



Delta Waterfowl Duck Hunters Expo Exhibitor Guide

Greetings Delta Waterfowl Exhibitor!

We're excited that you will be joining us at Delta Waterfowl Duck Hunters Expo! factor 110 is the official tradeshow coordinator for this show. Our goal is to make your experience exhibiting valuable and stress free. This exhibitor guide has been created to make sure you have all the tools necessary for a successful show.

If you have any questions after reviewing the information in this guide, feel free to reach out to us. You can connect by email at tradeshow@factor110.com or call 405.927.7891.

We look forward to seeing you soon!

A handwritten signature in blue ink that reads 'Brad'.

Brad Holt
Exhibitor Services Manager

A handwritten signature in blue ink that reads 'Emma'.

Emma Poyer
Exhibitor Services Coordinator



PRESENTED BY HEVI

Delta Waterfowl Duck Hunters Expo Exhibitor Guide

Contents

QUICK FACTS	3
Show Location.....	3
Show Information	3
Standard Booth Package.....	3
Expo Hall Carpet.....	3
Official Freight Carrier	3
Service Desk	4
WHERE TO ORDER ADDITIONAL ITEMS.....	4
Additional Furnishings, Carpet, Displays/AV, Labor Assistance	4
Carpet Vacuuming / Booth Cleaning.....	4
Material Handling.....	4
Power & Internet	5
Sign Hanging.....	5
Important Dates	6
Installation, Dismantle and Expo Hours	7
USE OF SPACE AND RENTAL ITEMS	8
Height Restrictions and Non-Blocking Regulations	8
Exhibitor Dismantle	8
Trash Service	8
Terms / Care of Rental Items	8
Booth Abandonment	8
ADVANCE SHIPPING / EXHIBITOR MOVE-IN / OUT.....	9
When a Material Handling Order is Required.....	9
Getting Materials to/from the Show - Your Options.....	9
Option 1: Ship to/from Advance Warehouse.....	10
Option 2: Ship to/from Show Location (Freight Only)	11
Option 3: Self Carry-in/out	12
Facility Map.....	13
Location Map.....	14
Locating Your Booth.....	14
What is Material Handling	15
Material Handling – Exclusions	15
Rates.....	16
Material Handling – Timeline.....	17
Before the Show	17
During the Show	17
After the Show.....	17
Instructions for Ordering Material Handling	18
Shipping Labels	19

QUICK FACTS

Show Location

[Iowa Events Center](#)

Level 2, Halls A, B, and C

730 3rd St.

Des Moines, IA 50309

Important: If advance shipping materials, see the section "ADVANCE SHIPPING / EXHIBITOR MOVE-IN" starting on page 9.

Show Information

Expo Dates: July 24 – July 26, 2026

Drape Color: Black

Show Code: DEL26

*See "Installation, Dismantle and Expo Hall Hours" on page 7 for full details.

Standard Booth Package

- 10' deep x 10' wide booth space
- Pipe and drape (8' tall back / 3' tall sidewall)
- Identification sign

The booth will contain no furniture or chairs. Any desired furnishings should be ordered. Please see "Where to Order Additional Items" below. Very limited inventory will be available for onsite rental, so we recommend you order in advance.

Expo Hall Carpet

The expo hall is not carpeted. To order carpet, please see "Where to Order Additional Items" below. Ordering carpet is not required.

Official Freight Carrier

factor 110 will manage advance shipping at both its warehouse and the show site, but there is not an official freight carrier for this show. Any inbound or outbound shipments may be arranged with your preferred carrier, however if you will be advance shipping items, Material Handling services should be ordered. See the section "ADVANCE SHIPPING / EXHIBITOR MOVE-IN" starting on page 9.

Service Desk

A factor 110 tradeshow representative will be available onsite during the established installation and dismantle times. If you need assistance, please contact your tradeshow manager. A welcome letter with their contact information will be at your booth.

WHERE TO ORDER ADDITIONAL ITEMS

Please review this section for important details before ordering any additional items.

