

**NOTHING
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to my
STATE FAIR



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MOBILE MARKETING

at the 2016 **IOWA STATE FAIR**

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SHARE YOUR FAIR! #MYIOWASTATEFAIR



JETT | CARLISLE, IA

MOBILE MARKETING AT THE 2016 IOWA STATE FAIR

THE IOWA STATE FAIR

The internationally-acclaimed Iowa State Fair is the single largest event in the state of Iowa and one of the oldest and largest agricultural and industrial expositions in the country. Annually attracting more than a million people from all over the world, the Iowa State Fair in Des Moines is Iowa's great celebration, a salute to the state's best in agriculture, industry, entertainment and achievement. It is the true heartbeat of the Midwest, unequalled and unduplicated.

The Iowa State Fair, the inspiration for the original novel *State Fair* by Iowan Phil Stong, three motion pictures and Rodgers and Hammerstein's Broadway musical, is without a doubt the country's most famous state fair.

National media frequently rank the Iowa State Fair as one of the top events in the country. In 2004, USA Weekend named the event the #2 choice for summer fun in America, topping New York City's Times Square, Cedar Point Amusement Park Resort in Ohio and Disneyland in California.

Midwest Living magazine named the Iowa State Fair one of the "Top 30 Things Every Midwesterner Should Experience." The Fair is also the only fair listed in The New York Times best-selling travel book, *1,000 Places To See Before You Die*, and the subsequent travel book, *1,000 Places To See In The U.S.A. & Canada Before You Die*.

Iowa's Fair is also known as "America's classic state fair" because the event features all of the traditional activities associated with state fairs in a park-like, 450-acre setting, which has been the Fair's home since 1886. The grounds and the adjoining 160 acres of Campgrounds are listed on the National Register of Historic Places. Most of the buildings pre-date World War I; many are priceless examples of American exposition-style architecture.

Throughout its history, the Iowa State Fair has been a unique institution, serving to educate, inform and entertain people from all walks of life. It is an outstanding agricultural showplace, boasting one of the world's largest livestock shows. Also home to the largest art show in the state, the Iowa State Fair showcases visual and performing arts with a variety of special exhibits and activities.

Each year, hundreds of manufacturers and industrial representatives clamor to rent coveted exhibit space. In addition to its tremendous showcase of agriculture and industry, the Iowa State Fair is also an entertainment destination for Iowa and the Midwest.

Several ground stages feature more than \$500,000 worth of spectacular entertainment free with gate admission. Internationally-acclaimed performers and dynamic track events thrill thousands of fans in the Grandstand. Nearly 600 exhibitors and concessionaires sell quality merchandise and tasty foods, with several being served on a stick. Hundreds of displays, exhibitions, demonstrations, unique attractions and all kinds of competition – for fun, for ribbons and for the pride of being chosen best – make Iowa's Fair one of the biggest and greatest.



MOBILE MARKETING AT THE 2016 IOWA STATE FAIR

NOTHING COMPARES TO MY STATE FAIR

The awarding winning Iowa State Fair has played host to more than one million Fairgoers for the past five years and 2016 will be no different. Bringing your mobile tour or display to the Iowa State Fair will provide you the opportunity to directly interact with Fairgoers for the duration of time that works for your schedule.

Each August Fairgoers gather on the east side of Des Moines to share in long-standing traditions and fun with family and friends at the Iowa State Fairgrounds. Mobile marketing at the Iowa State Fair provides guaranteed visibility and face-to-face exposure with a large audience. As a Mobile Marketer your company will have the opportunity to create public awareness, offer samples or taste testing, introduce new products or services, conduct surveys, or other engagements as you desire. The opportunities are endless and we are committed to making your tour a successful part of the Iowa State Fair!

Past mobile marketing displays have ranged in size from a simple 10 foot by 10 foot pop-up tent to interactive semi-trailers to expansive and unique displays built to suite on the Iowa State Fairgrounds. Mobile marketing prices are based on display size and the number of days your company wishes to participate in the eleven days of the Iowa State Fair.

We are happy to work with you to create the best visibility for your company and can also design mobile marketing packages for your needs. To be considered for a mobile marketing display at the 2016 Iowa State Fair please complete an application which can be found on our website at www.iowastatefair.org. This application does not guarantee you a display but simply communicates to the Iowa State Fair what your setup and display needs are along with the dates that you are looking to participate. Please include photos or renderings of the display and company/product information.

More information about mobile marketing at the 2016 Iowa State Fair is included on the following pages. After review, please feel free to contact me with any further questions. I look forward to helping you plan a successful event that will fulfill your goals. When you are ready, please contact me at Gina@BlueRibbonFoundation.org or (515) 401-1676.

Sincerely,

GINA ROONEY

Iowa State Fair Sponsorship Director
3000 E. Grand Avenue
Des Moines, IA 50317



MOBILE MARKETING AT THE 2016 IOWA STATE FAIR

IOWA STATE FAIRGOERS

WHO THEY ARE...

