



CAESARS
ENTERTAINMENT®

Heartland Carwash Association
2024 Heartland Car Wash Association Trade Show
Mid-America Center

Proposed Meeting Space and F&B Minimum

Food & Beverage Minimum	\$15,500.00
Meeting Space Rental	\$12,000.00

- All food & beverage will have a 7% Sales tax and a 21% Service Charge.

Date	Time	Event	Event Name	Room	Setup	AGR	Rental
Tue, 09/17/24	6:00 AM - 10:00 AM	Setup	Setup	Room K- L	Rounds	65	\$.00
Tue, 09/17/24	6:00 AM - 10:00 AM	Setup	Setup	Exhibit Hall	Exhibits	65	\$2,000.00
Tue, 09/17/24	6:00 AM - 10:00 AM	Setup	Setup	Room E - F	Rounds	125	\$.00
Tue, 09/17/24	6:00 AM - 10:00 AM	Setup	Setup	Room D	Rounds	65	\$.00
Tue, 09/17/24	7:00 AM - 8:00 AM	Breakfast - Buffet	Breakfast - Buffet	Room B	Rounds	125	\$.00
Tue, 09/17/24	8:00 AM - 2:00 PM	Breakout	Breakout	Room K- L	Rounds	65	\$.00

Tue, 09/17/24	8:00 AM - 2:00 PM	Breakout	Breakout	Room D	Rounds	65	\$.00
Tue, 09/17/24	8:00 AM - 2:00 PM	General Session	General Session	Room E - F	Rounds	125	\$.00
Tue, 09/17/24	10:00 AM - 10:45 AM	Break - AM	Break - AM	Room B	Rounds	125	\$.00
Tue, 09/17/24	10:00 AM - 10:00 PM	Show Time	Exhibits	Exhibit Hall	Exhibits	65	\$4,000.00
Tue, 09/17/24	12:00 PM - 1:00 PM	Lunch - Buffet	Lunch - Buffet	Room B	Rounds	125	\$.00
Tue, 09/17/24	3:30 PM - 4:15 PM	Break - PM	Break - PM	Room B	Rounds	125	\$.00

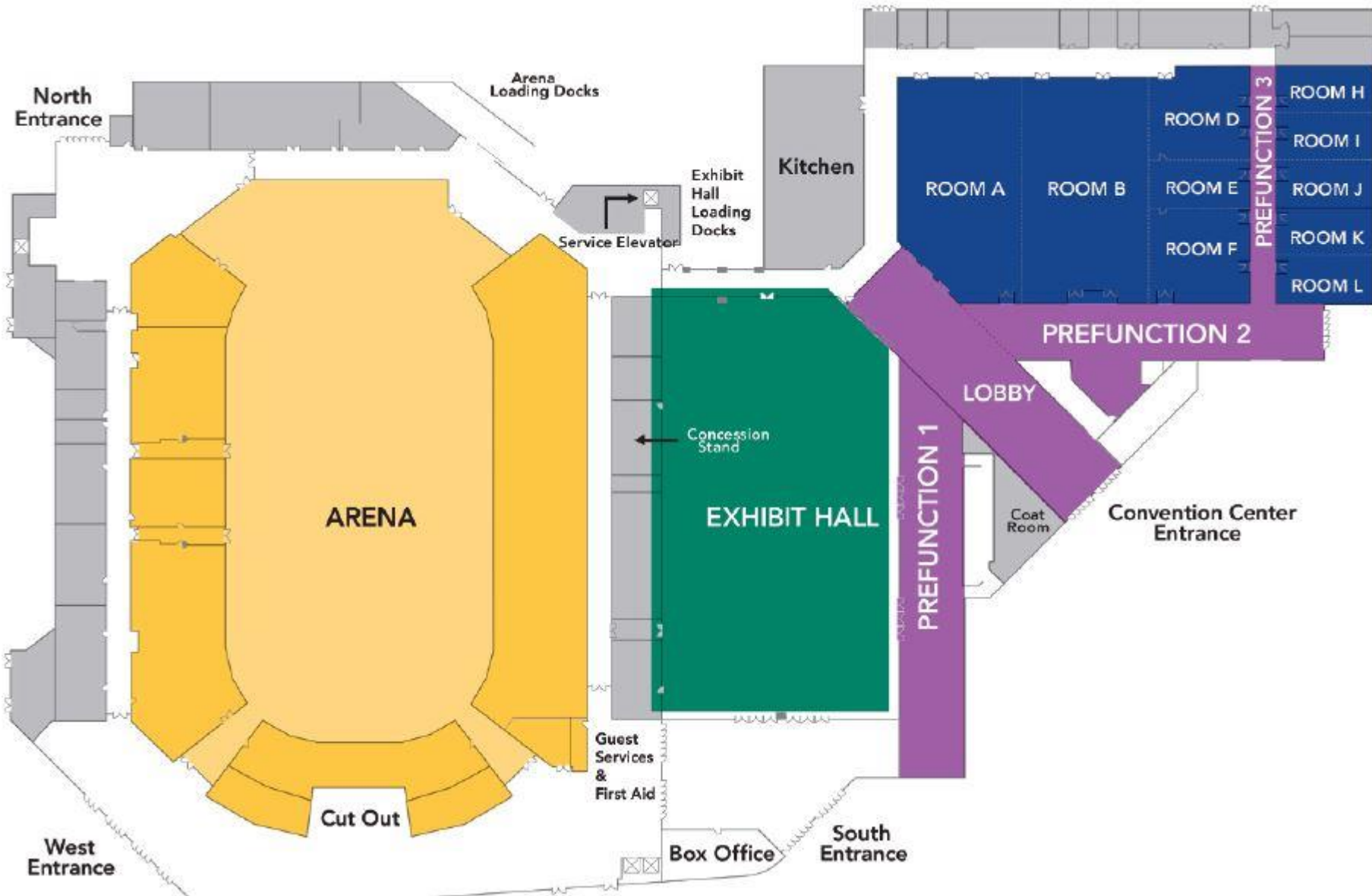
Wed, 09/18/24	7:00 AM - 8:00 AM	Breakfast - Buffet	Breakfast - Buffet	Room B	Rounds	125	\$.00
Wed, 09/18/24	7:30 AM - 7:00 PM	Registration	Registration	Prefunction 1	Registration	125	\$.00
Wed, 09/18/24	8:00 AM - 2:00 PM	Breakout	Breakout	Room K- L	Rounds	65	\$.00
Wed, 09/18/24	8:00 AM - 2:00 PM	Breakout	Breakout	Room D	Rounds	65	\$.00
Wed, 09/18/24	8:00 AM - 2:00 PM	General Session	General Session	Room E - F	Rounds	125	\$.00
Wed, 09/18/24	8:00 AM - 3:00 PM	Breakout	Breakout	Room K- L	Rounds	65	\$.00

