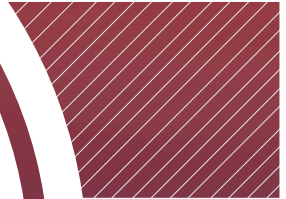




SPECTRA
BY COMCAST SPECTACOR



IOWA
★ **EVENTS** ★
CENTER



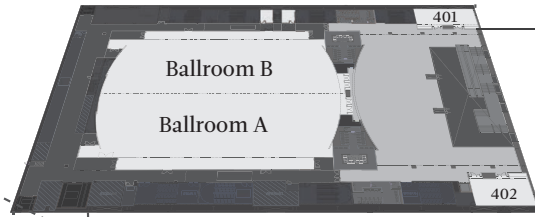
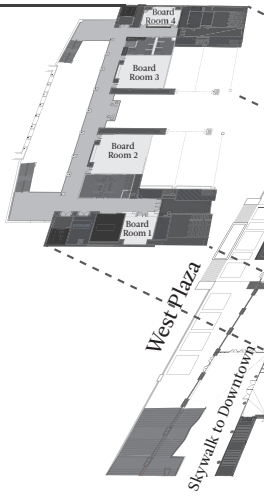
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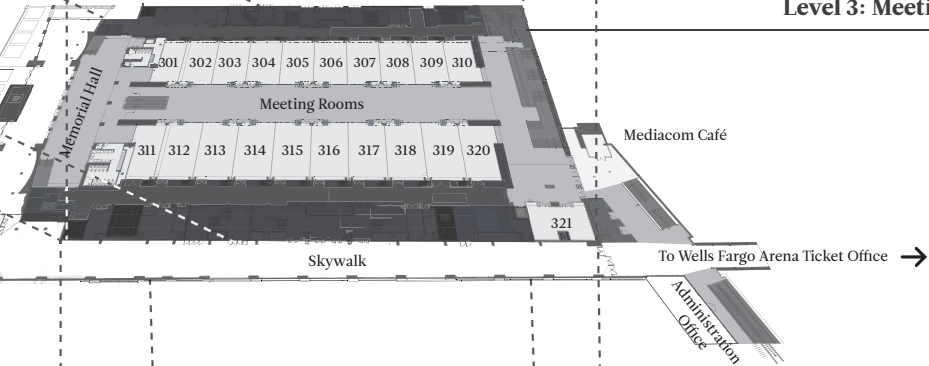
FACILITY BROCHURE



