received after January 20, 2018. \$ _____

\$275 registration for Saturday if payment is received after January 20, 2018. \$ _____

\$450 ER for both days (Friday & Saturday) if payment is received by January 20, 2018. \$ _____

\$500 registration fee for both days if payment received after January 20, 2018. \$ _____

Corporate Rates: Contact the IMMAWII Offices For Sponsorship

Additional Tax-deductible Contribution \$ _____

***TOTAL** \$ _____

Please put my booth in the IMMAWII Wellness Expo.

I hereby agree to comply with the guidelines set forth on by IMMAWII and the Iowa Events Center. I understand that if accepted, I will be provided a number on a first come, first pay bases and will be contacted by IMMAWII to select my booth location in that order.

Signature _____ Date _____

ALL APPLICATIONS MUST INCLUDE PAYMENT TO BE CONSIDERED

Online Payments: Make your payment online at www.worldiniowa.org/vendors.

After making payment, fax or email completed application to Kevin Officer

Fax: 1-888-289-6615 ~ Email: kjofficer@earthlink.net

Or mail completed application including payment to:

Kevin Officer, Site Management, 1620 Pleasant Street, Suite 210, Des Moines, IA 50314

* Make checks payable to "I'll Make Me a World in Iowa" or IMMAWII*

Application acceptance is at the discretion of I'll Make Me a World in Iowa, Inc.



Iowa Events Center Exhibitor Services Orders

All of our Exhibitor Services Orders are now processed Online or Onsite ONLY. Below is the link to our order form:

http://iowaeventscenter-web.ungerboeck.com/coe/coe_p1_all.aspx?oc=10&cc=ORDCOE

Steps

- 1) Click on the link for "I'll Make Me a World in Iowa"
 - 2) Confirm it is the proper show and Click the "Continue" button. You do not need to enter a booth number.
 - 3) Add the quantity of service items that they need to purchase and scroll down to the bottom to click the "Add to Cart" button.
 - 4) Review order, if correct click "Proceed to Checkout"
 - 5) Enter user information and click "Continue"
 - 6) Enter credit card information to the form and review the terms and conditions. Click the "I Agree" box and then click "Place Order" to process the order.
- If you have any issues, please contact Julie Swanson at 515-564-8036
 - Checks or Money are not accepted
 - All orders will be at advanced pricing until 10 days prior to move in

This link will direct you to our exhibitor policies; please review these prior to load in:
<http://www.iowaeventscenter.com/convention/exhibit-at-an-event/exhibitor-policies/>