Open Call to IU Units

The Indiana State Fair is clearly a hotspot where Hoosiers convene at one time in one location. It’s Indiana’s largest multi-day event (attracting almost 900,000 visitors each year), and less than a third of those visitors live in Marion County. It’s the perfect venue for encouraging pride and affection for IU while also linking the state’s economic future with our own future.

It should be no surprise, then, that IU is an official sponsor of the fair. August 7 will be known as “IU Day.” As a day sponsor, IU will host a street of booths and exhibits; pep rallies with IU speakers; Moveable Feast of the Arts performances; and other special events and promotions. Activities will center around four broad themes: technology, arts, life sciences, and economic development.

Here’s where you come in. By early May, you’ll be able to check out www.indiana.edu/~fair for a map, FAQ, and ongoing updates. In the meantime, submit the one-page application if you’re interested in applying for limited space.

Important Dates
Space review will begin as soon as proposals are submitted. We encourage units to submit proposals as soon as possible so that committees can draft a diverse space and performance plan.

Due Date for Proposal Submission
April 11, 2008

Unit Notification
April 29, 2008

2008 Indiana State Fair
August 6–17, 2008

IU Day at the Indiana State Fair
August 7, 2008

For general questions, contact:
Nancy Clensy
Office of the Vice President for Public Affairs and Government Relations
Bryan Hall 300
Bloomington, IN 47405

Phone: (812) 855-6493. Fax: (812) 855-9161. Email: nclensy@indiana.edu.

For proposal submissions or specific questions, contact:
Margie Eberle-Polley
530 East Kirkwood Avenue, Carmichael Center Suite 205
Bloomington, IN 47408-4003

Phone: (812) 855-0059. Fax: (812) 855.3688. Email: meberlep@indiana.edu

Space Availability: August 7

IU Day
What: About 40 booths (10’ x 10’ or 10’ x 20’)
Where: Located on the southwest side of the fairgrounds near the Gate 1A entrance
When: August 7, 10 a.m.–10 p.m. (booths installed and dismantled outside operation hours)

Campus mail completed applications to: Margie Eberle-Polley, Carmichael 205, IUB.
Thank you for your time and interest!
IU Day Home & Family Arts Stage
What: IU Day on the Home & Family Arts Stage (44’L x 18’W stage; sound by Mid-America)
Where: Located outdoors on Expo Hall Street
When: August 7, 10:30 a.m.–10 p.m.

IU Day Parade
What: Walk or perform in IU Day parade
Where: See Web site map
When: August 7, 6:30 p.m.

IU Day Reception
What: Performers for IU Day VIP Reception
Where: Bartos (indoors), Farm Bureau Building
When: August 7 (time TBD)

Here is a reminder of IU's space on the fairgrounds last summer:
Indiana State Fair Space Application Form
Deadline: April 11, 2008

Units should bear in mind that the fair audience will be broad-based and of all ages, and performances and booths should be appropriate for public display.

Please type or print clearly.

Last Name ___________________________________________ First Name ________________________________
IU Unit Name ___________________________________________ ________________________________
Campus Mailing Address ___________________________________________________________________
Campus Phone ____________________________ Email ________________________________________

I am interested in (check all that apply)...
☐ IU Day Booth ☐ IU Day Parade
☐ IU Day Home & Family Arts Stage ☐ IU Day VIP Reception

IU’s financial contribution to your unit’s presence will fund: overall promotions and sponsorship, as well as basic booth/tent space, electricity, an eight-foot skirted table, two chairs, and pole signage. We will look to your unit to fund your own travel, internet connection, inside signage, give-aways, and activities.

I would like (check all that apply) …
☐ (#) Standard 10’ x 10’ booth(s) ☐ Skirted tables
☐ (#) Larger booth(s) ☐ Electricity
☐ (#) 8’ table(s) ☐ Internet connection
☐ (#) chair(s) ☐ To bring in outside vendor equipment

IU will look to your unit to set up, tear down, organize, and staff your area. We recommend three-hour shifts with two or more volunteers per shift.

I am planning the following booth/performance/parade presence (describe in detail): __________
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________

☐ Arts Only: I would like to apply for limited Moveable Feast of the Arts funds totaling __________ ($). I have attached an itemized budget with elements I will cover.

I have specific needs not addressed on this form, including: ______________________________________
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________

I understand that IU will look to my unit to set up, tear down, organize, and staff my area(s), and I am committed to organizing and funding my presence as outlined in this proposal.

Signature ___________________________________________ Date ________________________

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Thank you for your time and interest!