



VENDOR/EXHIBITOR BOOTH SPACE CONFIRMATION INFORMATION

28th HEARTLAND NATIONALS – IOWA STATE FAIRGROUNDS – DES MOINES, IA
JULY 5, 6 & 7, 2019

BOOTH SETUP INFORMATION

Wednesday, July 3, 2019 – 8:00am to 4:00pm
All indoor Trailer & Semis setup & receive credentials

Thursday, July 4, 2019 – 8:00am to 4:00pm
All booths setup & receive credentials

BOOTH SETUP WILL NOT BE ALLOWED ON EVENT DAYS

EVENT MANAGER: Sadie Vail | D: (925) 218.9152 | C: (925) 200.4262 | E: sadiev@good-guys.com

BOOTH LOCATION: The booth layout will be emailed a week prior to the event and is subject to change.

DIRECTIONS & ENTRANCE GATE FOR CREDENTIAL PICKUP & SETUP ONLY: Exit I-235 on E University Avenue and head east. Turn right onto E 30th Street and enter Gate 10 – just past E Grand Avenue to the left. Follow signs to Commercial Vendor/Exhibitor check-in. Check-in will be at the back of the Expo Building. Look for vendor check-in flag.

FRIDAY, SATURDAY & SUNDAY: NO Setup or Credential Pickup; NO driving to your booth to unload items. All items are to be hand carted from the designated vendor/sponsor parking area.

VENDOR EVENT HOURS

FRIDAY, JULY 5 – 8:00AM to 5:00PM
SATURDAY, JULY 6 – 8:00AM to **7:00PM**
SUNDAY, JULY 7 – 8:00AM to 3:00PM

Exhibitor credentials are required for entry into exhibitor buildings. There are designated “early entrance” doors to access 1 hour prior to the event opening and you may remain in the building(s) up to 30 minutes after the event closes.

TEARDOWN/MOVE OUT: Sunday, July 7 – Teardown/Dismantle begins at 3:00pm; Move out begins at 3:30pm.

VENDOR, SPONSOR & TRAILER PARKING: Parking will be available on site; please follow signs.

DISPLAY VEHICLE(S): Vehicle Display **MUST BE** in your booth by 4:00pm Thursday and **STAY** until 3:30pm on Sunday. All indoor display vehicles must only have ¼ tank and battery disconnected. Outdoor display vehicles with proper event registration may be allowed in/out privileges if booth location permits.

INFLATABLE POLICY: NO TEATHERED INFLATABLES PERMITTED AT ANYTIME. Inflatables will not be permitted on top of trailers or more than 10 feet tall inside your purchased booth space unless you are a sponsoring company of Goodguys. Inflatables must be exhibiting company, no subletting.



FOOD & GRILLING POLICY: Exhibitors are NOT allowed to sell or give food (including water) to participants or spectators. Food must be shared amongst staff members only. Sampling of food must be pre-approved by Goodguys. Extensive food prep (i.e. BBQ, grilling, hot pans) at events must be pre-approved by Goodguys and must pass all health codes & permits.

DECORATOR/SHIPPING: Please contact the decorator for shipping information and pricing.

Freeman Decorating
2000 Easton Blvd
Des Moines, IA 50317
T: (515) 829.4444 | F: (469) 621.5616

TENTS/WEIGHTS/WATER BARRELS/SAND BAGS: You must provide your own or you can rent from the decorator. NO staking or drilling of any sort allowed in black top or concrete. If you need to rent weights, water barrels, sand bags or k-wall for canopy/awnings or forklift service, please call Freeman Decorating for availability and pricing. Iowa State Fairgrounds and Goodguys Rod & Custom do not provide or rent weights. If you have an outside EZ-up, you must have it secured.

ELECTRICAL SERVICES FOR INDOOR: If you have not paid for electrical service, you need to let us know before check-in. On-site electrical outlet cost is \$120.00 for (1) 110v, 15amp plug. You will need to provide your own 3-prong extension cords.

ELECTRICAL SERVICES FOR OUTDOOR: Quiet whisper generators only; generator must be piped up and away from other vendors.

SALES TAX: Iowa retail sales tax rate is 6% (subject to change). To apply for a sales tax permit, please call the tax board at (515) 281.3114 or visit <https://tax.iowa.gov>. **You must have a sales permit before credential pickup/booth setup if you are selling.**

RV CAMPING: For information, please call (515) 262.3111. No reservations are accepted, and campsites are first come, first serve. Vendor/Exhibitor overnights within the event fence line need prior Goodguys approval.

ADDITIONAL INFORMATION: No personal golf carts or motorized conveyances are permitted at any Goodguys event. Exceptions will be made for disabled participants with single-person conveyances only. For the safety and comfort of all our customers, smoking of any type, weapons of any type, pets (with the exception of service animals), cans, glass bottles, bicycles, scooters, skateboards and roller/inline skates are not permitted within the gates of a Goodguys event.

THANK YOU FOR YOUR CONTINUED PARTICIPATION!

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