



## VENDOR/EXHIBITOR BOOTH SPACE CONFIRMATION INFORMATION

24<sup>th</sup> Heartland Nationals – Iowa State Fairgrounds – Des Moines, IA  
July 3, 4 & 5, 2015

### **Vendor/Exhibitor Credential Pick-Up and Set-Up**

Trailer Booths: Wednesday, July 1, 2015 - 8:00 am to 4:00 pm  
Non-Trailer Booths: Thursday, July 2, 2015 - 8:00 am to 4:00 pm

### **Event Manager:**

Jenn Day

Cell: 925-200-2372

Email: [jennnd@good-guys.com](mailto:jennnd@good-guys.com)

**Booth Number & Location:** The layout will be posted on our website a week prior to the event on Friday and is subject to change.

**Directions & Entrance Gate for Credential Pick-up & Set-up ONLY:** Exit I-235 on E University Avenue and head east. Turn right onto E 30<sup>th</sup> Street and enter Gate 10 which is just past E Grand Avenue to the left. Follow signs to Commercial Vendor/Exhibitor check-in and it will be at the back of the Expo Building.

**Friday, Saturday & Sunday:** NO Set Up or Credential Pick-up; NO driving to your booth to unload items unless you have registered your thru '72 vehicle. All items are to be hand carted from the designated vendor/sponsor parking area.

### **Vendor Event Hours**

Friday, July 3<sup>rd</sup> 8 am to 5 pm  
Saturday, July 4<sup>th</sup> 8 am to 6 pm  
Sunday, July 5<sup>th</sup> 8 am to 3 pm

\*Exhibitors are permitted entry to exhibitor building(s) 1 hour prior to the event opening and may remain in the building(s) up to 30 minutes after event closes. There are designated "early entrance" doors and proper credentials are required for entry.\*

**Teardown/Move Out:** Sunday, July 5<sup>th</sup> Teardown/Dismantle begins at 3:00 pm; Move out begins at 3:30 pm.

**Vendor, Sponsor & Trailer Parking:** Parking will be available and on site; please follow signs.

**Display Vehicle(s):** Vehicle Display **MUST BE** in your booth by 3:00 pm Thursday and **STAY** until 3:30 pm 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 8 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:**

<b><u>Decorator Info.</u></b>
Freeman Decorating
2000 Easton Blvd
Des Moines, IA 50317
T: 515-829-4425 / F: 515-265-3145
Contact: Scott Young

<b><u>Advanced Shipping Info:</u></b>
Company Name/Contact Name/Cell #
Heartland Nationals / Freeman
2000 Easton Blvd
Des Moines, IA 50317
Deadline: Between 6/1/15 – 6/22/15

\*Please note that drayage and shipping fees will apply when the advance freight is sent to the advance address. Please contact the decorator for pricing. You may also ship your product to the event facility site at 3000 East Grand Ave, Des Moines IA 50317 beginning June 30, 2015 with your on site contacts name & number/event name and date. Iowa State Fairgrounds & Goodguys will not sign for your freight/shipments. The onsite contact for your booth/display is the only one that can accept freight or shipment.

**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, please call Freeman Decorating for availability and pricing at 515-829-4425. Iowa State Fairgrounds and Goodguys Rod & Custom do not provide or rent weights.

**Forklift Services:** Please call Freeman Decorating at 515-829-4425.

**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) one 110v plug. You will need to provide your own 3-prong extension cords.

**Electrical Services for OUTDOOR:** Quiet whisper generators only; generators must be piped up and away from other vendors.



**Goodie Bag Stuffers:**

(Flyers, catalogs, promo items)

(1) Bag for each participant

**Ship to:**

Iowa State Fairgrounds

**ATTN: Goodguys Goodie Bag/Your Company Name & Cell Phone**

3000 East Grand Ave.

Des Moines, IA 50317

**Must arrive on or between June 26<sup>th</sup> and June 30<sup>th</sup> only**

**Quantity: 3,975**

Please email the following information one day before the scheduled arrival date: your company name, event name, the tracking number(s) and shipping company used to ensure that your items are included in the Goodie bags to: [andrew@good-guys.com](mailto:andrew@good-guys.com) and [edwards@good-guys.com](mailto:edwards@good-guys.com). Please note: If we do not receive an email, your items will not be included in the Goodie bags.

**Sales Tax:** Iowa state 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 the following link <http://iowa.gov/tax/educate/78539.html#permit>. Please review the attached sales tax permit form. **You must have a sales permit before credential pick-up/booth set-up.**

**RV Camping:** For further information please call 515-262-3111, \$25 a night (full hook-ups) pays on site only. Vendor/Exhibitor overnights within the event fence line need prior Goodguys approval.

\*\*\*No golf carts or motorized conveyances allowed- **exceptions made for disabled participants with single person conveyance only.** No scooters, bikes or skates. No pets. No glass bottles or cans. **NO STICKERS\*\*\***

Additional information can be found at [www.good-guys.com](http://www.good-guys.com)

**Thank you for your continued participation!**

**Direct:** 925.218.9151

**Fax:** 925.226.7045

**Email:** [sales@good-guys.com](mailto:sales@good-guys.com)

Goodguys Rod & Custom Association