Iowa Ag Expo 2027 — first-time exhibitor checklist

Tuesday, February 2 – Thursday, February 4, 2027 · Iowa Events Center, Des Moines. Dates marked FROM THE ORGANIZER come from the show's own site; the others are our suggestions, counted back from the opening day.

☐	**Wed, Nov 25, 2026**	Company profile description and logo due FROM THE ORGANIZER
☐	**Fri, Dec 4, 2026**	Settle who works the booth and what equipment comes, before December 11, when cancelling costs the full booth price. SUGGESTED
☐	**Fri, Dec 11, 2026**	After today, cancelling a booth costs the full price FROM THE ORGANIZER
☐	**Fri, Dec 18, 2026**	Expo program deadline FROM THE ORGANIZER
☐	**Mon, Dec 28, 2026**	Badge registration opens FROM THE ORGANIZER
☐	**Mon, Dec 28, 2026**	Register booth staff as soon as badge registration opens on December 28. SUGGESTED
☐	**Wed, Dec 30, 2026**	Last day for extra booth furnishings at the discounted price FROM THE ORGANIZER
☐	**Mon, Jan 4, 2027**	Book your hotel; send your liability insurance certificate and any Nebraska sales tax ID FROM THE ORGANIZER
☐	**Mon, Jan 4, 2027**	Book rooms by January 4. Call the host hotel and mention the Iowa Ag Expo for the discounted rate. SUGGESTED
☐	**Tue, Jan 5, 2027**	Freeman's warehouse starts receiving freight FROM THE ORGANIZER
☐	**Tue, Jan 12, 2027**	Set up your follow-up: quotes, spec sheets and delivery windows for what farmers will ask about, so each one hears back the day you meet. SUGGESTED
☐	**Tue, Jan 19, 2027**	Last day for extra booth furnishings at the regular price FROM THE ORGANIZER
☐	**Fri, Jan 22, 2027**	Order electric, internet and booth catering FROM THE ORGANIZER
☐	**Tue, Jan 26, 2027**	Badge registration closes FROM THE ORGANIZER
☐	**Thu, Jan 28, 2027**	Equipment staging begins at Principal Park FROM THE ORGANIZER

☐	**Thu, Jan 28, 2027**	Stage equipment at Principal Park, free from January 28. SUGGESTED
☐	**Fri, Feb 5, 2027**	Equipment off the Iowa Events Center north lot by noon FROM THE ORGANIZER
☐	**Mon, Feb 8, 2027**	Send the last follow-ups first thing Monday, before farmers head back to the shop and the paperwork. SUGGESTED
☐	**Tue, Feb 9, 2027**	Equipment out of the Principal Park lots FROM THE ORGANIZER

Checked against iowaagexpo.com on Mon, Nov 9, 2026. Dates change; the organizer's site is the final word. The full guide, with a source for every date: https://meetdrop.ai/events/iowa-ag-expo