Community Choice Credit Union Convention Center: **Mezzanine Level**

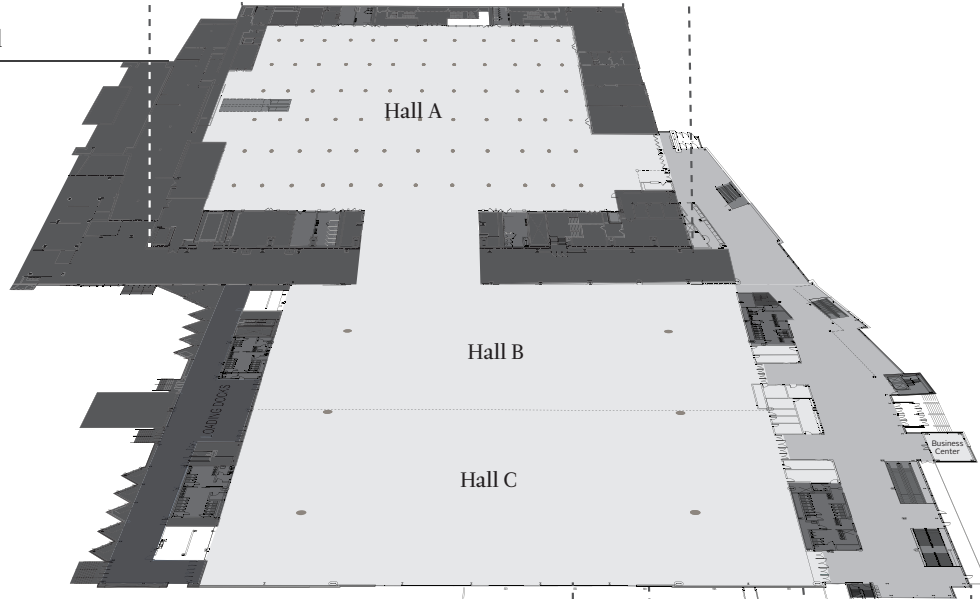


Community Choice Credit Union Convention Center **Level 4: Ballroom Level**

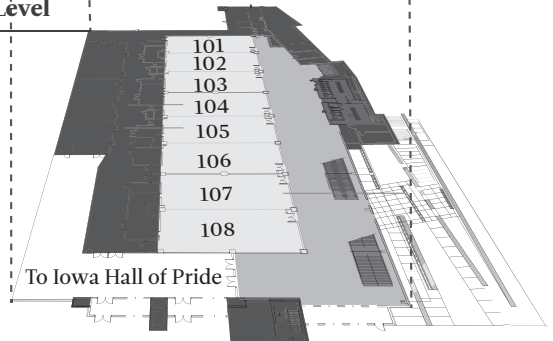


Community Choice Credit Union Convention Center **Level 3: Meeting Room Level**

Hy-Vee Hall **Level 2: Exhibition Level**



Hy-Vee Hall **Level 1: Meeting Room Level**



TOTAL SQUARE FEET // 226,000
 TOTAL MEETING ROOMS // 37
 TOTAL EXHIBIT SQUARE FEET // 150,000
 TOTAL BALLROOM SQUARE FEET // 28,800
 TOTAL PRE-FUNCTION SQUARE FEET // 60,300

IOWA EVENTS CENTER DETAILS:

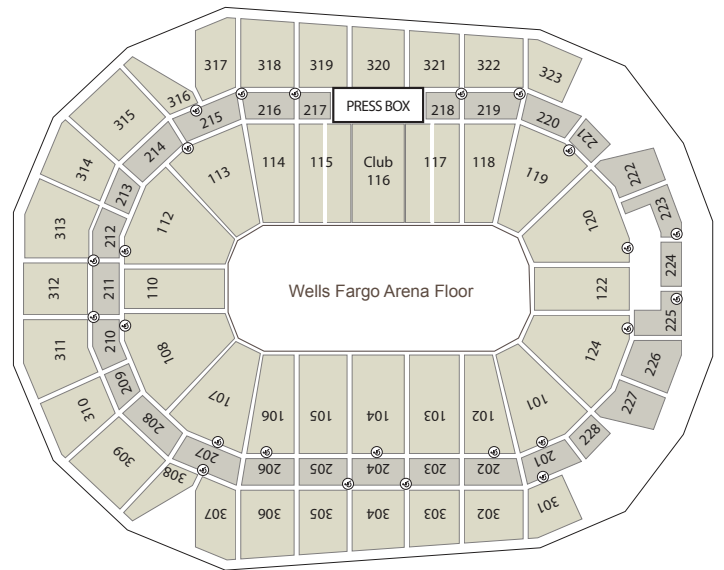
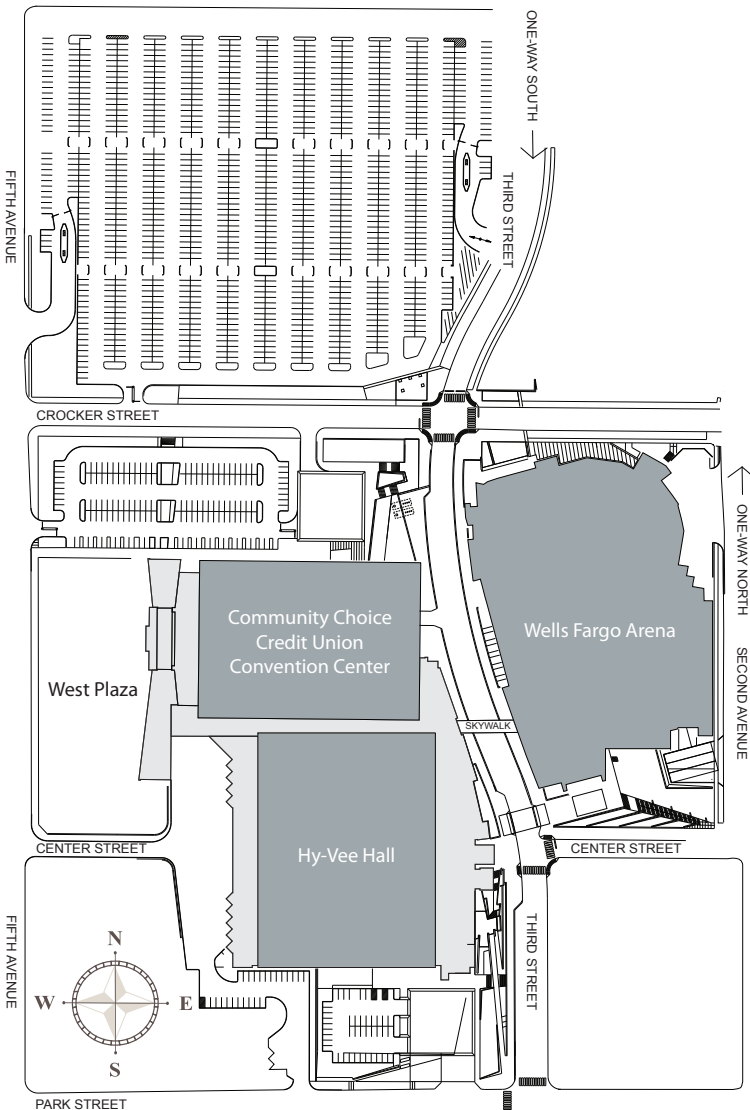
- Convenient location off I-235
- 1,300 parking spaces on-site
- Over 30,000 parking spaces in city garages and meters
- 10 minutes from the Des Moines International Airport
- Over 100 downtown restaurants
- Complete marketing, media and public relations services
- 1,900 hotel rooms within one mile of the Iowa Events Center
- 11,000+ hotel rooms in the Greater Des Moines Metro area
- Connected to over four miles of the climate-controlled Des Moines skywalk system