Additional Furnishings, Carpet, Displays/AV, Labor Assistance

Visit <https://110tradeshow.com/collections> to order additional furnishings, carpet, displays/AV, labor assistance, and other items for your booth. When prompted for the Show Code at checkout, please enter DEL26.

Exhibitors are encouraged to order by the deadline. Orders after the deadline and onsite will be accommodated whenever possible, but a \$75.00 onsite surcharge will be assessed per order.

Carpet Vacuuming / Booth Cleaning

If you are ordering carpet for your booth (or will be bringing your own) and would like it vacuumed before each show day, please order [Booth Cleaning](#) services. Otherwise, rental carpet will only be vacuumed after it is installed. Vacuums will not be available for exhibitor rent/use during the show.

Material Handling

For your convenience, factor 110 can accept advance shipments of your booth materials. To order Material Handling, please see the section "ADVANCED SHIPPING / EXHIBITOR MOVE-IN" starting on page 9.

Delta Waterfowl Duck Hunters Expo Exhibitor Guide

Power & Internet

Electrical, plumbing, and other Internet services must be ordered in advance using [this link](#). If you have any questions regarding these items, please reach out to Iowa Events Center.

Phone: [\(515\) 564-8000](tel:5155648000)

Sign Hanging

Sign hanging must be ordered in advance using [this link](#). If you have any questions regarding sign hanging, please reach out to Iowa Events Center.

Delta Waterfowl Duck Hunters Expo Exhibitor Guide

IMPORTANT DATES AND EXHIBITOR SCHEDULE

Please review and keep in mind the important dates and deadlines below.

Important Dates

All times are Central Time

Monday, June 29 – Friday, July 17	Advance Shipments May Arrive ¹ <i>Advance Warehouse Only (Mon. – Fri., 9:00 am – 3:00 pm)</i>
Friday, July 3	20% Discount Deadline ²
Friday, July 17	Deadline for Additional Item Orders <i>(3:00 pm)</i>
Wednesday, July 22 & Thursday, July 23	Advance Shipments May Arrive ¹ <i>Show Location Only (9:00 am – 5:00 pm)</i>
Thursday, July 23	Advance Shipments Delivered to Booths ¹ <i>Prior to Exhibitor Installation Time</i>
Thursday, July 23 & Friday, July 24	Empties Will Be Collected from Booths ¹ <i>Final Collection to Occur Friday at 11:00 am</i>
Sunday, July 26	Empties Will Be Returned to Booths ¹ <i>Returns will Begin at 4:00 pm</i>
Sunday, July 26	Freight Carriers May Pick up ¹ <i>Show Location Only (4:30 – 8:00 pm)</i>
Wednesday, July 29	Freight Carriers May Pick up ¹ <i>Advanced Warehouse Only (9:00 am – 3:00 pm)</i>
Wednesday, July 29	UPS/FedEx packages will be tendered to UPS/FedEx ¹

¹Material handling order required. See page 9 for more details.

²Use discount code DEL26 when checking out. Discount does not apply to labor or any items ordered outside of factor 110.

Delta Waterfowl Duck Hunters Expo Exhibitor Guide

Installation, Dismantle and Expo Hours

All times are local event time (Central Time)

Thursday, July 23	Exhibitor Installation	8:00 am – 6:00 pm
Friday, July 24	Exhibitor Installation	8:00 am – 11:00 am
	Expo Opens	12:00 pm
	Expo Closes	6:00 pm
Saturday, July 25	Expo Opens	9:00 am
	Expo Closes	5:00 pm
Sunday, July 26	Expo Opens	9:00 am
	Expo Closes	4:00 pm
	Exhibitor Dismantle	4:00 pm - 12:00 am

USE OF SPACE AND RENTAL ITEMS

Exhibitors are reminded to abide by any terms and conditions agreed to at the time of their booth purchase. In addition, please note this additional important information.

Height Restrictions and Non-Blocking Regulations

Exhibit display areas should be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors. Booth contents must stay within the designated space. factor 110 reserves the right to move / remove displays or items that are not in compliance.

Exhibitor Dismantle

Exhibits are not to be dismantled or removed until the exhibitor dismantle time established by show organizers. factor 110 will not begin returning any empty exhibitor items in storage or provide any dismantle labor until the exhibitor dismantle period.

