



IOWA EVENTS CENTER
Wells Fargo Arena | Hy-Vee Hall
Community Choice Credit Union Convention Center

730 Third Street
Des Moines, IA 50309
T: 515.564.8000 F: 515.564.8001

November 21, 2016

USA/CANADA
Lions Leadership Forum

RE: 45th Annual Forum: 2021 Des Moines Proposal

Thank you for considering Des Moines, Iowa and the Iowa Events Center for the 2021 USA/Canada Lions Leadership Forum. We would be thrilled with the opportunity to host this event!

The facility is conveniently located, with easy access from I-35 & I-80 and the Des Moines International Airport. The Iowa Events Center has on-site parking, and is connected via skywalk to hotels, restaurants and more.

We currently have space available to meet your event requirements over your preferred event dates of September 9th – 11th, 2021, with the 7th and 8th available for move-in.

- **Facility:** Attached are the required completed documents. Within the packet notes have been made of specific contractual items. Please reference for further conversations.
- Recommendation letters has been attached from the following clients:
 - o **Iowa Democratic Party**
 - o **Des Moines Partnership Annual Dinner**
- Please also see below for further descriptions along with floorplans and two facility brochures.
 - o **Community Choice Credit Union:**
 - Grand Ballroom A/B: Iowa's largest ballroom divisible by two. ADA access via escalator and elevator.
 - Rooms 301-321: Located just inside main parking and entrance of convention center. Eighteen of the twenty-one rooms are airwall driven. Nine (9) on each side of the pre-function. Allowing flexibility for varying breakout sizes.
 - Boardroom 1-4: Located on the mezzanine level just above the 300 level
 - Rooms 401/402: Available for additional space, upon request. Located on ballroom level.
 - **Note: Pre-Function Space is available and located on each level. Specifics noted within the attached facility brochure**
 - o **Hy-Vee Hall**
 - Hall B/C: Main general session and meal space easily accessible via escalator from convention center.
 - Hall A: Access through Halls B/C or via escalator from third level of convention center.
 - Rooms 101-108: Via escalator on the first level of Hy-Vee Hall. Rooms can be combined in three combinations (101-103, 104-106, 107-108) or kept individual.
 - Business Center: Located just outside halls. A great central location for office or storage needs.
 - **Note: Pre-Function Space is available and located on each level. Specifics noted within the attached facility brochure**

- **Discounted Facility Offer:** The Iowa Events Center would like to offer your organization the above described event space for Tuesday - Saturday a WAIVED rental based on a \$300,000 Food and Beverage Minimum. *Exclusive of service charge and cash bar; all hosted food/beverage is applied to reach the minimum.*
- **Included/Additional Cost Items:** Special pricing, discounts and/or standard rates have been noted for miscellaneous items. Please see page 14. In addition the following items are listed below for reference:
 - o Complimentary Staging
 - o Complimentary Podiums
 - o Complimentary Black or White Linen (except exhibit tables)
 - o All chairs/tables included (except exhibit tables)
 - o Complimentary sound patch within seminar rooms only
 - o Complimentary tasting for up to 6 attendees. Additional cost per additional tasting guest
 - o Electrical/power charges may apply based on overall needs
- We are a **tax-exempt facility**, thus offering you a savings of 6%.
- **Audio Visual:** Included with this proposal is our basic AV pricing guide and specific price proposal based on event requirements. Our in-house company, Markey's is happy to provide a phone consultation to talk through said proposal and/or any additional questions. A 22% service charge is applied to all Markey's Audio Visual rentals. Please note, we do allow you to bring in equipment you may have access to in order to help you limit your costs. As noted, within the packet, should the Lions organization nor Markey's provide the audio visual equipment a 10% fee is applied to the outside audio visual company to do service within the facility.
- **Catering & Concessions:** Our exclusive caterer, has provided your event with a variety of menu packages, noted within this proposal. For your convenience, our full current menu has also been included. We also offer Starbucks coffee drinks, grab & go breakfast and lunch items, and a variety snacks. A 22% catering management fee is applied to all catering items (not concessions).
- **Decorator:** A fee of 16% is charge to any outside decorator. This charge is sent directly to the decorator.
- **Parking:** On-site parking is available at the Iowa Events Center is currently \$8 per day. Additionally, street parking is free on the weekends, and there are two public ramps just two streets away (and connected via skywalk). **Twenty (20) on-site parking passes with in/out privileges for the duration of the event have been included complimentary.**

Thank you for your interest in Des Moines and the Iowa Events Center. Please let me know if you have any questions or concerns. We would look forward to the opportunity of working with you to make your event a huge success!

Sincerely,

Janelle Schmidt
 Sales Manager
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 Janelle_Schmidt@Comcastspectacor.com

This proposal is non-binding. No binding obligations shall exist on the parties unless and until they enter into a definitive written license agreement which is signed by an authorized representative of each of them.

