

2017 EXHIBITOR & VENDOR APPLICATION & PROSPECTUS



19th Annual

I'll Make Me a World in Iowa **Iowa's African American Festival**



*Annual attendance averages
10,000 visitors
From throughout Iowa, the Midwest, and the U.S.*



Education Day ~ Friday, January 27, 2017

18th Annual Celebration Day ~ Saturday, January 28, 2017

Embracing Excellence Grand Gala January 27, 2017

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).
- Displays 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

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 ER for Saturday (Celebration Day) if payment is received by January 15, 2017. \$ _____

Nonprofit and Small Business Rates:

\$250 ER for Friday (Education Day) if payment is received by January 15, 2017. \$ _____

\$250 ER for Saturday (Celebration Day) if payment is received by January 15, 2017. \$ _____

\$275 registration for Friday if payment is received after January 15, 2017. \$ _____

\$275 registration for Saturday if payment is received after January 15, 2017. \$ _____

\$450 ER for both days (Friday & Saturday) if payment is received by January 15, 2017. \$ _____

\$500 registration fee for both days if payment received after January 15, 2017. \$ _____

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/>