Trash Service

Bulky Items / Boxes: Boxes and other trash in aisles will be regularly removed during exhibitor installation and at the end of each show day.

Booth Trash: Trash will not be removed from individual booth wastebaskets unless [Booth Cleaning](#) services are ordered.

Terms / Care of Rental Items

All items rented from factor 110 from this site are for the duration of the show, unless otherwise noted. All items, including the standard booth items, should be left in the booth at the end of the show. A replacement or cleaning fee (as appropriate) will be assessed for any rental items that are missing, damaged, or are subjected to unreasonable wear and tear while in the care of the exhibitor.

Attaching signage or any other items to the pipe, drape, tables or other furniture in a way that will cause permanent damage is prohibited.

Booth Abandonment

Any items left behind at the end of exhibitor dismantle that are not clearly intended for outbound Material Handling will be considered abandoned and disposed of. Items left and intended for material handling should be properly closed and secured and have a return label attached. The exhibitor should also have an outbound material handling order on file.

ADVANCE SHIPPING / EXHIBITOR MOVE-IN / OUT

Please review this important information if you will be advance shipping items or will be carrying items into / from the show yourself.

When a Material Handling Order is Required

Please note a material handling order with factor 110 is required should any of the following apply:

- Items are shipped to or from the Advanced Warehouse
- Items are shipped to or from the Show Site (certain restrictions apply)
- You need assistance unloading or loading your personal vehicle at the Show Site
- You need empty items stored during the show and returned after the show

WAYS TO SAVE ON MATERIAL HANDLING

- Order by the discount deadline and save 20%. See page 6.
- Combine your total weight. You do not have to place a separate order for each item.
- Avoid \$50 invoice fee. Be sure to place an order before your materials arrive. Materials received without a material handling order will be invoiced and accessed a \$50 invoice fee.
- Avoid late fees. Ensure your materials will arrive by the established deadline.

Please see pages 15-19 for additional information on Material Handling and step-by-step instructions for placing an order.

Getting Materials to/from the Show - Your Options

You may choose to ship your booth materials in/out advance or self-carry them in/out. Please see the next few pages for more details on each option.

Please carefully read and follow the instructions provided. factor 110, show organizers, nor the Iowa Events Center accept responsibility for shipments made outside these guidelines.

Please note all load in/out times for self carry-in/out are hard start and stop times and will be strictly enforced. Exhibitors should not arrive earlier than the established start time and should be completed by the established end time.

Option 1: Ship to/from Advance Warehouse

Any exhibitor materials you wish to ship ahead of time may be directed to the Advanced Warehouse. This includes freight (Tforce, FedEx Freight, XPO, etc.) and small packages (UPS/FedEx Ground/Express). Your outbound shipments may also be picked up at the Advanced Warehouse after the show. A material handling order is required.

See page 20 for the address to ship to and shipping label. Preferably, all inbound items should include the shipping label. If you cannot use the shipping label, the show code (DEL26), exhibitor booth name and booth number should be on each item. Failure to include this information may result in a delay in your materials.

Delivery Window (Inbound)

Deliveries will be accepted at the Advance Warehouse from Monday, June 29 – Friday, July 17. Late items will be accommodated when possible but may result in additional fees.

Pickup Window (Outbound)

Freight may be picked up at the Advance Warehouse on Wednesday, July 29. You must schedule a pickup with your freight carrier within the pickup window. For UPS/FedEx Ground/Express packages, we will schedule a bulk pickup.

Hours

The Advance Warehouse is open Monday - Friday, 9:00 am - 3:00 pm (Central Time). The warehouse is closed on most major holidays.

Accessibility

A dock-height vehicle must be utilized for any items that will require a pallet jack or forklift to unload/load. Our dock is 43" high. A van or other vehicle may be utilized for smaller items that can be unloaded/loaded by hand. Please note the maximum height we can transport in our trucks is 90" (7.5'). If your crate is taller than this, it will need to be shipped direct to the show site.

