The 10 minutes you take now to review this information will save you time and money at the show.

Vendor Guide

DES MOINES

Holiday

BOUTIQUE

November 6-8, 2026

EMC EXPO CENTER

desmoinesholidayboutique.com

MARKETPLACE | EVENTS

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SECTION 1: GENERAL INFORMATION

1.1 SHOW MANAGEMENT:

The Des Moines Holiday Boutique is produced and managed by:

Marketplace Events, LLC
2000 Auburn Drive, Suite 200
Beachwood, OH 44122

1.2 SHOW PERSONNEL:

Shannon Nathe	Show Manager	515.244.5456 | ShannonN@mpeshows.com
McKenna Hanover	Exhibit Sales Consultant	402.590.5101 |McKennaH@mpeshows.com
Sherri Huffman	Exhibit Sales Consultant	816.601.2704 | SherriH@mpeshows.com
Cara Braithwaite	Show Coordinator	816.406.1801 | CaraB@mpeshows.com
Dave Paul	Operations Manager	716.251.0233 | DaveP@mpeshows.com

1.3 SHOW FACILITY:

The Des Moines Holiday Boutique is held at the

EMC Expo Center
730 3rd Street
Des Moines, IA 50309
P: 515-564-8000

1.4 IMPORTANT PHONE NUMBERS:

Marketplace Events Office	816.931.4686
On Site Show Office	515.564.8888
EMC Expo Center	515.564.8000
Gilbert Exposition Management Services	214.388.5722

1.5 SHOW DAYS & HOURS:

Friday, November 6th	10:00 am– 9:00 pm
Saturday, November 7th	9:00 am– 7:00 pm
Sunday, November 8th	10:00 am– 5:00 pm

1.6 EXHIBIT SET UP / MOVE-IN:

Move-In dates & hours:

Drive-in access is very limited. Move-in assignments are the drive-in times for your section. If you require your vehicle for move-in, come at the designated day and time according to your section. Time block is for active unloading only. Please immediately unload your vehicle and move it outside. Hand carry or pushcart **move-in is allowed any time during and/or after assigned times**. Assigned dates & times can be found on the map below.

CLICK HERE to Enlarge or Download Map

Wednesday, November 4th	**12:00 pm – 7:00 pm**
Thursday, November 5th	**8:00 am – 7:00 pm**

Upon arrival at the facility:
Go to the On-site Show Office to pick up your vendor badges. The office is located on the north upper level of the EMC EXPO CENTER.

If you have individuals working your exhibit space during the show and you will NOT see them prior to show open, please leave vendor badges with our show team no later than Thursday evening. Badges left at the On-site Show Office will be placed in Will Call. Your workers will not be able to get through security/tickets takers without an vendor badge.

- Vehicles may NOT drive on carpeted areas.
- If you ordered carpet, tables, or chairs from GEMS (Show Decorator), make sure these are in your exhibit space. If not, go to their office at the show and speak with them. They will be at the show during move-in.
- If you ordered electricity or telephone service for your booth, please verify your order with the EMC EXPO CENTER.
- If you are allowed to drive into the facility to unload your exhibit, it is imperative to unload quickly and move your vehicle outdoors, so that other vendors can have their turn.
- If you need a hand truck, cart, or dolly for moving in your exhibit, please bring one with you as they are not provided by show management. Do not expect to find one at the facility for your use.

ABSOLUTELY NO DRIVING IN THE BUILDINGS AFTER NOON THURSDAY

No cars or trucks will be allowed in the building after this time, due to the aisle carpet installation.

Make sure to clear all trash, boxes, crates, etc. from the aisles by Friday, November 6th, 10:00 am.

1.7 EXHIBIT REMOVAL / MOVE-OUT:

Vendors may only drive into the building during the scheduled times.

5:01 pm – 10:00 pm

RED SECTION is last in, first out. Booths in this section must move out on Sunday immediately following show close. Vendors located in the RED ZONE will be provided with a Red Zone Pass, allowing your vehicle to proceed to the front of the line.

ALL SECTIONS are encouraged to begin breaking down their exhibit space while the red section is cleared. Exhibit space must be COMPLETELY disassembled before vehicles will be permitted to drive into the building.

Move-Out Hours are:

Sunday, November 8th 5:01 pm – 10:00 pm

All Booths must be removed by 10:00 pm Sunday, November 8th, 2026

1.8 DISMANTLING BOOTHS:

The aisle carpet will be removed on Sunday evening immediately after show closing. Once the aisles have been cleared, vehicles may enter the building for loading heavy items. Everything your company brought to the show must be removed or disposed of properly. If not, your company will be charged for the cleanup.