Principal River's Edge Restaurant in Wells Fargo Arena



Tradeshow in Wells Fargo Arena



WELLS FARGO ARENA CONFIGURATION	SEATING CAPACITY
Hockey	15,181
Center Stage Concert	16,980
End Stage Concert	16,285
Basketball	16,110
Wrestling Tournament	16,078
Arena Football	15,175
ADA Seating	Main Level: 76/ Companion

LEVEL 1: HY-VEE HALL

The 14,400 square foot Hy-Vee Hall Meeting Room Level can be divided into a maximum of eight individual meeting rooms or can be combined to create three large meeting rooms.

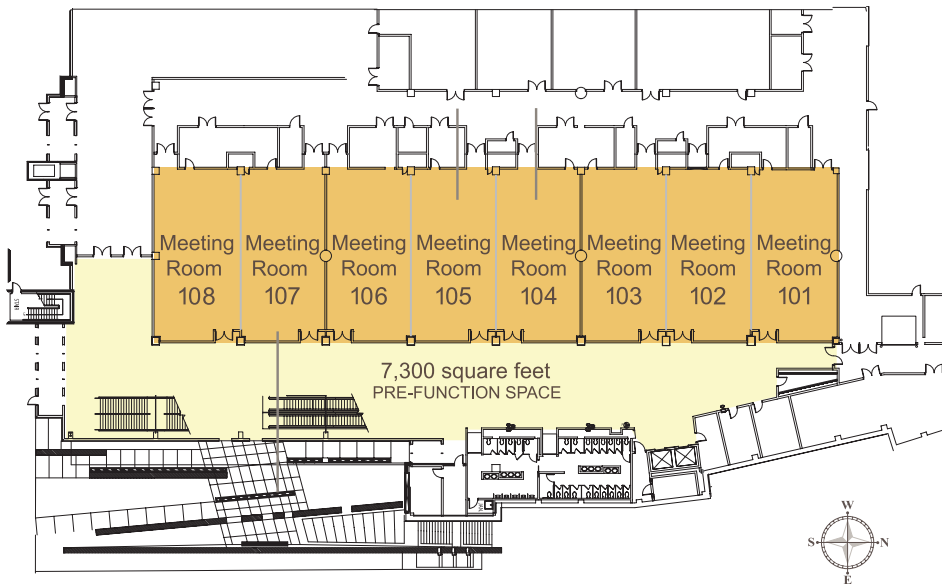
CLIENT FEEDBACK

“We appreciate all of the time and effort the staff put forth in all phases of the IHA Annual Meeting. From the numerous site visits to the on-site changes, I always felt everyone was “all-in” to make it a great event.”