Option 2: Ship to/from Show Location (Freight Only)

Freight may be delivered to the show location within the delivery window below. A material handling order is required. **No UPS/FedEx Ground/Express packages should be delivered to the show location.**

Dock Location

730 3rd St
Des Moines, IA
50309

The dock located at 5th Ave and Center St. The driver should contact factor 110 for assistance upon arrival (580-272-0027)

See page 21 for the address and shipping label. Preferably, all items should include the shipping label. If you cannot use the shipping label, the show code (DEL26), exhibitor booth name, and booth number should be on each item. Failure to include this information may result in a delay in your materials.

Access Instructions (please relay to carrier)

Use the Entrance Gate, located on S. Broadway near SW 5th St. Check in with the Dock Attendant and identify yourself as a carrier for a Delta exhibitor. You may contact Brad Holt at 580.272.0027 if assistance is required. If the call is not answered, please leave a message and it will be returned as quickly as possible.

Delivery Window (Inbound)

Deliveries of freight will be accepted at the show location on Wednesday, July 22 and Thursday, July 23 from 8:00 am – 5:00 pm. Please do not deliver outside this window -- the freight may be refused.

Pickup Window (Outbound)

Freight may be picked up at the show location on Sunday, July 26 from 4:30 pm – 8:00 pm. Any freight not picked up by 8:00 pm will be forced to the Advanced Warehouse for pickup on Friday and additional fees will apply. Please be aware there is no marshalling yard for this show and trucks will not be permitted to wait at the dock longer than 30 minutes. Please schedule your pick up time accordingly, factoring in time for your empty containers to be returned and the dismantle of your booth/exhibit.

Accessibility

A dock-height vehicle must be utilized for any items that will require a pallet jack to unload/load. A van or other vehicle may be utilized for smaller items that can be unloaded/loaded by hand or with a forklift.

Option 3: Self Carry-in/out

Exhibitors bringing their own items may check in at the designated Vendor Load-In Staging Area (301–499 Crocker St. Parking, Des Moines, IA 50309) upon arrival. From there, staff will direct you to the loading dock as space becomes available.

Upon reaching the loading dock, vendors are asked to unload their vehicles promptly, relocate their vehicles to a designated parking area, and then return to complete their booth setup.

Load-In Staging Area

301-499 Crocker St Parking
Des Moines, IA 50309

Load-in Window

Exhibitors may load in on Thursday, July 23 from 8:00 am – 6:00 pm and/or Friday, July 24 from 8:00 am – 11:00 am.

The end of the load-in window is a hard stop time. Exhibitors should arrive early enough to unload and depart the expo hall by the end of the load-in window.

Load-out Window

Exhibitors may load out on Sunday, July 26 from 4:00 pm – Midnight.

Parking

For directions and parking options, please visit

<https://www.iowaeventscenter.com/plan-your-visit/directions-parking>

Complimentary overnight trailer parking is available at Principal Park, located approximately 0.9 miles from the Iowa Events Center.

The parking lot is well-lit and lightly monitored; however, we strongly recommend that you properly lock and secure your trailers at all times.

