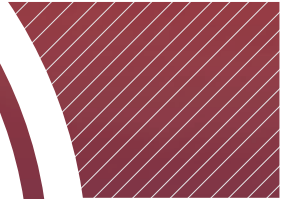




SPECTRA
BY COMCAST SPECTACOR



IOWA
★ **EVENTS** ★
CENTER



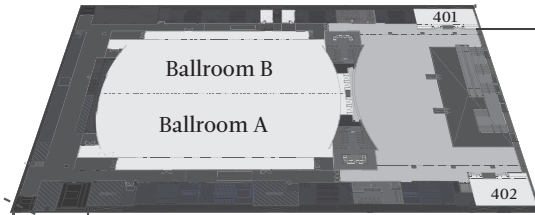
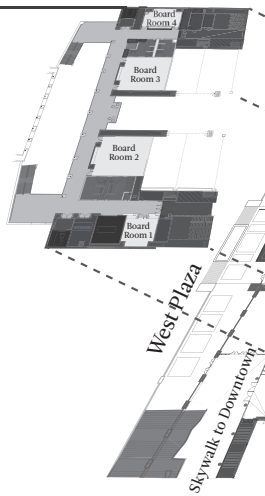
515.564.8000
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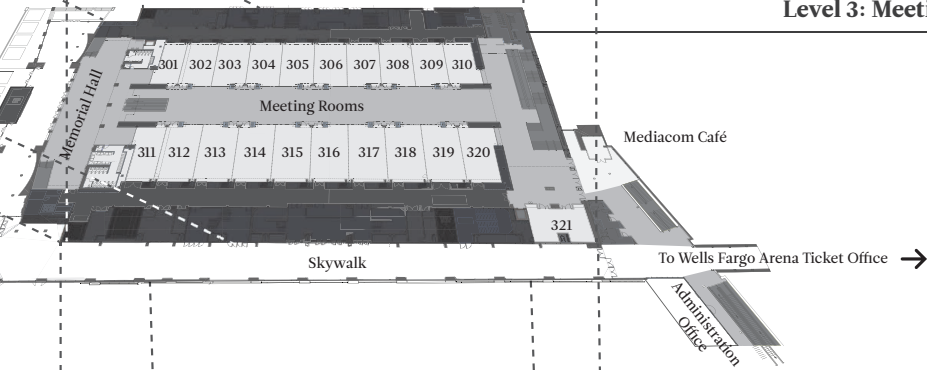
FACILITY BROCHURE



