



IOWA'S AFRICAN AMERICAN FESTIVAL

SPONSOR EXHIBITOR PROSPECTUS



*IMMAWII Events Bring thousands of attendees
From throughout Iowa, the Midwest, and the U.S.*



EDUCATION DAY

Friday, February 7 | 9 AM – 2 PM | Middle & High Students
Horizon Events Center, 2100 NW 100th Street Clive, IA (Des Moines)

26th ANNUAL CELEBRATION DAY

Saturday, February 10 | 11 AM – 7 PM | General Public
Horizon Events Center, 2100 NW 100th Street Clive, IA (Des Moines)

EMBRACING EXCELLENCE GRAND GALA

Friday, January 31 | 6 PM Sponsor Reception 7 PM Gala Program
World Food Prize Hall of Laureates, 100 Locust Street, Des Moines, IA

OUR MISSION

I'll Make Me a World in Iowa is a diverse collaboration of Iowans, which highlights African American arts, culture, and contributions through education, awareness, and preservation during an annual enrichment celebration and with continual educational outreach.

The festival is free to the public. Sponsorships help support IMMAWII programming.
I'll Make Me A World in Iowa, Inc. is a 501(c)3 nonprofit organization.



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VENDOR & EXHIBITOR GUIDELINES

- Exhibitor set-up will begin at 7:00 AM on both Education Day & Celebration Day. Set up must be completed 30 minutes prior to event start time.
- All displays must be consistent with our mission statement and support the family centered nature of the event.
- **Unless expressly approved, vendors are prohibited from selling or offering drinks, popcorn, snow cones, cotton candy, coffee or any other beverage during event unless approved by IMMAWII.**
- Sponsor Exhibitors are provided premium space on the showroom floor. Exhibitors must set-up only where directed by festival staff. If you have a location preference or question about your space during the event please contact our site manager. No hooks, nails, bolts, or fasteners or wall adhesive materials allowed unless approved.
- Vendors and Exhibitors are responsible for materials brought into the building and must do their own set-up and tear-down at the end of the Education Day & Celebration Day events.
- **CRATE STORAGE/BOOTH STORAGE** -- All cartons, crates, containers, and packing materials that are necessary for re-packing shall be removed from the show floor. Crates, packing materials, wooden boxes and other highly combustible materials may not be stored in the IEC. Items such as brochures, literature, giveaways, etc., within the booths are limited to a one-day supply.
- **VEHICLES ON DISPLAY** -- Automobiles, trucks, tractors, machinery and other motor vehicles utilizing flammable fuels, which are placed on display inside the Events Center must have prior approval shall have no more than 1/5 tank or five (5) gallons of fuel in the tank; all fuel tanks shall be locked or effectively sealed and at least one battery cable shall be disconnected from the ignition system. Ignition keys for vehicles on display shall be kept by a responsible person at the display location for removal of such vehicles from the building in event of emergency. Carpeting or visqueen must be placed underneath the vehicle for any possible leakage.
- **SOCIAL MEDIA** - Exhibitors are encouraged to utilize social media to market their specific booth and to maximize vendor visibility. Please tag I'll Make Me a World in Iowa in your promotion so we can share also.
- **ADDITIONAL UTILITIES** – For additional utilities including electrical and water services, exhibitors should contact the IMMAWII site manager.

Questions?

Contact: Ramon Christopher, IMMAWII Project & Site Manager at
515-556-8987 or Ramon@BettyAndrewsMedia.com

I'll Make Me a World in Iowa, Inc. Is a nonprofit organization as designated by the IRS under code 501 (C)3.