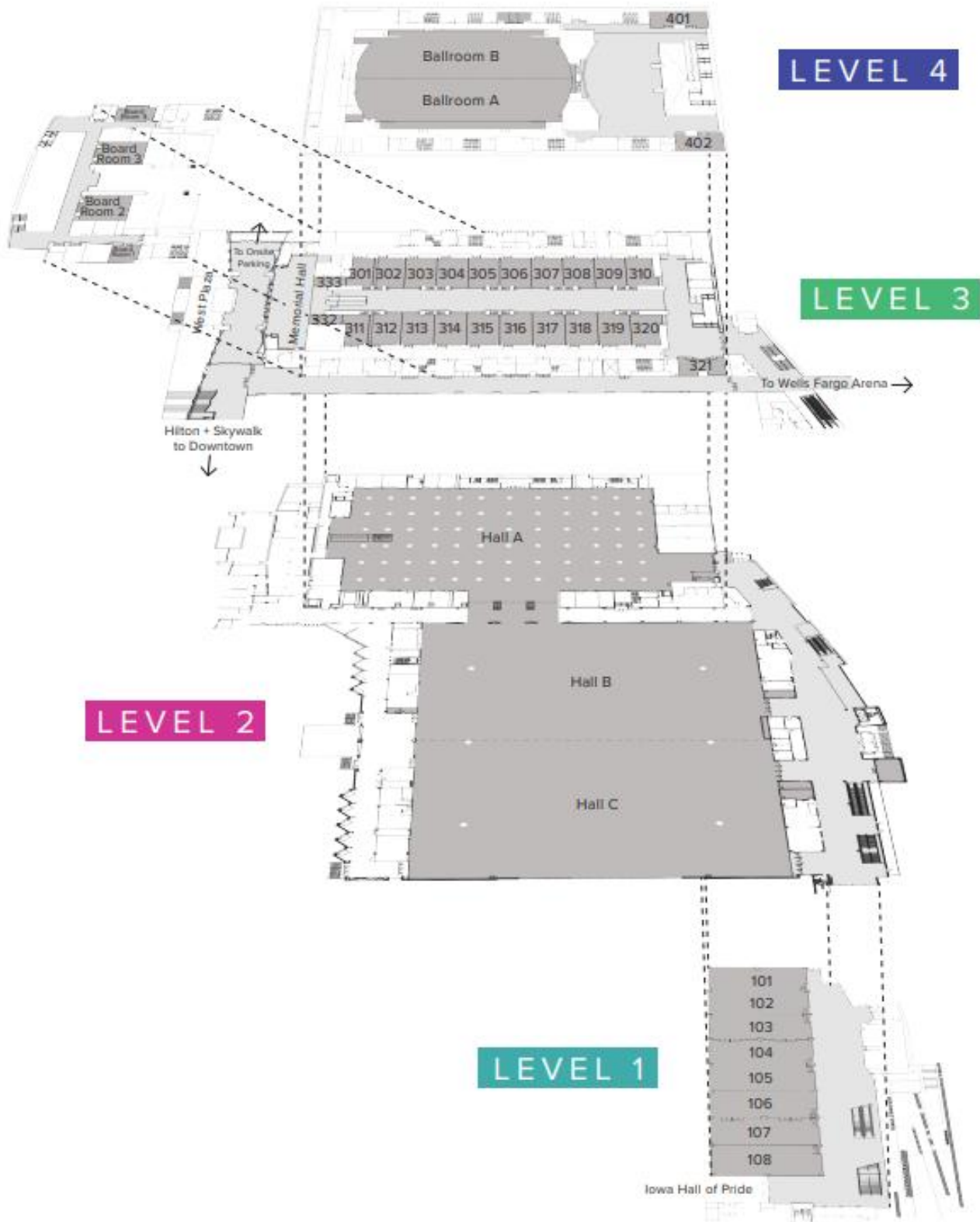
Assistance

Unless Material Handling services are ordered, factor 110 will not assist with exhibitor load in or provide carts, etc. for exhibitor transport.