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

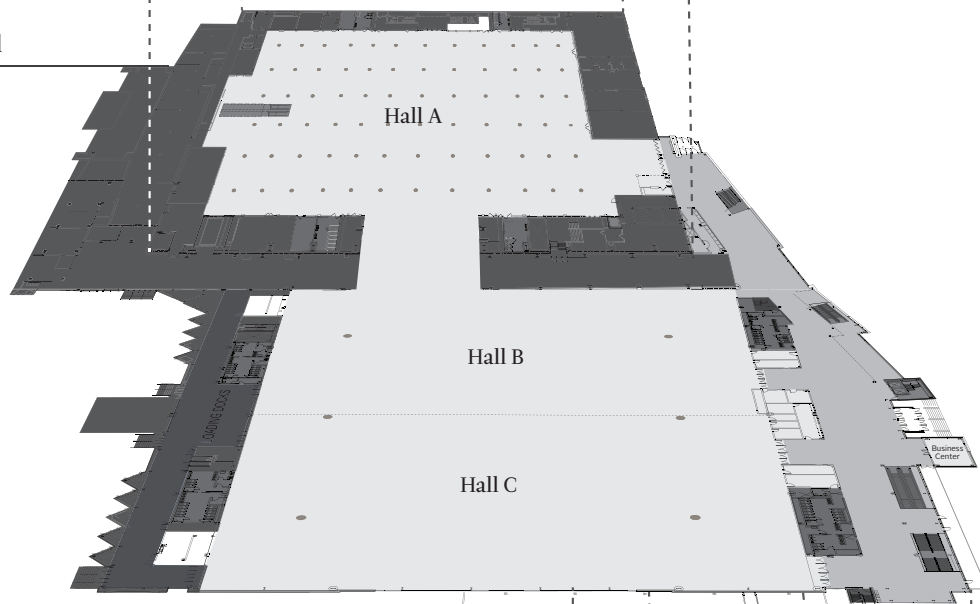


Community Choice Credit Union Convention Center
Level 4: Ballroom Level

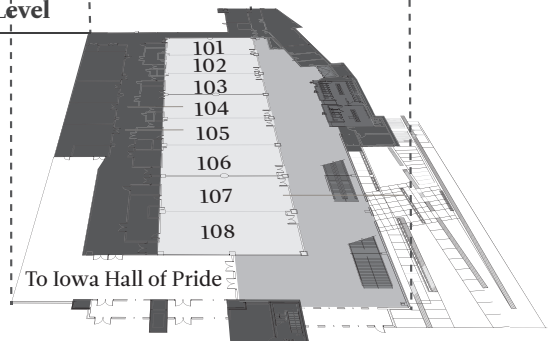


Community Choice Credit Union Convention Center
Level 3: Meeting Room Level

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:

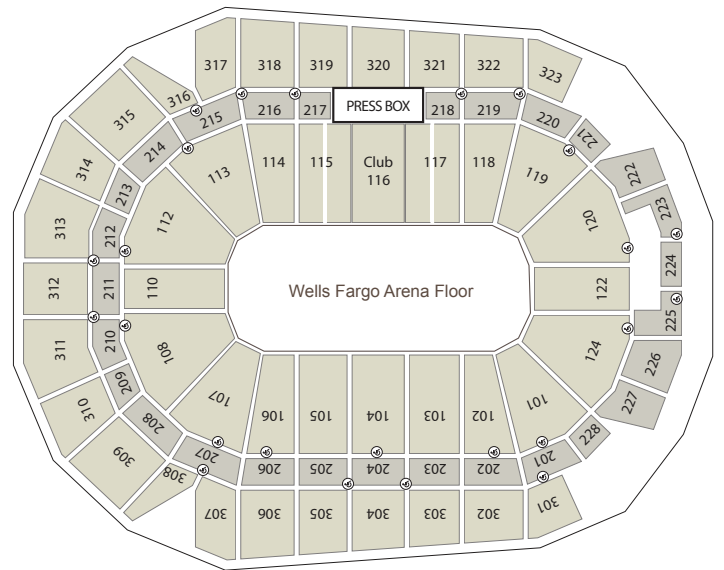
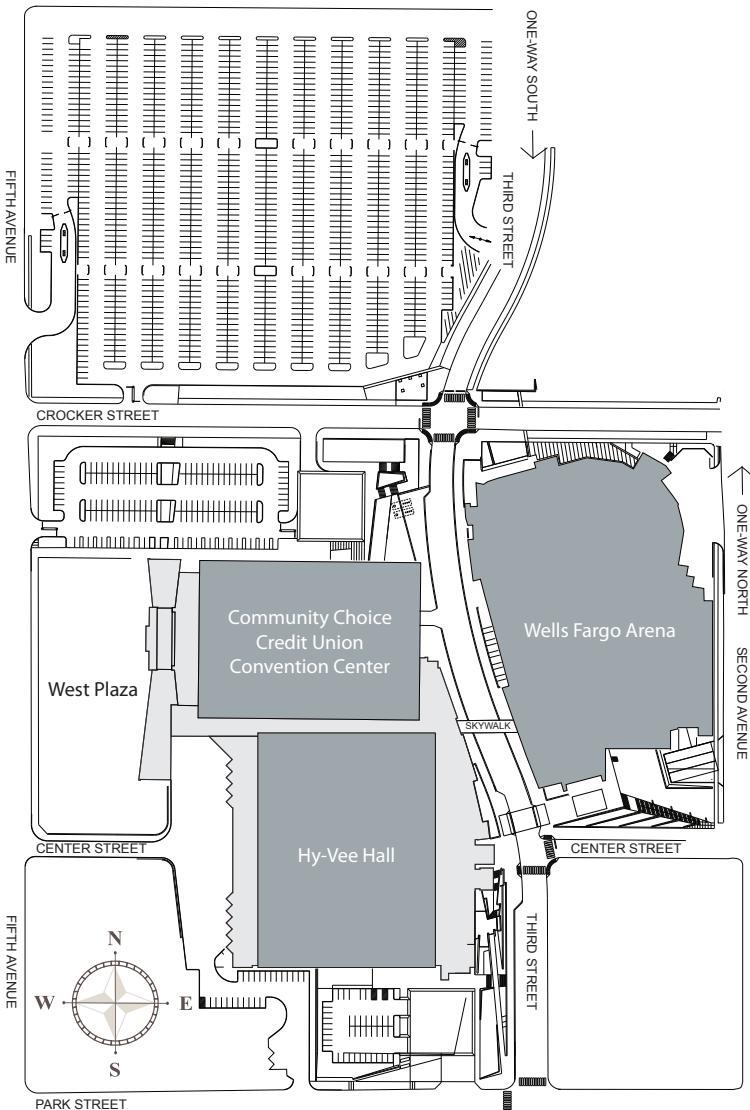
- Convenient location off I-235
- 1,300 parking spaces on-site
- Over 30,000 parking spaces in city garages and meters
- 10 minutes from the Des Moines International Airport
- Over 100 downtown restaurants
- Complete marketing, media and public relations services
- 1,900 hotel rooms within one mile of 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.

