



IOWA'S AFRICAN AMERICAN FESTIVAL

28th Annual I'LL MAKE ME A WORLD IN IOWA Iowa's African American Festival

2026 EXHIBITOR, VENDOR & FOOD VENDOR PROSPECTUS



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



EDUCATION DAY

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

25th ANNUAL CELEBRATION DAY

Saturday, February 7 | 12 PM – 7 PM | General Public
Horizon Events Center, 2100 NW 100th Street Clive, IA (Des Moines)

Please note that there is a 2-hour overlap of both events. By selecting one or the other you are committing to the hours of that event.

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. All rental fees help support IMMAWII programming. I'll Make Me A World in Iowa, Inc. is a 501(c)3 nonprofit organization

VENDOR & EXHIBITOR GUIDELINES

- Application acceptance is at the discretion of I'll Make Me a World in Iowa, Inc. IMMAWII reserves the right to refuse any application.
- All displays must be consistent with our mission statement and support the family centered nature of the event.
- **Vendors are prohibited from selling or offering popcorn, snow cones or cotton candy during event unless approved by IMMAWII.**
- To the benefit of your organization, please provide display material appealing to the general public and family audiences—subject to interpretation by IMMAWII.
- Floor space is limited. Vendors will be assigned locations on a **first come, first pay** basis after acceptance of completed application materials and exhibit fee(s).
- Vendors and Exhibitors must set-up only where directed by festival staff. 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 by the end of the Education Day & Celebration Day events.
- 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.
- **VENDOR/EXHIBITOR LOCATIONS** – Upon application approval, vendors/exhibitors will be provided with their location. No locations are reserved or held over from prior years.
- **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** - Vendors 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, vendors must follow the included directions and submit a request directly to the Events Center with your payment for utilities. **Fees for additional services are not included as part of IMMAWII vendor/exhibitor booth fees.**

Questions?

Contact: Ramon Christopher, IMMAWII Site Manager at
515-556-8987 Ramon@bettyandrewsmedia.com

I'll Make Me a World in Iowa, Inc. Is a nonprofit organization.

GUIDELINES FOR FOOD VENDORS

- Application acceptance is at the discretion of I'll Make Me a World in Iowa, Inc.
- All food vendors must comply with the Events Center and IMMAWII guidelines for serving food during the Celebration Day event.
- **Food vendors will need to provide a COI (Certificate of Insurance) naming Swanson Productions LLC**
- **Vendors are prohibited from selling or offering popcorn, snow cones, cotton candy, coffee or any other beverage during event unless approved by IMMAWII.**
- Only exhibitors with booths approved by the Events Center may have concession subcontracting rights to the event. In addition, the food products sold must be show related, and be products that the concessionaires manufactures or distributes themselves.
- All food subcontractors will be required to show proof of environmental health Department licenses, sales licenses, and any other related licenses that may be required. The sales booth & preparation area must pass an inspection by the Fire Marshall and any other inspections required by the facility. **ALL FOOD VENDORS MUST HAVE A FIRE EXTINGUISHER AVAILABLE AT THEIR BOOTH.**
- Food vendors must comply with Iowa Sales Tax laws.
- Food vendors must clearly display menu and prices for all items being served.
- Space will be assigned on a first come, first served basis to the first food vendors upon approval of completed application materials and applicable fees. IMMAWII will give special preference to food vendors serving traditional African-American or African food items.
- Tables and chairs for food vendors will be provided by Events Center. Two tables and chairs will be provided.
- Food vendors are encouraged to provide signage (banners, posters, etc.) and restaurant/catering menus to assist in promoting their business.
- All foods must be served at their proper temperatures. Hot items must be served hot and cold items cold. Vendors may use roasters, steamers, microwave ovens and/or hot plates to keep foods at proper temperature.
- **COOKING (DEMONSTRATIONS) AND COMMERCIAL COOKING --** For the safety of our exhibitors and employees, all cooking appliances shall be equipped with ventilating hoods and equipment as deemed necessary by the Fire Marshal and installed in accordance with the provisions of the City Building and Fire Codes. Cooking equipment shall be placed on a noncombustible surface, such as metal, hardwood board or glass and be separated from each other by a minimum horizontal distance of 2 ft. Countertop fryers not exceeding 288 square inches and single well may be used without the necessary ventilating hood and surface protection requirement, provided there are two (2) ten (10) pound B.C. extinguishers positioned on each side of said fryer. All All-cooking equipment shall have regulator(s) at appliance and gas cylinder(s). All supply lines (tubing or hoses) shall be lead-tight and in good repair. Hoses shall be listed for the type of product it supplies.
- Food vendors must set-up only where directed by the Food Vendor Coordinator. No hooks, nails, bolts, or fasteners or wall adhesive materials allowed unless approved.
- The vendor is liable for materials brought into the building and must do their own set-up and teardown right after Celebration Day.
- Additional fees may be assessed for use of kitchen space, coolers, freezers or other storage facilities on premises controlled by the Events Center. These fees would be negotiated per each organization's needs.
- For public health reasons, restrooms, concession stands and/or facility kitchens may not be used as exhibitor clean-up areas. Securing of all necessary licenses, permits, etc. is the responsibility of the exhibitor. **Exhibitors are responsible for complying with all Polk County Health Department regulations regarding food sampling, storage, equipment, temperature, etc. If they are not in compliance or do not obtain the proper permits, the Health Department can shut down their booth.**
- **SOCIAL MEDIA** - Vendors 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, vendors must follow the included directions and submit a request directly to the Events Center with your payment for utilities. **Fees for additional services are not included as part of IMMAWII vendor/exhibitor booth fees.**
- Set-up will occur between 7:00 and 10:30 AM on Celebration Day. Set-up must be completed by 10:30 AM

Questions?

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