NO EXHIBIT CAN BE REMOVED, EVEN IN PART, UNTIL IT IS ANNOUNCED OVER THE PUBLIC ADDRESS SYSTEM. LISTEN FOR THE ANNOUNCEMENT - IT WILL BE LOUD AND CLEAR.

Any vendor dismantling or packing before the show closes will not be given priority for booth placement at the 2027 show.

2.1 SHOW DECORATOR:

Gilbert Exposition Management Services

Vendors are responsible for **flooring (required for all booths.)** You may bring your own flooring, or you may rent from the Show Decorator. Also, you may supply your own tables and chairs or rent from the show decorator. An advanced purchase discount is offered & will ensure availability of all needed items.

As an vendor, you will automatically receive an introduction email from GEMS with instructions on creating a password to login to their online ordering system.

After you've logged on and created an account you will be able to order services online. Please e- mail GEMS at jill@gemsevents.com should you have any questions or if you need to have the introduction e-mail resent.

STANDARD DRAPE DISPLAY

Show management will provide without charge one 8' high back wall drape (excluding "island" spaces), and side rail drapes, which extend from the back of the booth to the front of the booth at a height of 8' (excluding corner booths). Any portion of an exhibit or exhibit materials exceeding 8' in height must be approved by Show management.

The standard drape equipment is the property of the official show decorator. Their permission must be obtained to attach any materials to the drape or use it for any other purpose than a backdrop.

PLEASE NOTE: Only the style and color of drapery as described will be supplied at no cost.

2.3 DIRECT SHIPMENTS (SENDING MATERIALS TO THE SHOW):

Shipping and storage of exhibit materials or products can be arranged with the Show Decorator. Contact GMS for instructions.

DO NOT SEND SHIPMENTS DIRECTLY TO THE FACILITY OR TO MARKETPLACE EVENTS. IT WILL BE REFUSED.

2.4 SIGNAGE:

Vendors will be supplied with one (1) standard 7" x 44" company identification sign. Your sign will read exactly as your booth was contracted.

Banner height may not exceed 8' (top of banner). Banners may be ONE sided only, and not face into another vendor's booth. Banners with writing or logos on both sides are NOT permitted.

Handwritten signs or banners are NOT allowed – USE PROFESSIONAL SIGNS ONLY

2.5 UTILITIES:

Electrical, water, telephone, internet, & compressed air services can be obtained from EMC Expo Center for a fee. To order services, please CLICK HERE

You may call EMC Expo Center directly at 515.564.8018 if you have any questions.

2.6 CLEANING:

The aisles will be cleaned every evening during the show. Vendors are responsible for the upkeep and cleaning of the inside of their own booths. If vendors have light trash, it should be bagged and placed in the aisle at the close of the show.

During Move-Out everything that your company brings to the show must be moved or disposed of after the show, if not there will be a charge to your company for clean-up. Larger items should be disposed of in the on-site dumpster.

3.1 BOOTH REGULATIONS:

Show Management reserves the right to refuse entry or to remove at the vendor's expense any display that is not in accordance with these rules and regulations. If any doubt exists, the vendor must provide details and have such exhibits approved by show management. Management may require vendors to make such alterations to their displays as it deems necessary to the proper conduct of the exhibition and, or failure to comply, may order the immediate removal of the entire exhibit without compensation and at the Vendor's Expense.

Exhibits must be designed and constructed so they do not obstruct the general view of the show or detract from other exhibits. All sides and surfaces, front and back of exhibits which are exposed to view must be properly finished and decorated by vendors at their own expense and to the satisfaction of neighboring vendors and Show Management. No advertising is allowed on the reverse of an exhibit without prior approval by show management. Certain areas within the facility have ceiling height restrictions. **ABSOLUTELY NO TENTS OF ANY KIND ARE ALLOWED WITHOUT SHOW MANAGEMENT PRIOR CONSENT.**

No exhibits will be permitted which interfere with the use of other exhibits or impede access to the free use of the aisle.

FLOORING: ALL FLOORS WITHIN EXHIBIT SPACES ON UNCARPETED AREAS OF THE FACILITY MUST BE 100% COVERED WITH CARPETING, ASTROTURF, VINYL FLOORING, ETC. – NO EXCEPTIONS. Flooring is NOT included in the cost of your booth. Any carpet extending into the common aisle is subject to being cut and removed.