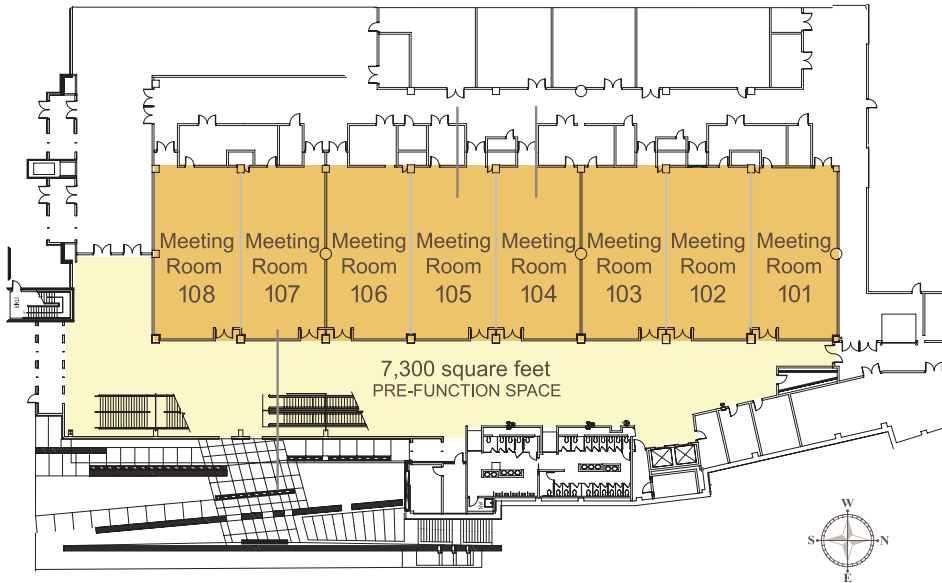
CLIENT FEEDBACK

“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 |

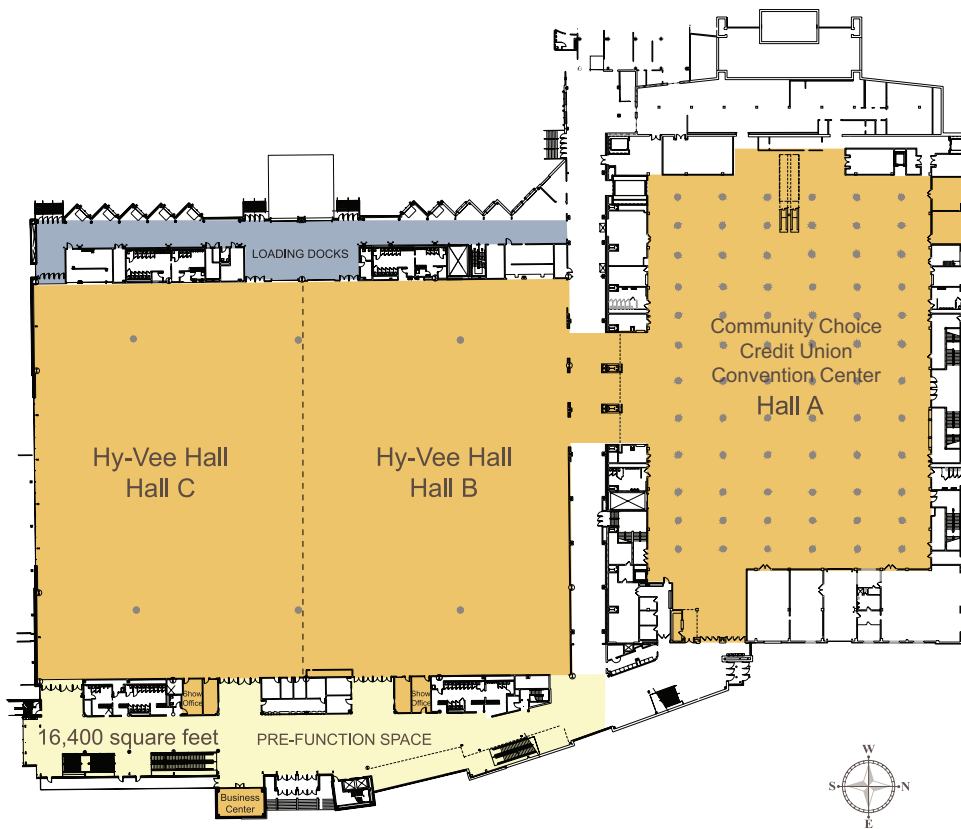
LEVEL 2: HY-VEE HALL

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

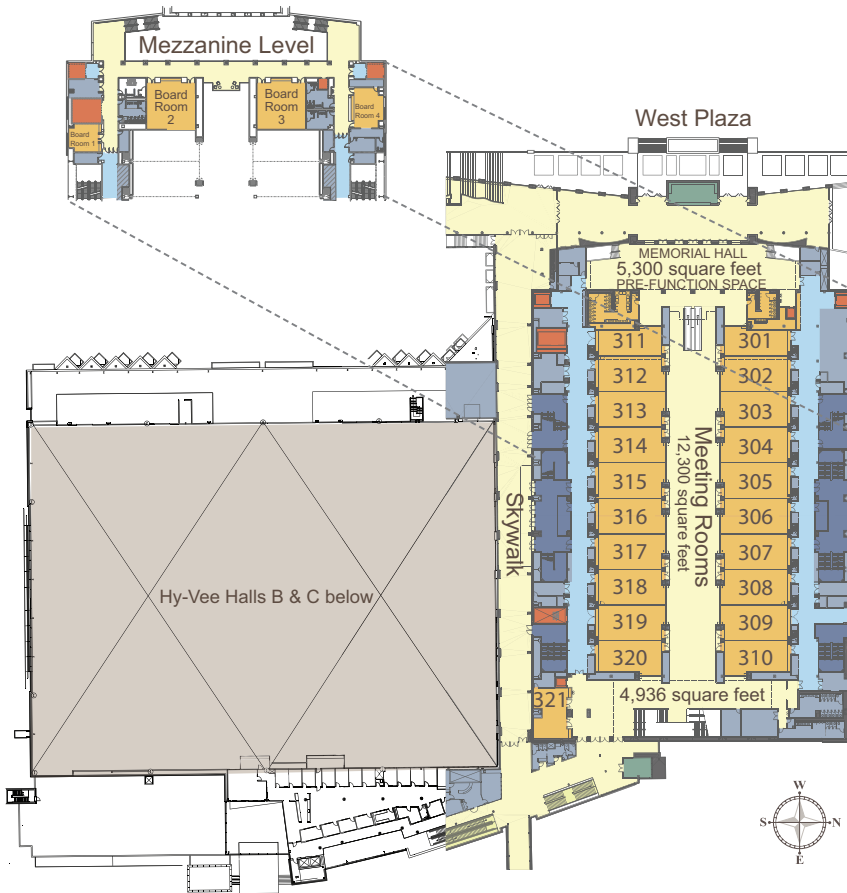
| ROOM | SQUARE FEET | DIMENSIONS | CEILING HEIGHT | BANQUET ROUNDS | THEATRE | CLASSROOM | 10 X 10 BOOTHS |
|-----------------|-------------|-------------|----------------|----------------|---------|-----------|----------------|
| Hall B | 46,725 | 267' x 175' | 35' | 3,050 | 4,247 | 2,270 | 260 |
| 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

The Mezzanine Level, located directly above Memorial Hall, features (4) executive boardrooms ideal for smaller meetings.

| | | | | | | |
|------------------|-------|---------------|-----|-----------------------------|-----|----|
| 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 | | |