Age: **48** years (mean), **31%** are **30-39** years
Gender: **51%** Male, **49%** Female
Income: **\$59,635** (mean)
Employed: **59%** Full Time, **19%** Retired
Spouse: **83%** Married
At Home: **45%** live in a two-person household
Kids: **39%** of Fairgoers have one or more children

WHERE THEY LIVE...

53% Large metro/city suburbs
23% Small to medium city
24% Small town/rural area

HOW THEY EXPERIENCE THE FAIR...

\$125.15: Average Expenditure
6.82: Average Hours Spent
100%: Enjoyment

*Data taken from 2005 Iowa State Fair survey



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FAIR ATTENDANCE

DAY	2015	2014
1	91,569	77,174
2	95,624	93,041
3	115,959	103,555
4	101,783	88,578
5	92,837	87,343
6	75,436	94,600
7	106,367	93,256
8	107,449	84,388
9	106,622	85,998
10	111,931	108,440
11	111,821	99,529

DAILY FAIR ATTENDANCE

2015	1,117,398
2014	1,015,902
2013	1,047,246
2012	1,097,142
2011	1,080,959
2010	967,381
2009	1,006,501
2008	1,109,150
2007	1,002,464
2006	1,013,063
2005	1,005,238
2004	1,054,000
2003	1,012,000
2002	1,008,000
2001	986,000
2000	978,000
1999	969,000
1998	941,000
1997	946,000
1996	918,000

ANNUAL FAIR ATTENDANCE

MOBILE MARKETING AT THE 2016 IOWA STATE FAIR

BENEFITS

Marketing Benefits:

Activity listing or company name included in the Daily Pocket Guide: 15,000 – 25,000 copies distributed at the Fairground Gates during the 11 day event. The Daily Pocket Guide is specific to each Fair day.

Activity listing or company name included in the Official 60-page Iowa State Fair Guide: designed and distributed by the Des Moines Register, the Iowa State Fair Guide includes daily schedules, maps, articles of interest and advertisements. More than 250,000 copies are distributed statewide in the Sunday, August 7, 2016 edition of the Des Moines Sunday Register and another 110,000 are distributed at the Fairground Gates during the 11 day event.

Activity listing or company name included in the Plan Your Itinerary feature of the Iowa State Fair website.

Right to distribute promotional items and give-a-ways to Fairgoers from designated exhibit space.

Eight General Admission Tickets, One North Lot Parking Pass and One Grounds Parking Pass will be provided for each day of participation as a Mobile Marketer.

Your Investment:

For displays that are less than 5,000 square feet, cost is \$3,000 for the first day and \$1,500 for each additional day.

For displays that are 5,000 square feet or larger, cost is \$4,500 for the first day and \$2,000 for each additional day.



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ADDITIONAL INFORMATION

Mobile Marketing is located in outdoor spaces at the Iowa State Fairgrounds.

Display hours are 9:00 am to 8:00 pm each day. All displays must be staffed during this time-frame by employees or company representatives.

All employees or company representatives must remain in the immediate area of the display. Roaming is not allowed.

Food and beverage sampling must adhere to the Iowa State Fair One Bite, Two Sip Rule. This is approximately 2 ounces.

Companies are able to distribute coupons, promotional items or small give-a-ways, and host drawings from their display area.

Raffles and monetary solicitations are not allowed.

No stick-ons, including but not limited to stickers or bumper stickers, may be distributed to Fairgoers.

No balloons may be distributed to Fairgoers.

No t-shirts or hats may be distributed to Fairgoers, however, these items may be provided by your company as an incentive or prize.

Mobile Marketers are required to bring all needed components of their display. The Iowa State Fair simply provides the space. Wi-Fi and electrical are available and must be ordered prior to August 1st. Additional charges apply for these items.

Mobile Marketers must adhere to the Iowa State Fair's schedule for set up and tear down of displays.

The Iowa State Fair does not provide a staging area for displays waiting to move in.

Everyone is required to have an Admission Ticket to enter the Fairgrounds.

Mobile Marketers must provide a certificate of general liability insurance with a minimum amount of \$1,000,000.



MOBILE MARKETING AT THE 2016 IOWA STATE FAIR

PAST DISPLAYS





Mobile Marketing Application
2016 Iowa State Fair
August 11-21

Company or organization:
Official Title of display:

Marketing Company:
Address:
City: State: Zip:
Website:

Contact Person:
Address:
City: State: Zip:
Phone: Fax:
Email:

Exhibit Dates Requested (August 11 - 21, 2016):

Exhibit description/explanation: Please give a description of the exhibit including purpose, activities, giveaways/samples, etc.

Please attach exhibit photos/renderings as well as product/company information or literature.

Space Requested (Include footage for all awnings, overhangs, trailer hitches, interaction areas, setup/pull-in/pull-out, etc.)
Frontage X Depth Are your dimensions flexible: Y / N

Utility Needs:
Self Contained Electric (please be specific):
Water: Other:

I acknowledge that this application does not serve as a contract and does not guarantee space at the Iowa State Fair.

Signature Date