TABLE SKIRTING: IT IS MANDATORY THAT ALL TABLES ARE PROPERLY SKIRTED. Skirting must go from the edge of the table to the floor on all four sides. All skirting must be pressed and neat. Use of plastic tablecloths, sheets, shower curtains or any type of makeshift tablecloths is NOT permitted. We strictly enforce this and will skirt all incorrectly skirted tables at the vendor's expense.

IT IS REQUIRED THAT VENDORS ALWAYS HAVE A STAFF MEMBER IN THEIR EXHIBIT DURING SHOW HOURS. SHOW MANAGEMENT DOES NOT ASSUME ANY RESPOSIBILITY FOR LOSSES.

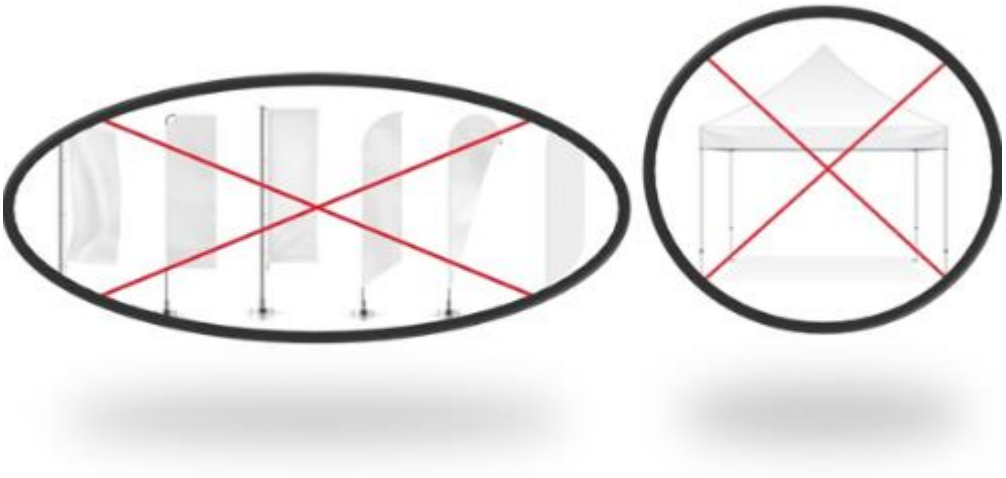
BOOTH PERSONNEL, INCLUDING DEMONSTRATORS, RECEPTIONISTS AND MODELS ARE REQUIRED TO CONFINE THEIR SALES ACTIVITIES WITHIN THEIR OWN BOOTH SPACE.

No spraying of scented fluids is allowed during the show.

All inventory and personal items must be stored **COMPLETELY OUT OF SIGHT**. Your booth should look professional and inviting to the attendee. **Incorporating Holiday Decor is required for all vendors.**

Vendors must make arrangements to dispose of any shipping crates or other rubbish created building or dismantling their individual display.

NO TENTS OR FLAGS OF ANY KIND PERMITTED IN THE SHOW



3.2 BUILDING REGULATIONS:

Smoking is prohibited inside the EMP Expo Center. Anyone in violation is subject to a fine by the City of Des Moines.

ADA service animals (i.e., Guide dog, signal dog) or any other animal individually trained to aid an individual with a disability are allowed in the facility. All sanitary needs for animals are the responsibility of the owner. Animals are NOT permitted within 50 ft. of any food prep or service area unless they are ADA service animals. Personal pets are not permitted in the facility.

No one may tape, nail, tack, or otherwise fasten to ceilings, glass, doors, painted surfaces, columns, walls, finished floors, or window decorations of any kind. Anything that is taped to an unfinished floor CANNOT be taped with duct tape, by order of the EMC Expo Center. Gaffers tape can be obtained from the show decorator.

Please do not place cement directly on the floor. Place paper or plastic under any cement poured for your display. Linoleum is NOT to be cemented to the floor. Do not paint on the floors. Carpet should only be taped to the floor with removable tape, not glued. Please do not bore holes in the floors, walls, or ceilings, or chip the concrete in any way.

Do not use any floor drains in the facility, as they may not be operable. Contact Show Management for guidance if you need to dispose of liquid.

Candles may be used only on tables when securely supported on substantial noncombustible bases, and properly located to avoid danger of ignition of any combustible materials. Candle flames must be protected and enclosed in glass.