– Iowa Hospital Association

“Thank you all for the great work of you and your respective teams that made our Annual Dinner a tremendous success! The feedback has been phenomenal. You’re all so responsive and accommodating to our requests and ideas during the pre-planning and event day, but more importantly you anticipate those small (and sometimes large) details that result in a very special experience for our guests and our staff. It is always a pleasure to work with you and we look forward to next year’s dinner and other events in between.”

– Greater Des Moines Partnership



Banquet Seating in Meeting Rooms 107 & 108



Classroom/Theater in Meeting Room 104



Banquet Seating in Meeting Rooms 105 & 106

ROOM	SQUARE FEET	DIMENSIONS	CEILING HEIGHT	BANQUET ROUNDS	THEATRE	CLASSROOM
Meeting Rooms 101-108	1,800 each	30' x 60'	12'	110	180	90
2 Meeting Rooms (Rooms 107 & 108)	3,600	60' x 60'	12'	230	360	180
3 Meeting Rooms (Rooms 101-103 & 104-106)	5,400	90' x 60'	12'	340	540	270

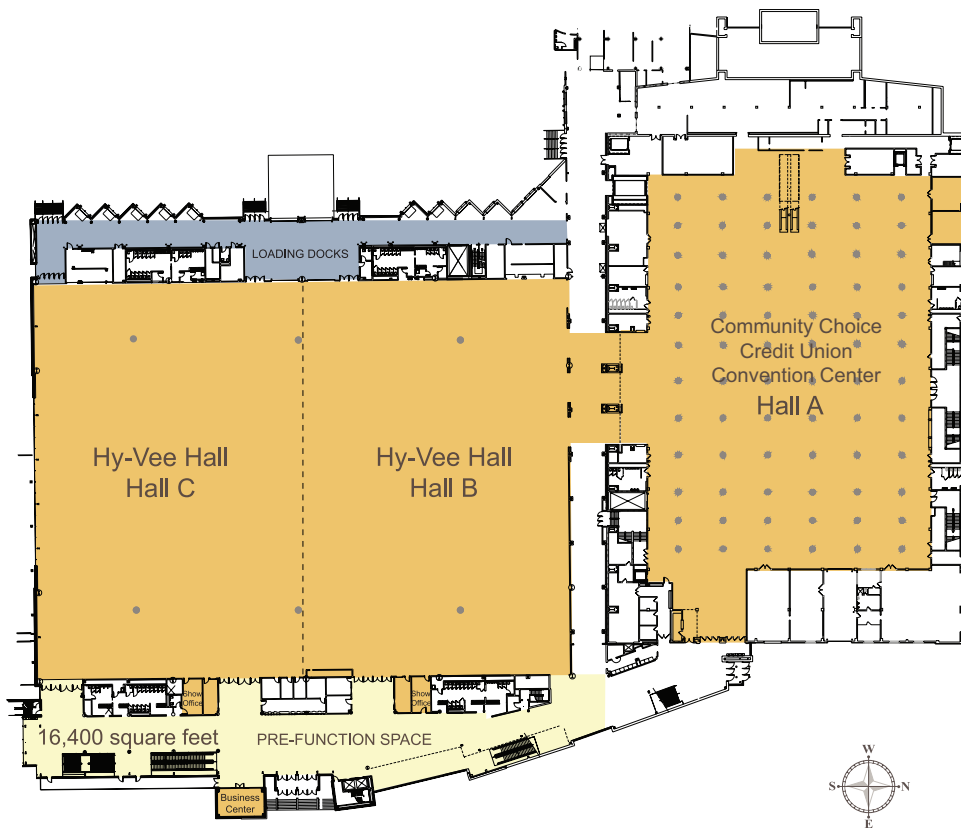
LEVEL 2: HY-VEE HALL

Consists of 150,000 square feet of continuous exhibition space broken up into three separate halls of approximately 50,000 square feet each.

Drive-on access Halls B/C: two overhead 23' x 20' rollup doors.

Covered loading dock facilities Halls B/C: 10–8' x 10' with levelers.

Drive-on access Hall A: one overhead 13' x 15' rollup door.