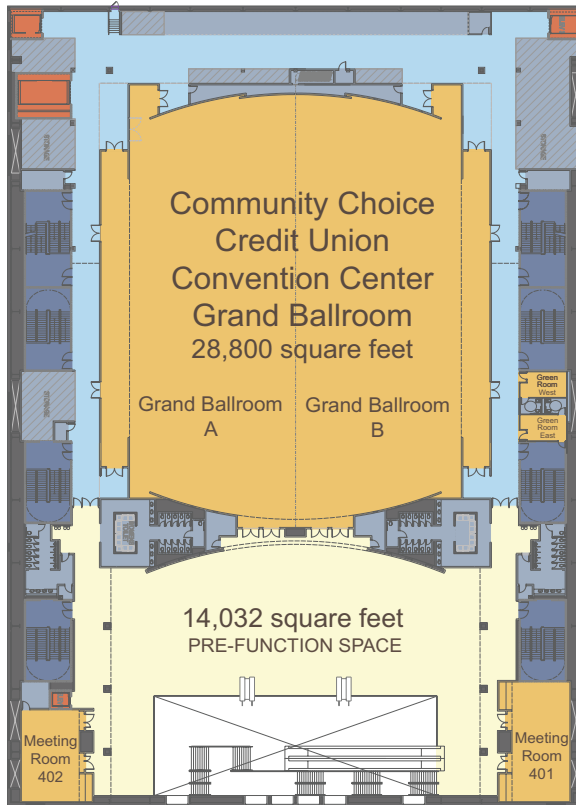
LEVEL 4: COMMUNITY CHOICE CREDIT UNION CONVENTION CENTER

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' x 21'.

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

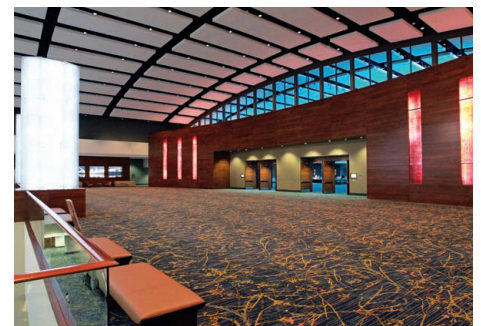
Floor load capacity: 100 pounds per square foot.