No helium, propane, or gas containers are allowed by order of the EMC Expo Center.

HELIUM FILLED BALLOONS ARE NOT ALLOWED IN THE BUILDING.

Glitter & confetti may not be used in carpeted areas of the building.

Adhesive-backed decals and stickers are prohibited in the EMC Expo Center. They are not to be used or distributed anywhere on the premises.

Cars and trucks are not allowed to remain inside the building unless they are deemed as part of an exhibit. Vehicles used as an exhibit must have less than ¼ tank or five (5) gallons of fuel in the gas tank. All fuel tanks shall be locked or effectively sealed in accordance with the Des Moines Fire Marshal, 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 the event of an emergency. Carpeting or Visqueen must be placed underneath the vehicle for any possible leakage.

No vendor will be permitted on the roof of the building for the purpose of installing aerials or for any other reason.

YOUR COMPANY WILL BE RESPONSIBLE FOR ALL DAMAGES TO THE FACILTY

3.3 FIRE REGULATIONS:

Open-flame devices shall not be used in a Group A occupancy. The EMC Expo Center is a Group A Occupancy.

Exceptions:

1. Open-flame devices are allowed to be used in the following situations, provided approved precautions are taken to prevent ignition of a combustible material or injury to occupants:

1.1. Where necessary for ceremonial or religious purposes

1.2. On stages and platforms as a necessary part of a performance

1.3. Where candles on tables are securely supported on substantial noncombustible bases and the candle flames are protected.

2. Heat-producing equipment complying with Chapter 6 and the International Mechanical Code.
3. Gas lights are allowed to be used provided adequate precautions satisfactory to the fire code official are taken to prevent ignition of combustible materials.
4. Open-flame decorative devices. Open-flame decorative devices shall comply with all the following restrictions:
5. Class I and Class II liquids and LP-gas shall not be used.
6. Liquid- or solid-fueled lighting devices containing more than 8 ounces (237 ml) of fuel must self-extinguish and not leak fuel at a rate of more than 0.25 teaspoon per minute (1.26 ml per minute) if tipped over.
7. The device or holder shall be constructed to prevent the spillage of liquid fuel or wax at the rate of more than 0.25 teaspoon per minute (1.26 ml per minute) when the device or holder is not in an upright position.
8. The device or holder shall be designed so that it will return to the upright position after being tilted to an angle of 45 degrees from vertical.
9. Exception: Devices that self-extinguish if tipped over and do not spill fuel or wax at the rate of more than 0.25 teaspoon per minute (1.26 ml per minute) if tipped over.
10. The flame shall be enclosed except where openings on the side not more than 0.375-inch (9.5 mm) diameter are or where openings are on the top and the distance to the top is such that a piece of tissue paper placed on the top will not ignite in 10 seconds.
11. Chimneys shall be made of noncombustible materials and securely attached to the open-flame device.
12. Exception: A chimney is not required to be attached to any open-flame device that will self-extinguish if the device is tipped over.
13. 7. Fuel canisters shall be safely sealed for storage.
14. 8. Storage and handling of combustible liquids shall be in accordance with Chapter 34.
15. 9. Shades, where used, shall be made of noncombustible materials, and securely attached to the open-flame device holder or chimney.
16. 10. Candelabras with flame-lighted candles shall be securely fastened in place to prevent overturning and shall be located away from occupants using the area and away from possible contact with drapes, curtains, or other combustibles.

Portable Unvented Heaters

- Operating portable, fuel fired heaters for display during trades shows are not allowed in accordance with the fire code. You are allowed to display your heaters, but you shall not operate them. 603.4 Portable unvented heaters. Portable unvented fuel fired heating equipment shall be prohibited in occupancies in Groups A, E, I, R-1, R-2, R- 3, and R-4. Group A occupancies are assemblies such as Wells

Fargo Arena, Vet's Auditorium, etc. Additionally, the fire code commentary states "portable space heating appliances are moved around at will by the occupants and might be placed too close to combustibles or where they are susceptible to being hit, tipped over, etc. Because of the potential misuse, such appliances are considered an unacceptable risk in the listed, higher life hazard occupancy

3.4 SECURITY:

While the Des Moines Holiday Boutique has 24-hour security, Marketplace Events and the EMC Expo Center does not assume responsibility for lost, stolen or damaged merchandise. Vendors should be prudent and not leave valuables unattended within the exhibit space.