Expo in Halls B & C



Gala in Halls B & C



Sporting Event in Halls B & C

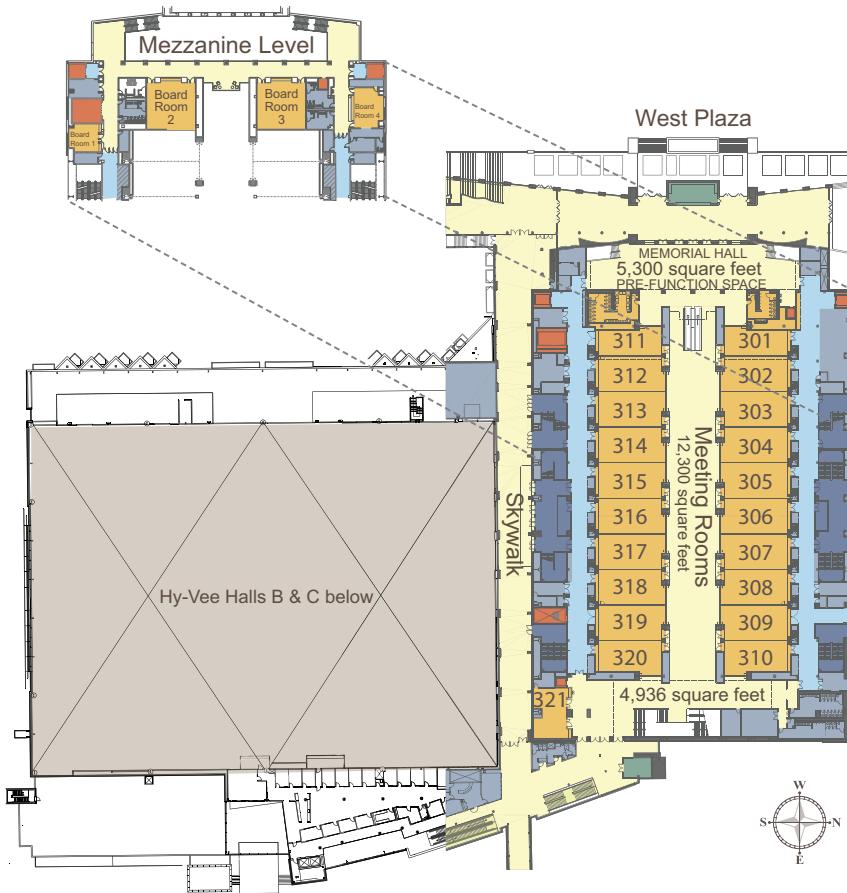
ROOM	SQUARE FEET	DIMENSIONS	CEILING HEIGHT	BANQUET ROUNDS	THEATRE	CLASSROOM	10 X 10 BOOTHS
Hall B	46,725	267' x 175'	35'	3,050	4,247	2,270	260
Hall C	49,395	267' x 185'	35'	3,200	4,490	2,318	281
Halls B & C	96,120	267' x 360'	35'	6,270	8,737	4,545	541
Hall A	50,806	266' x 191'	13'	N/A	N/A	N/A	262
Business Center	527	17' x 31'	10'	30	49	30	N/A
Show Offices	250/office						

LEVEL 3: COMMUNITY CHOICE CREDIT UNION CONVENTION CENTER

Features up to 21 individual break-out rooms or a combination of specialized settings. State-of-the-art operable air walls allow for the flexibility to open and accommodate up to (180) 8'x10' exhibits.

Eight HD projectors located in the ceiling of the Grand Concourse display static images, videos, or full-motion integrated videos onto the air walls with imagery as large as 30' wide by 16' tall.

Drive on access: overhead door—9'x10' rollup door.



Veterans Memorial Hall



Wedding Reception on Meeting Room Level



Tradeshow on Grand Concourse

ROOM	SQUARE FEET	DIMENSIONS	CEILING HEIGHT	BANQUET ROUNDS	THEATRE	CLASSROOM
Meeting Room 301	1,000	20' x 50'	16'	80	111	69
Meeting Rooms 302-309	1,350	27' x 50'	16'	110	155	96
Meeting Room 310	1,200	24' x 50'	16'	100	133	81
Meeting Room 311	1,000	20' x 50'	16'	80	111	69
Meeting Rooms 312-319	1,350	27' x 50'	16'	110	155	96
Meeting Room 320	1,200	24' x 50'	16'	100	133	81
Meeting Room 321	950	38' x 25'	16'	80	111	69
MEZZANINE LEVEL						
<i>The Mezzanine Level, located directly above Memorial Hall, features (4) executive boardrooms ideal for smaller meetings.</i>						
Boardroom 1	485	26'4" x 20'	12'	Permanent Conference for 12		
Boardrooms 2 & 3	1,315	38'3" x 37'3"	12'	100	133	81
Boardroom 4	760	35'8" x 25'2"	12'	Permanent Conference for 16		