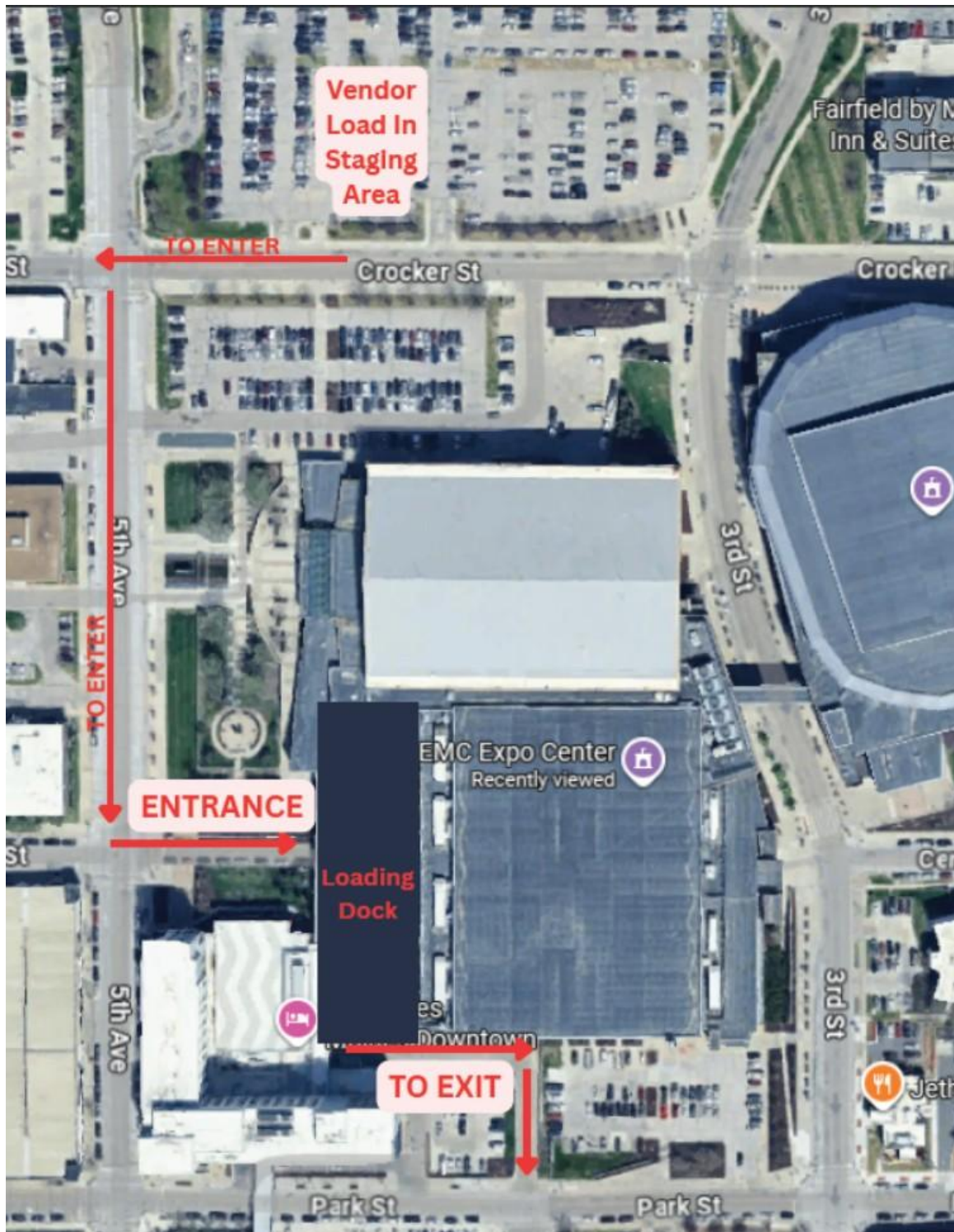
If you need assistance loading in/out or will need your items unloaded/loaded with a forklift, material handling should be arranged ahead of time. See page 15 for more details.

Delta Waterfowl Duck Hunters Expo Exhibitor Guide

Facility Map



Location Map



Locating Your Booth

All booths will be on Level Two, Halls A, B, and C.

What is Material Handling

Material Handling (also known as drayage) is a service that factor 110 provides that includes the following services:

- Receive items at an advanced location (either our warehouse or the show location) and provide notification that they have been received
- Transport items to the exhibitor booth prior to the installation time and provide notification that they have been delivered
- Store empty items during the show (upon request)
- Return empty items to the exhibitor booth during the dismantle time

In addition, if **outbound services** are ordered, these additional services will be provided:

- Pick up items from your booth after the show and provide notification that they have been picked up
- Transport items from the exhibitor booth to the desired carrier and provide notification that they have been picked up

In this document, we will refer to your advance shipment as an "item." Your item may be a box, case, tote, crate, pallet, etc.

Material Handling – Exclusions

Material Handling does not include the freight from you to the advanced location, nor the freight back to you after the show. You may use your preferred carrier -- factor 110 does not provide transportation services or make carrier arrangements.

Delta Waterfowl Duck Hunters Expo Exhibitor Guide

Rates

The rates for material handling are as follows. You may combine the total weight of all items shipped. You do not need to place an order for each individual package.