Security Suggestions:

Do not leave your booth unattended during the set-up, show or move-out period.

Do not leave small items, one-of-a-kind special samples, prototypes, generated leads, or extremely valuable merchandise in your booth overnight.

3.5 INSURANCE:

Neither Show Management nor the EMC Expo Center will accept responsibility for injury to persons, loss of, or damage to products, exhibits, equipment of decorations by fire, accident, theft, or any other cause while in the building.

The Insurance clause is #5 on the Terms and Conditions page of all booth space contracts. For easy reference, vendors are required to have:

- Comprehensive General Liability and All Risk Property insurance
- Coverage must be from the start of move-in to the end of move-out.
- Coverage of at least $1,000,000 for each separate occurrence
- Name Marketplace Events LLC and the venue as additional insured
- Provide a copy of certificate of insurance to MPE.

VENDORS MUST PROVIDE ADEQUATE INSURANCE FOR THEIR OWN PERSONNEL, EXHIBITS AND MATERIALS AGAINST ALL SUCH HAZARDS.

No alcohol may be consumed on show site other than during designated times and locations as specified in this Vendor Service Manual and/or on posted signage by the show facility/convention center. Alcohol consumption is strictly forbidden during all move-in and

move-out hours. Additionally, the use or distribution of illegal drugs is strictly forbidden. Any persons including vendors, service providers, employees, attendees, or anyone else working at or attending the show that does not comply with this policy will be removed from the show and their credentials will be revoked.

3.6 MICROPHONES, AUDIO EQUIPMENT & MUSIC:

Use of microphones, audio equipment and musical instruments is NOT permitted at any time during the show.

3.7 PHOTOGRAPHS & OTHER COPYRIGHTED MATERIAL

Each vendor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in the vendor's booth or display. No vendor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Marketplace Events proof that the vendor has, or does not need, a license to use such copyrighted material. Marketplace Events reserves the right to remove from the exhibit all or any part of any booth or display which incorporates photographs or other copyrighted material and for which the vendor fails to produce proof that the vendor holds all required licenses. The vendor shall remain liable for all claims, causes of action, suits, damages, liability, expenses, and costs, including reasonable attorney's fees, arising from or out of any violation of infringement (or claimed violation or infringement) by vendor, vendor's age or employees of any patent, copyright or trade secret rights or privileges.

3.8 SOLICITING, SAMPLES (INCLUDING FOOD) & SOUVENIRS:

Displays, demonstrations or distribution of samples, souvenirs, promotional material and soliciting of business must be confined to the vendor’s booth space. Such activities are not permitted in the aisles, restaurants, entrance areas, hallways, or other exhibits.

The City of Des Moines & the EMC EXPO Center requires that all vendors sampling food during the show have a temporary food service permit.

Temporary License Application

EMC Expo Center Sample Authorization Request Form

Temporary Food Service and License Guide

- Vendors may distribute food and beverage samples in authorized space and must not be in competition with products or services offered by the EMC Expo Center & Oakview Group Hospitality.
- Food and/or beverage items used as traffic promoters (i.e., popcorn, coffee, bar services) must be purchased through the event Catering Sales Manager for the EMC Expo Center & Oakview Group Hospitality.
- Exact descriptions of sample and portion size must be submitted to the event Catering Sales Manager for approval prior to the opening of the event. Food and beverage sample sizes are limited to the following:
- Beverages are limited to maximum 3 oz. container
- Food items are limited to maximum 1 oz. or “bite sized”
- Vendors are responsible for complying with all Polk County Health Department regulations regarding food sampling, storage, equipment, temperature, etc. If you are not in compliance or do not obtain the proper permits, the Health Department can shut down your booth.
- All food and beverage that is to be sold or handed out onsite needs to have approval through the EMC Expo Center & Oakview Group Hospitality.
- The Authorization Request form is included under the forms section of this packet.

FAILURE TO OBTAIN A TEMPORARY PERMIT DOES NOT NULLIFY AN VENDOR’S CONTRACTUAL AGREEMENT WITH MARKETPLACE EVENTS. ALL FOOD SAMPLING MUST BE APPROVED BY SHOW MANAGEMENT

4.1 VENDOR BADGES:

For security reasons, all personnel working a booth is required to have credentials in the form of an vendor badge. Vendor badges allow admittance to the show each day. These credentials are only for principals and employees who are working the exhibit space. Guest and other employees attending the show should use the complementary e-tickets provided.