General Session in Grand Ballroom



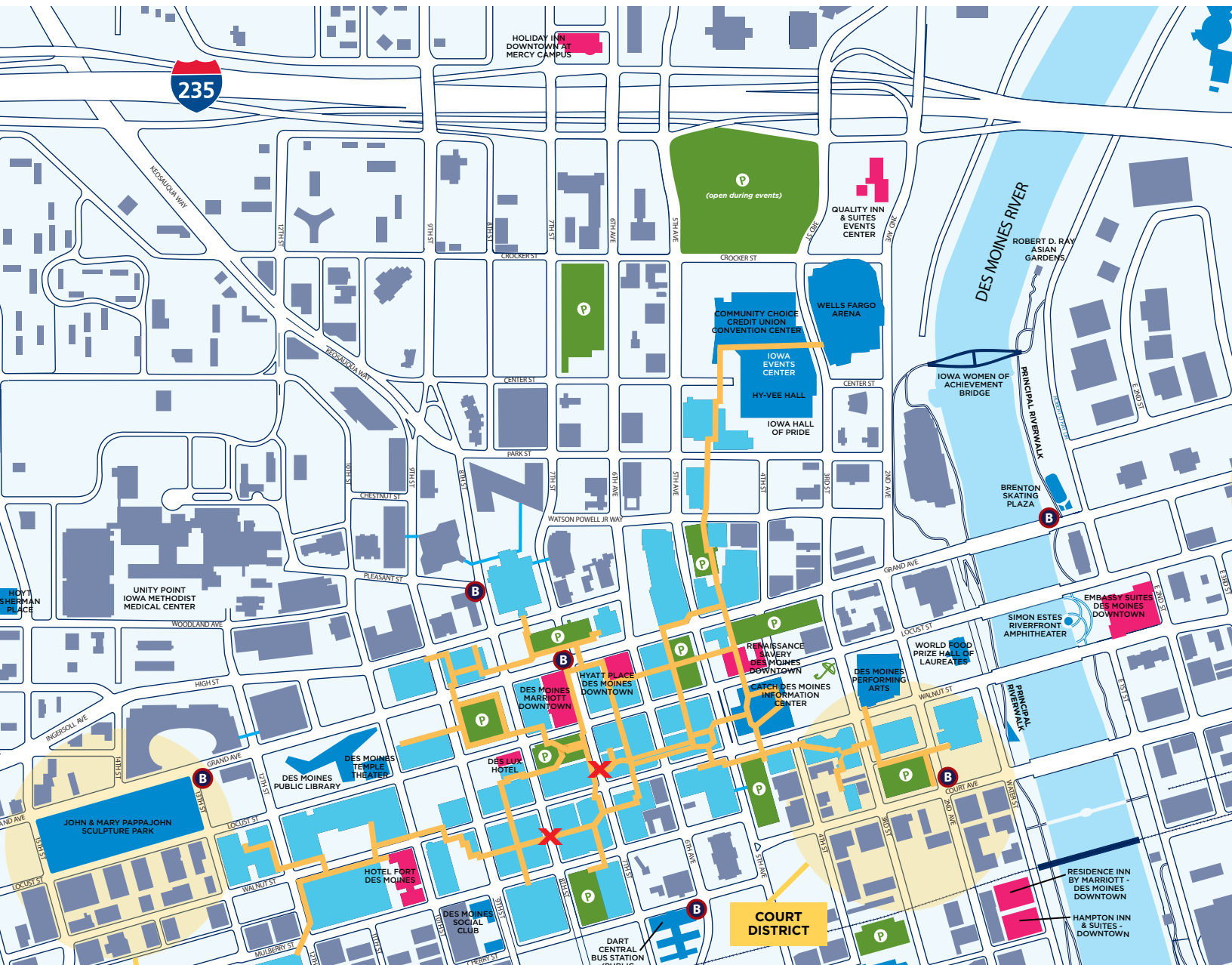
Banquet in Grand Ballroom A



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

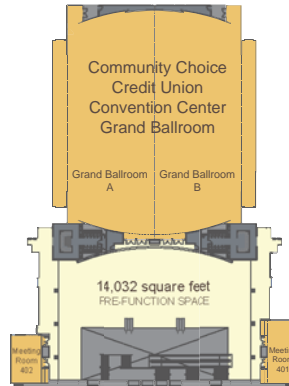
GREATER DES MOINES CONVENTION & VISITORS BUREAU
 Des Moines Area Sports Commission
 400 Locust Street, Suite 265, Des Moines, Iowa 50309
 Phone: 1.800.451.2625 • Fax: 515.244.9757
 E-mail: margie@catchdesmoines.com • Website: www.catchdesmoines.com



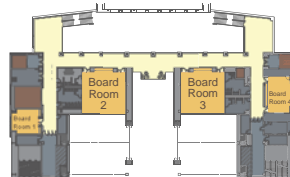
IOWA EVENTS CENTER



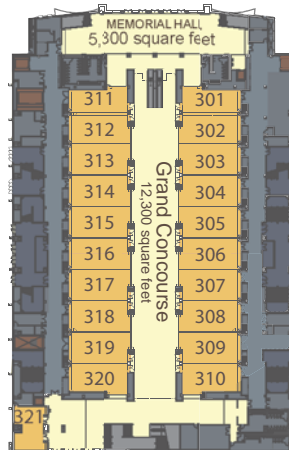
LEVEL 4: Ballroom Level
Community Choice Credit Union Convention Center



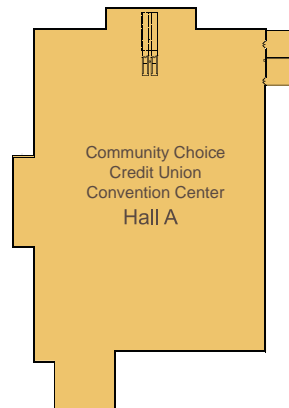
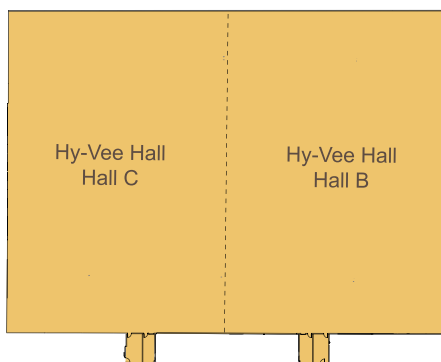
MEZZANINE LEVEL
Community Choice Credit Union Convention Center



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



LEVEL 2: Exhibition Level
Hy-Vee Hall



LEVEL 1: Meeting Room Level
Hy-Vee Hall



730 3rd Street
Des Moines, IA 50309
(515) 564-8135
Fax: (515) 564-8001
iowaeventscenter.com

The Iowa Events Center is the meeting, event and concert facility in Downtown Des Moines. The facility is well-suited for conventions, tradeshow, sports and entertainment.