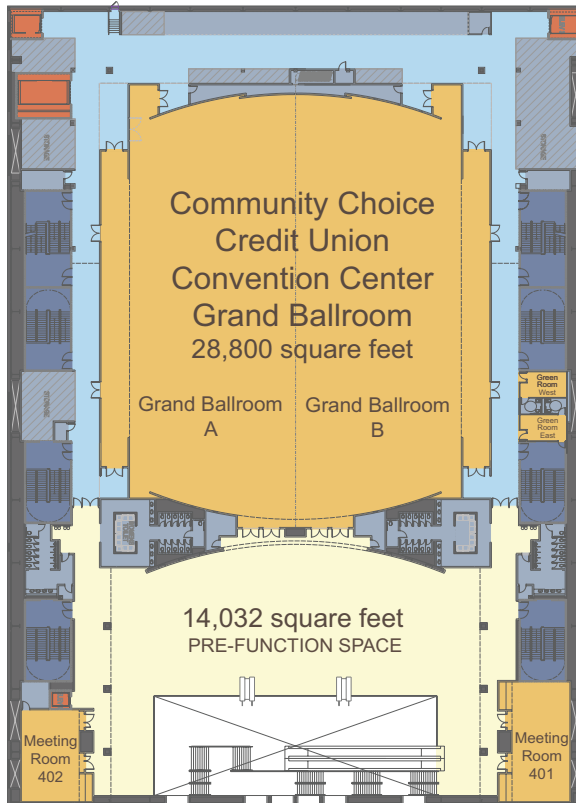
LEVEL 4: COMMUNITY CHOICE CREDIT UNION CONVENTION CENTER

An elegant cloud ceiling with colorful LED accent lighting, sconce lighting, and twinkle lighting hanging below the clouds, offers millions of lighting options in the Grand Ballroom. The space can be brightly illuminated, or dimmed to just a twinkle to set the mood for any event.

Two built in projection screens: 12'x21'.

Freight elevator: 10' x 19'6" with a 9' door and 20,000 pound weight capacity.

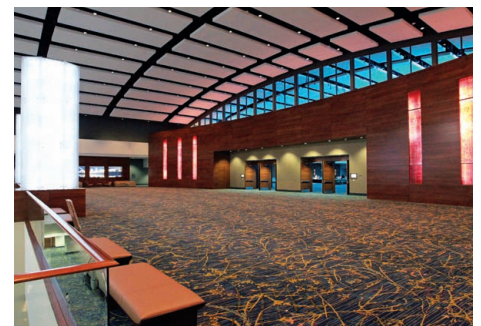
Floor load capacity: 100 pounds per square foot.