Total Combined Weight	Inbound	Outbound
Up to 100 lbs. (minimum)	\$85	\$85
101 – 200 lbs.	\$160	\$160
201 – 300 lbs.	\$225	\$225
301 – 400 lbs.	\$275	\$275
401 – 500 lbs.	\$325	\$325
Over 500 lbs.	.60 cents per lb.	.60 cents per lb.

Inbound & Outbound Orders

To provide you with more flexibility and cost savings, we require separate orders for inbound and outbound shipments. If you expect to have less weight going out, you may place an order for a lower weight class for the outbound shipment. Or, if you expect you will not have an outbound shipment, you are not required to order outbound material handling.

Additional Fees

These additional other fees may apply:

Fee	Reason	Amount
Invoice Fee	If you ship items to us without placing an order, you will be invoiced for items received and this additional fee will apply. This is a one-time fee.	\$50
Label Fee	If you need us to print and attach labels to your items, this fee will apply. This is a per-item fee.	\$10
Prep Fee	If your outbound items are not properly secured (i.e. boxes not securely taped shut or pallets properly wrapped), this fee will apply. This is a per-item fee.	\$10 per box \$30 per pallet
Late Fee	If your items arrive after our deadline, we will still fulfill the service when possible, however this additional fee will apply. This is a per pound fee.	.50
Freight Surcharge	If you need us to return ship items on our shipping account, we will charge actual shipping fees incurred plus a surcharge.	20% \$30 min.

Material Handling – Timeline

Before the Show

1. Place a Material Handling order. See page 20.
2. Print a copy of the appropriate shipping label (see pages 21-23) for each item you are shipping and attach to your items.
3. Ship your items pre-paid to the appropriate advance location, so that they arrive by the deadline. You will receive a notification when we receive the items, and a second notification when they have been delivered to your booth.

During the Show

- If you desire any empty containers to be stored, place them in the aisle outside of your booth. Empty stickers can be obtained from your tradeshow manager. We will come by regularly and collect empties up until the end of exhibitor setup. We do not pick up any empties once the show opens – it will be your responsibility to store them.

After the Show

- We will **begin** returning any stored empties at the start of the designated dismantle time, after attendees have cleared the floor. Please be patient as we make our way to all exhibitors – it may take up to one hour to return all empties. We cannot return empties early. If you have an urgent need for your empties after the show, we recommend that you keep them in your booth space.
- Prepare your outbound items for return shipping.
 - If shipping UPS/FedEx Ground/Express, adhere or attach pre-paid return labels to all items. All items should be securely closed and boxes taped shut. Items without labels or not securely closed risk being considered abandoned. Additional fees will apply if your items are not properly prepared.
 - If using a freight carrier pickup, provide your tradeshow manager with a BOL and details of the scheduled pick-up (if not sent ahead of time). If you need a shipping label, you may request one from your onsite tradeshow manager. Please confirm a pick-up has been scheduled—we do not schedule freight pickups. All items should be palletized (when applicable) and pallets should be securely wrapped. Additional fees will apply if your pallet is not properly prepared.
- When items are ready for pickup, just leave them in your booth and we will take it from there!

Instructions for Ordering Material Handling

Please see the instructions below for how to place a Material Handling order.

ORDER BEFORE SHIPPING - SAVE \$50: If we receive items and you have not placed an order, you will be appropriately invoiced plus a \$50 invoice fee. Your items will be held until the order is paid. Save \$50 by placing your order ahead of time.

1. Visit our website at www.110tradeshow.com and click on "Material Handling Services" on the top menu.
2. Click "Material Handling Service (Inbound)."
3. Use the drop-down menus to select your options. See the description above the drop-down menus for further guidance.
 - Inbound Destination
 - Inbound Method
 - Estimate Weight Category
 - The quantity should only be adjusted if you are shipping over 500 lbs. You do not have to order material handling per box or item – combine your total weight and then choose the category it falls in.
4. Click "Add to Cart."
5. If you are ordering early, be sure to take advantage of the 20% discount and add outbound services to your order. If you do not need outbound services, skip to step 10.
6. Click on "Material Handling Services" on the top menu.
7. Click Material Handling Service (Outbound).
8. Use the drop-down menus to select your options. See the description above the drop-down menus for further guidance. Please choose carefully as we will email you show-specific outbound instructions based on your selection.
 - Outbound Method
 - Estimated Weight Category
 - The quantity should only be adjusted if you are shipping over 500 lbs. You do not have to order material handling per box or item – combine your total weight and then choose the category it falls in.
9. Click "Add to Cart."
10. Add any additional items to your cart for your booth, if desired, by making a selection on the top menu.

