



VENDOR/EXHIBITOR BOOTH SPACE CONFIRMATION INFORMATION

27th Speedway Motors Heartland Nationals – Iowa State Fairgrounds – Des Moines, IA
June 29, 30 & July 1, 2018

Vendor/Exhibitor Credential Pick-Up and Set-Up

Trailers & Semis: Wednesday, June 27, 2018 – 8:00am to 4:00pm

Non-Trailer Booths: Thursday, June 28, 2018 – 8:00am to 4:00pm

Event Manager: Sadie Vail / Office: 925.218.9152 / Cell: 925.200.4262 / Email: sadiev@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 30th 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 setup or credential pickup; NO driving to your booth to unload items unless you have registered your thru '87 vehicle. All items are to be hand carted from the designated vendor/sponsor parking area.

Vendor Event Hours

Friday, June 29 – 8:00am to 5:00pm

Saturday, June 30 – 8:00am to 6:00pm

Sunday, July 1 – 8:00am to 3:00pm

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 1 – Teardown/Dismantle begins at 3:00pm; Move out begins at 3:30pm.

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 3:00pm Thursday and **STAY** until 3:30pm 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:

Decorator Info.
Freeman Decorating
2000 Easton Blvd
Des Moines, IA 50317
T: 515.829.4444 / F: 469.621.5616

Advanced Shipping Info:
Company Name/Contact Name/Cell #
Heartland Nationals / Freeman
2000 Easton Blvd
Des Moines, IA 50317
Deadline: Between 5/14/18 – 6/15/18

*Material arriving after June 15, 2018 will be received at the warehouse with an additional after deadline charge. Freeman will receive shipments at the exhibit facility beginning Wednesday, June 27, 2018. Shipments arriving before this date may be refused by the facility. The event facility address is 3000 East Grand Ave, Des Moines IA 50317. 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 515.829.4444. Iowa State Fairgrounds and Goodguys Rod & Custom do not provide or rent weights.

Forklift Services: Please call Freeman Decorating at 515.829.4444.

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

Goodguys Goodie Bag/Your Company Name & Cell Phone

ATTN: Shawn Head

3000 East Grand Ave.

Des Moines, IA 50317

(515) 262.3111

Must arrive on or between June 21st and June 25th only

Quantity: 4,500

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: andreww@good-guys.com and justinb@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 retail sales tax rate is 6% (subject to change). To apply for a sales tax permit, please visit <https://tax.iowa.gov> or call the tax board at 515.281.3114. **You must have a sales permit before credential pick-up/booth set-up if you are selling.**

RV Camping: For further 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 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

Thank you for your continued participation!

Direct: 925.218.9151 / Fax: 925.226.7045 / Email: sales@good-guys.com
1071 Serpentine Lane, Pleasanton CA 94566

Goodguys Rod & Custom Association