

Iowa State Fair  
**APPLICATION FOR MERCHANDISE CONCESSION SPACE (Over the Counter Sales)**  
August 13-23, 2020  
**(Please Print or Type)**

Name of Owner(s) to appear on lease \_\_\_\_\_  
Name of Firm \_\_\_\_\_  
Onsite Representative \_\_\_\_\_  
Permanent Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Business Phone \_\_\_\_\_ Owner Cell Phone \_\_\_\_\_  
Onsite Rep Cell Phone \_\_\_\_\_  
E-Mail \_\_\_\_\_ Web Site \_\_\_\_\_

ATTACH OR LIST BELOW ALL MERCHANDISE ITEMS OR SERVICES TO BE OFFERED FOR SALE. (Gifts, Novelties and Souvenir Items Must Be Individually and Specifically Listed.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ONLY THOSE ITEMS LISTED ABOVE WILL BE CONSIDERED FOR INCLUSION IN YOUR LEASE. ONLY ITEMS LISTED IN YOUR LEASE WILL BE ALLOWED TO BE SOLD.

Size of space requested \_\_\_\_\_  
Minimum size if requested size is not available. \_\_\_\_\_

Describe your booth operation by marking all that apply:

Selling Over the Counter       Demonstration       Using Sound Amplification

Other information: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List references from two fairs or trade shows which you participated in during 2019, (List complete event name, event coordinator, and phone number)

|   | Event | Contact | Phone # |
|---|-------|---------|---------|
| 1 | _____ | _____   | _____   |
| 2 | _____ | _____   | _____   |

THIS IS ONLY AN APPLICATION FOR MERCHANDISE/ATTRACTION CONCESSION SPACE AND IS NOT A SPACE RENTAL LEASE.

Applicant agrees to abide with all Iowa State Fair rules and regulations and certifies they have read and understand the information in the Space Rental Guide and that the information in this application form is complete and true, to the best of their knowledge.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Important Notice**

Include with the application, a color photograph or detailed color schematic drawing of what the display will look like and how you intend to utilize the rental space. (Must be included for this application to be considered) **Application Deadline June 1, 2020. Earlier is better!**

**Mail To:** Concession Department, Iowa State Fair, PO Box 57130, Des Moines, IA 50317-0003  
email: [concessions@iowastatefair.org](mailto:concessions@iowastatefair.org)