Delta Waterfowl Duck Hunters Expo Exhibitor Guide

11. Follow the Check Out process.
 - Enter the Show Code (DEL26) in the field provided.
 - Enter your booth or company name in the field provided.
 - Enter your booth number in the field provided.
 - Review your items, then click "Check Out."
12. Enter your billing information.
 - Use your credit card billing address.
 - Click "Continue to payment method."
13. Enter your payment information and click "Complete order."

Note: by default, we will send notifications of received items and other communication to the person that placed the order. If you would prefer these notifications to go to a different person, please immediately send an email to tradeshow@factor110.com with your order number and the name and email address of the person that should receive our communications.

Shipping Labels

Inbound shipping labels for the Advanced Warehouse and Show Site follow. Please use the proper label depending on the location of where you will be shipping.

If you are unable to use the shipping label, the show code (DEL26), exhibitor booth name and booth number should be on each item. Failure to include this information may result in a delay in your materials.

If you need outbound labels for freight shipments, please request those through your onsite tradeshow manager prior to the end of the show. A copy of your outgoing BOL will be required to create the outgoing labels.

Did you order Material Handling?

An additional \$50 fee will apply if items are received without a Material Handling Order.

See page 9.

Use to ship to Advance Warehouse

Must arrive between:
Monday, June 29 – Thursday, July 17

Receiving Hours (Central Time):
Monday – Friday, 9:00 am – 3:00 pm

SHIP TO:



FACTOR 110
3421 N WALNUT AVE
OKLAHOMA CITY, OK 73105



HOLD FOR **DEL26** - _____
(Booth Name) *(Booth #, if known)*

ITEM _____ OF _____
(Contact Email – In Case of Questions re: Shipment)

Did you order Material Handling?

An additional \$50 fee will apply if items are received without a Material Handling Order.

See page 9.

Use to ship to Advance Warehouse

Must arrive between:
Monday, June 29 – Thursday, July 17

Receiving Hours (Central Time):
Monday – Friday, 9:00 am – 3:00 pm

SHIP TO:



FACTOR 110
3421 N WALNUT AVE
OKLAHOMA CITY, OK 73105



HOLD FOR **DEL26** - _____
(Booth Name) *(Booth #, if known)*

ITEM _____ OF _____
(Contact Email – In Case of Questions re: Shipment)

Did you order Material Handling?

An additional \$50 fee will apply if items are received without a Material Handling Order.

See page 9.

Use to ship to Show Site

Freight Only – No Ground/Express Packages

Must arrive:

Wednesday, July 22 or Thursday, July 23

Receiving Hours (Central Time):

9:00 am – 5:00 pm

SHIP TO:



**Iowa Events Center – 5th Ave & Center St Dock
730 3rd St.
Des Moines, IA 50309**



HOLD FOR **DEL26** - _____
(Booth Name) *(Booth #, if known)*

ITEM _____ OF _____
(Contact Email – In Case of Questions re: Shipment)

Did you order Material Handling?

An additional \$50 fee will apply if items are received without a Material Handling Order.

See page 9.

Use to ship to Show Site

Freight Only – No Ground/Express Packages

Must arrive:

Wednesday, July 22 or Thursday, July 23

Receiving Hours (Central Time):

9:00 am – 5:00 pm

SHIP TO:



**Iowa Events Center – 5th Ave & Center St Dock
730 3rd St.
Des Moines, IA 50309**



HOLD FOR **DEL26** - _____
(Booth Name) *(Booth #, if known)*

ITEM _____ OF _____
(Contact Email – In Case of Questions re: Shipment)