

IOWA STATE FAIR

AUGUST

12-22



IowaStateFair

August 12-22, 2010



800.545.FAIR | IOWASTATEFAIR.ORG

ADVANCE GATE ADMISSION

Adults: \$7 (\$10 at the gate)

Children (ages 6-11): \$3 (\$4 at the gate)

Children (ages 5 and under): FREE every Fair day

Adult and child advance admission tickets available now at iowastatefair.org. Beginning July 1, adult advance admission tickets available at nearly 2000 Iowa Powerball retailers. Adult and child advance admission tickets available at all Dahl's Food Stores, participating Fareways, as well as Iowa and Omaha-area Hy-Vee Stores. Also available at the Iowa State Fair Ticket Office beginning July 12. While supplies last. Convenience fees may apply.



VALUE AND CONVENIENCE

Now there are more ways to save!

- **MIDWAY TICKETS** – set of five midway ride tickets, \$13 (a \$25 value).
- **FOOD COUPONS** – good for \$1 toward food or drink.
- **FAIR PLAY PACKS** – value-packed kits offer discounts of up to 25% on admission, selected rides and food. Visit iowastatefair.org for details.
- **PUNCH CARDS** – 11 days of adult Fair admission for just \$77.



Punch cards are available now at iowastatefair.org. Midway tickets, food coupons and Fair Play Packs will be available online mid-May. All offers will be available at the State Fair Ticket Office beginning July 12. Available while supplies last.

STATE FAIR TICKET OFFICE

Beginning July 12, the Fair's Ticket Office will be open 8 a.m. to 4:30 p.m., Mondays - Fridays and 9 a.m. to Noon on Saturdays for walk-up orders only. It is located on the front porch of the Administration Building on the Fairgrounds. Mail and online orders will close July 29 to allow for mailing time before the Fair's opening day. All tickets available while supplies last.





SPECIAL OFFERS

- Half price admission: available at the gate Monday-Thursday evenings from 5-10 p.m. and all day Extreme Sunday, August 22 (not good with any other discount)
- Older Iowans' Day (Wednesday, August 18): \$7 for Fairgoers 60 and older

TOUR GROUPS

For assistance in bringing your tour group to the Fair, contact Megan Grandgeorge at 515/262-3111 x335.

HOURS

Grounds: 7 a.m. to 1 a.m.

(no entry or re-entry after 9 p.m. on August 22)

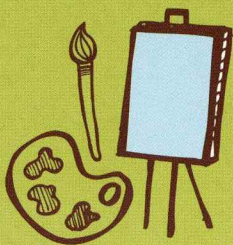
Buildings: 9 a.m. to 9 p.m.

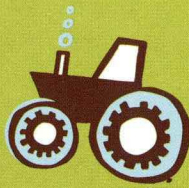
Midway: 10 a.m. to Midnight

GRANDSTAND TICKETS

Tickets for all concerts and events are on sale now at all Ticketmaster outlets, online at ticketmaster.com or by phone at 1.800.745.3000.

All concert seats are reserved. All track events are general admission. Convenience charges apply to all tickets. The Iowa State Fair Ticket Office will open July 12 for walk-up orders only (assuming tickets remain). For the complete line-up, check out iowastatefair.org.





FOR MORE INFORMATION

Visit iowastatefair.org for all the latest Fair info and check back in May for the interactive free stage line-up. Additional features, such as self-guided walking tours and searchable daily program, will be available in July. Sign up online for our monthly e-news and get Fair updates delivered right to your inbox or connect with us on Facebook or Twitter!

LOCATION

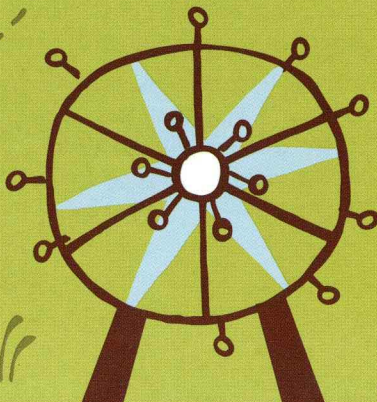
The Iowa State Fairgrounds are located at East 30th Street and East University Avenue, just 10 minutes east of downtown Des Moines, and are easily accessible from all directions via I-235. For travel pointers, visit iowastatefair.org.

PARKING

North Lot: \$10

Bicycle Parking (Inside Gate 10): \$2

Buses: Free



**MORE THAN ONE MILLION FAIRGOERS
ARE COUNTING DOWN THE DAYS TO**

NON STOP

FUN

AUGUST 12-22

IT'S NON-STOP FOOD with more than 50 different choices of foods-on-a-stick, nearly 200 food stands and more than 500 booths, displays and exhibits.

IT'S NON-STOP MUSIC with free concerts on five stages offering everything from country and oldies to rock and blues. Or see star-studded acts like Sugarland, Sheryl Crow and Jeff Dunham in the Grandstand.

IT'S NON-STOP AGRICULTURE and animals, combining one of the world's largest livestock shows, a 20-acre farm machinery show and the new Richard O. Jacobson Exhibition Center, a state-of-the-art livestock and concert arena.

IT'S NON-STOP FUN FOR KIDS! Time flies while kids explore the enchanting Fun Forest, complete with daily family-friendly entertainment and kid-friendly play area; Little Hands on the Farm, where youngsters ages 2 to 10 experience life on the farm and Blue Ribbon Kids, our free club for Fairgoers ages 10 and younger, offers fun, hands-on activities each weekday of the Fair.

Frequently listed among the top events in the nation, the Iowa State Fair inspired the internationally-acclaimed novel "State Fair," three motion pictures, plus Rodgers and Hammerstein's Broadway musical. Mark your calendar to join us August 12-22!

DART PARK AND RIDE



Catch DART's Route #1 buses for the quickest and easiest ride to the Fair. Most buses are wheelchair-accessible. Enjoy faster boarding with roundtrip fares. Pay just once and board free at the Fair with roundtrip fares of \$2 for adults, \$1 for children (6-10) and seniors (65+) and disabled persons (DART ID required). Children 5 and under are FREE.

ROUTE #1 FAIRGROUNDS:

6 a.m. to approximately 5:30 p.m. Monday – Friday and 7:45 a.m. to 5:30 p.m. on Saturday & Sunday. Board along the #1 Route or at East Grand & 12th with FREE Park and Ride lots available at: East High School parking lot, enter from East 12th Street (north of I-235) and walk to East 12th and Grand; State Capitol parking ramp at Penn and Grand, enter from Penn Avenue; and all State Capitol visitor lots.

ADDITIONAL FREE PARK & RIDE LOTS DURING THE FAIR:

Southeast Polk High School
(S.E. 80th Avenue and Highway 163):
Six miles east of the Fairgrounds; 8:30 a.m. to
Midnight **every Fair day.**

STATE CAPITOL

(East 12th near the State Capitol bell):
5:30 p.m. to Midnight **weeknights**; 8:30 a.m. to
Midnight **Saturdays & Sundays.**

CENTER STREET PARK 'N' RIDE

(7th and Center Street, enter on 7th Street):
6 p.m. to Midnight Fridays; 8:30 a.m. to Midnight
Saturdays & Sundays.



FOR FURTHER INFORMATION,
CALL DART AT 515/283-8100
OR VISIT IOWASTATEFAIR.ORG.