The facility offers over 226,000 square feet of combined meeting, exhibit and ballroom space, including a 28,800 square foot ballroom and 37 breakout rooms.

As part of the Iowa Events Center, Wells Fargo Arena is a world-class showcase for today's top stars, big sports and your own unique events. It is home to the NBA D-League team, Iowa Energy, Iowa Wild, and the Iowa Barnstormers Arena Football team. Built to the highest standards of architectural excellence, the arena offers unobstructed sight lines, comfortable seating and outstanding amenities for up to 17,100 excited guests. With TV monitors throughout the concourses, no one will miss a minute of action on the arena floor.

IOWA EVENTS CENTER

LEVEL 1

The 14,400 sq ft can be divided into a maximum of three meeting rooms that can create up to eight individual meeting rooms.

LEVEL 2

This level consists of 150,000 sq ft of continuous exhibition space broken up into three separate halls of approximately 50,000 sq ft each.

LEVEL 3

This level consists of an additional 27,975 sq ft of meeting space broken up into 21 separate meeting rooms or a combination of specialized settings. Each room is separated by an operable wall for your room sizing convenience. These operable air walls allow the flexibility to open up this floor to accommodate up to 180 - 8' x 10' exhibit booths.

LEVEL 4

The Grand Ballroom with an operable wall allows banquets up to 2,330 guests.



ALL MEETING SPACE

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

| LEVEL | ROOM NAME | SQ. FT. | DIMENSION | CEILING | BANQUET | THEATER | CLASSROOM | 10 x10 BOOTHS |
|-------|--------------------------------|--------------|-------------|----------|---------|---------|-----------|---------------|
| 1 | Meeting Rooms 1-8 | 1,800 each | 30' x 60' | 12' | 110 | 180 | 90 | -- |
| 1 | 2 Meeting rooms (7 & 8) | 3,600 | 60' x 60' | 12' | 230 | 360 | 180 | -- |
| 1 | 3 Mtg. Rooms (1-3, & 4-6) | 5,400 | 90' x 60' | 12' | 340 | 540 | 270 | -- |
| 2 | Hall B | 46, 725 | 267' x 175' | 35' | 3,050 | 4, 247 | 2, 270 | 260 |
| 2 | Hall C | 49, 395 | 267' x 185' | 35' | 3,200 | 4, 490 | 2, 318 | 281 |
| 2 | Halls B & C | 96,120 | 267' x 360' | 35' | 6, 270 | 8,737 | 4,545 | 541 |
| 2 | Hall A | 50, 806 | 266' x 191' | 13' | -- | -- | -- | 262 |
| 2 | Business Center | 600 | -- | -- | -- | -- | -- | -- |
| 2 | Show Offices | 250/office | -- | -- | -- | -- | -- | -- |
| 3 | Meeting Rooms 301, 311 | 1,000 each | 20' x 50' | 16' | 80 | 111 | 69 | -- |
| 3 | Meeting Rooms 302-309, 312-319 | 1,350 each | 27' x 50' | 16' | 110 | 155 | 96 | -- |
| 3 | Meeting Room 310, 320 | 1,200 each | 24' x 50' | 16' | 100 | 133 | 81 | -- |
| 3 | Meeting Room 321 | 950 | 38' x 25' | 16' | 80 | 111 | 69 | -- |
| 4 | Meeting room 401 | 1,400 | 25' x 52' | 12' | 110 | 155 | 78 | -- |
| 4 | Meeting room 402 | 1,000 | 25' x 40' | 12' | 80 | 111 | 69 | -- |
| 4 | Grand Ballroom | 28, 730 | 180' x 160' | 30' -40' | 2,330 | 3,111 | 1,929 | 108 |
| 4 | Grand Ballrooms A & B | 14, 400 each | 180 x 80' | 30' -40' | 1,165 | 1,550 | 964 | 54 |
| 4 | Green Room West & East | 225 | -- | -- | -- | -- | -- | -- |

WELLS FARGO ARENA

| ROOM NAME | SQ. FT | DIMENSION | CEILING | BANQUET | THEATER |
|---------------|--------|-------------|---------|---------|---------|
| Arena Floor | 31,700 | 259' x 125' | 127' | 1,850 | 16,400 |
| Fixed Seating | -- | -- | -- | -- | 12,460 |