General Session in Grand Ballroom



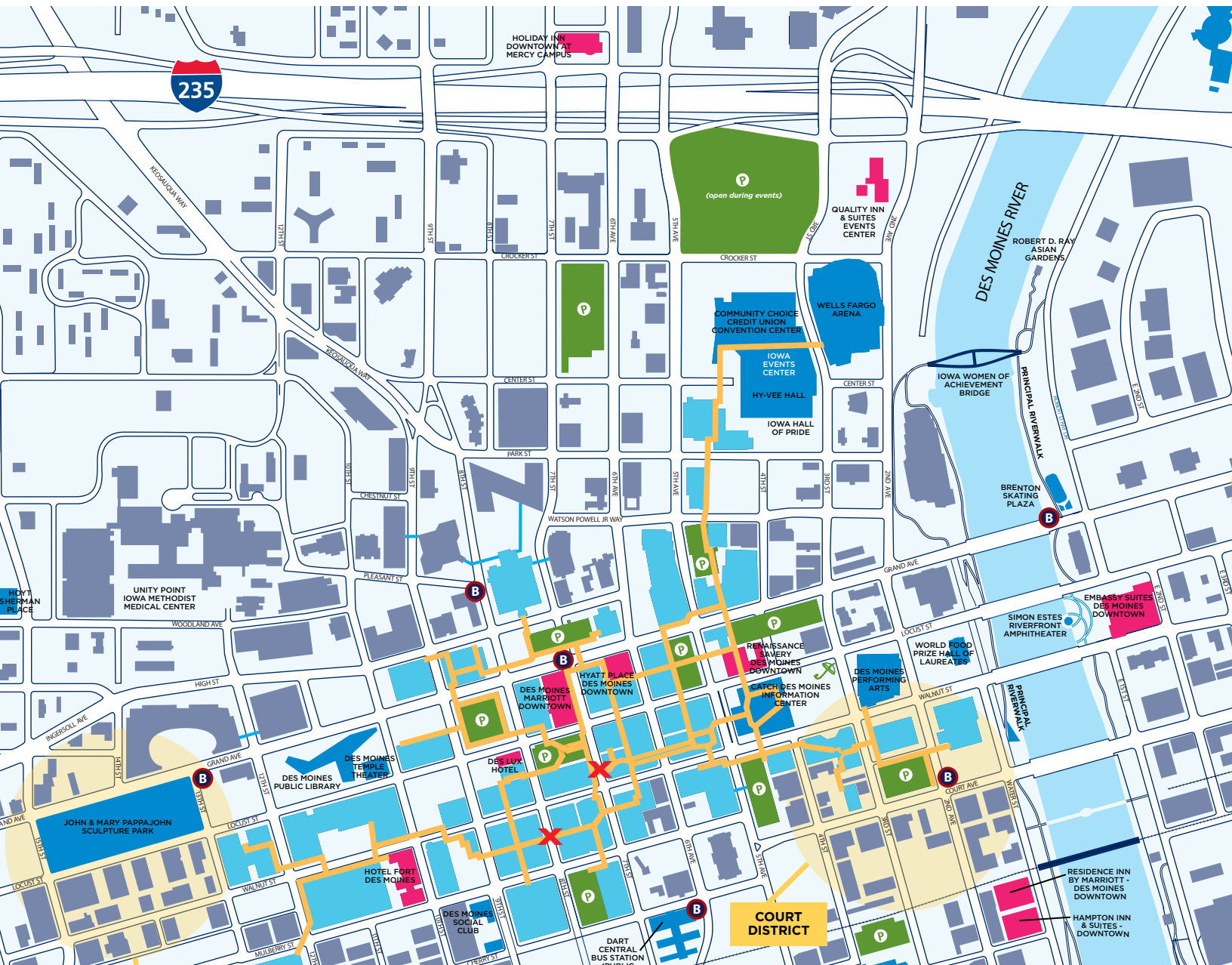
Banquet in Grand Ballroom A



Grand Ballroom Pre-function

ROOM	SQUARE FEET	DIMENSIONS	CEILING HEIGHT	BANQUET ROUNDS	THEATRE	CLASSROOM	10 X 10 BOOTHS
Meeting Room 401	1,400	25' x 52'	12'	110	155	78	N/A
Meeting Room 402	1,000	25' x 40'	12'	80	111	69	N/A
Grand Ballroom	28,800	180' x 160'	30'-40'	2,330	3,111	1,929	108
Grand Ballroom A	14,400	180' x 80'	30'-40'	1,165	1,550	964	54
Grand Ballroom B	14,400	180' x 80'	30'-40'	1,165	1,550	964	54
Green Room West	225						
Green Room East	225						

(capacities subject to change)



FOR MORE INFORMATION ON BOOKING YOUR NEXT EVENT AT THE IOWA EVENTS CENTER PLEASE CONTACT:

IOWA EVENTS CENTER
 730 Third Street, Des Moines, Iowa 50309
 Phone: 515.564.8000 • Fax: 515.564.8001
 E-mail: sales@iowaeventscenter.com • Website: www.iowaeventscenter.com

GREATER DES MOINES CONVENTION & VISITORS BUREAU
 Des Moines Area Sports Commission
 400 Locust Street, Suite 265, Des Moines, Iowa 50309
 Phone: 1.800.451.2625 • Fax: 515.244.9757
 E-mail: margie@catchdesmoines.com • Website: www.catchdesmoines.com