Vendors will be provided (5) badges per company. Additional badges can be pre-ordered at a cost of $5.00 each. To place and order, please contact the Show Coordinator, Cara Braithwaite, via e-mail at **CaraB@mpeshows.com**

Vendor Badges will be held at the show office and can be picked up during move-in. Please do not wait until the morning of show open to come get them, as you won’t be able to get through security to enter the building without a badge.

4.2 VENDOR PARKING:

Parking is available north of the EMC Expo Center for a fee, with entrances off the following streets:
3rd Street
5th Avenue
Crocker Street

The EMC Expo Center surface parking lots offer the closest and most convenient access to the facility. ADA Accessible parking is available at the EMC Expo Center by entering the lot south of Crocker Street, next to Community Choice Credit Union Convention Center. Debit, Credit Cards, and Cash are all accepted for payment.

City parking garages are located throughout downtown with convenient skywalk access to the EMC Expo Center. Street parking is available throughout downtown with the convenience of parking meters.

Vehicles may unload their product, equipment, etc. at the building, but quickly move to these designated areas after unloading. Throughout the scheduled event, if trucks need to restock, opportunities for unloading will be accommodated.

Vendors are able to park their trailers in the far North parking lot located off of 5th street.
*Based on availability

Click Here to view the parking map.

TRUCKS & TRAILERS

Vendors are able to park their trailers in the far North parking lot based on availability. We encourage the trailers to park in the Northernmost part of this lot to allow flexibility when leaving the lot. It is $13/stall per day that they are parked. For example, if you have a trailer that takes up 2 spaces and is parked for 4 days, it would be $26/day for 4 days for a total of $104.00. There is no upcharge for parking overnight. Vehicles will receive a hangtag to put in their rearview mirror during the event. In the instance that the parking department is not staffed when they park, vendors can park but will need to arrange payment for parking the next day when they arrive.

4.3 COMPLIMENTARY & DISCOUNTED SHOW TICKETS:

Vendors will be provided with a total of (40) complementary e-tickets per company. Access to our ticketing distribution system will be emailed out 30 days prior to the show. Tickets will only be emailed out if your account has been settled in full.

If you need to have your login instructions resent, contact CaraB@mpeshows.com.

If you wish to leave physical tickets at Will Call, you may allocate them to yourself, then print tickets and bring them to the show.

COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW. Use your tickets to invite potential clients to the show and as a thank you to current customers or for friends and family.

4.4 PAYEMENT OF ACCOUNT:

Full and final payment for exhibit space must be made by October 15, 2026.

Show Management reserves the right to refuse entry to any vendor whose account has not been paid in full. Any vendor not paid in full by the deadline will NOT appear in the official show program listing.

4.5 HOTEL INFORMATION:

We have negotiated discounted rates at the following hotel:

Hilton Des Moines Downtown

435 Park Street
Des Moines, IA 50309
515.241.1456

Click Here to reserve your room.

Booking Deadline is TUESDAY, OCTOBER 20, 2026

4.6 SALES TAX INFORMATION:

Des Moines, IA sales tax is 7.00%. Sales tax must be collected & reported to the State of Iowa. **The Iowa Department of Revenue has changed their guidelines. They now require Marketplace Events to obtain documentation from each retailer (vendor) appearing at the event, as follows:**

1) Proof that the vendor possesses a valid Iowa Sales Permit, ***OR***

2) A written statement from the vendor indicating that the product or service being sold is not subject to Iowa sales tax

Please e-mail your Iowa Sales Tax Permit Number or Written Statement to the Show Coordiantor, Cara Braithwaite at carab@mpeshows.com.

Questions? Contact Taxpayer Services, Monday through Friday, 8am to 4:15pm.

Telephone: 515-281-3114 | Email: **idr@iowa.gov**

Website: **https://taxiowa..gov**

Beginning July 1, 2016, the State of Iowa will no longer provide temporary sales tax permits. Vendors will be required to obtain their own permanent tax permit by going to **https://tax.iowa.gov**. You must obtain your permanent permit prior to the event. You can charge and collect tax as soon as you submit an application, even if you have not yet been issued a permit number. If you are required to have a state sales tax permit and you make taxable retail sales in Des Moines, you will also have to have a Des Moines permit. If you have questions pertaining to State of Iowa sales tax permits, please contact taxpayer services at 515.281.3114 or **idr@iowa.gov.**

For more information regarding sales taxes prior to the event please visit the Iowa Department of Revenue website.