Wed, 09/18/24	8:00 AM - 3:00 PM	Breakout	Breakout	Room D	Rounds	65	\$.00
Wed, 09/18/24	8:00 AM - 3:00 PM	General Session	General Session	Room E - F	Rounds	125	\$.00
Wed, 09/18/24	10:00 AM - 10:45 AM	Break - AM	Break - AM	Room B	Rounds	125	\$.00
Wed, 09/18/24	10:00 AM - 2:00 PM	Exhibits	Exhibits	Exhibit Hall	Exhibits	65	\$4,000.00
Wed, 09/18/24	12:00 PM - 1:00 PM	Lunch - Buffet	Lunch - Buffet	Room B	Rounds	125	\$.00
Wed, 09/18/24	3:30 PM - 4:15 PM	Break - PM	Break - PM	Room B	Rounds	125	\$.00

Thu, 09/19/24	7:00 AM - 8:00 AM	Breakfast - Buffet	Breakfast - Buffet	Room B	Rounds	125	\$.00
Thu, 09/19/24	8:00 AM - 2:00 PM	Teardown	Teardown	Room K- L	Rounds	65	\$2,000.00
Thu, 09/19/24	8:00 AM - 2:00 PM	Teardown	Teardown	Room D	Rounds	65	\$.00
Thu, 09/19/24	8:00 AM - 2:00 PM	Teardown	Teardown	Room E - F	Rounds	125	\$.00
Thu, 09/19/24	8:00 AM - 2:00 PM	Teardown	Teardown	Room K- L	Rounds	65	\$.00
Thu, 09/19/24	8:00 AM - 2:00 PM	Teardown	Teardown	Room E - F	Rounds	125	\$.00

Thu, 09/19/24	8:00 AM - 2:00 PM	Teardown	Teardown	Room D	Rounds	65	\$.00
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Meeting Space Map - Mid-America Center



ROOMS	SQ. FT.	DIMENSIONS	BANQUET	THEATER	CLASSROOM	10'X10' BOOTHS
ARENA	30,000	240' X 125' X 57'6" H	1,880	2,750	1,750	150
EXHIBIT HALL	24,500	206' X 114' X 26' H	1,330	1,983	1,284	101
A - F	18,518	172'6" X 109'	1,090	1,774	1,108	94
A - B	13,436	127'7" X 109'	770	1,295	820	67
B - F	12,058	109'9" X 109'	640	1,128	792	63
D - F	5,082	45' X 116'	270	480	256	18
D - E	3,069	45' X 69'6"	150	280	176	10
E - F	3,069	45' X 70'1"	150	240	144	10
H - J	3,227	71'5" X 43'7"	150	289	176	14
H - I	2,127	47'4" X 43'7"	90	190	116	10
I - J	2,127	47'10" X 43'7"	90	198	116	10
K - L	2,054	45'7" X 43'7"	90	196	112	9
A	6,460	62'5" X 109' X 15'11" H	310	633	400	24
B	6,976	64'10" X 109' X 15'11" H	320	668	432	26
D	2,013	45' X 46'2" X 15'11" H	90	180	108	6
E	1,056	45' X 23'8" X 15'11" H	50	105	52	4
F	2,013	45' X 46'2" X 15'11" H	90	160	96	6
H	1,100	23'4" X 43'7" X 10' H	50	96	60	4
I	1,027	23'8" X 43'7" X 10' H	50	98	56	4
J	1,100	23'8" X 43'7" X 10' H	50	96	60	4
K	1,027	23'2" X 43'7" X 10' H	50	95	56	3
L	1,027	22'3" X 43'7" X 10'	50	102	60	4

* BANQUET CAPACITY IS BASED ON (10) PERSON PER 72" ROUND TABLES. | * CLASSROOM CAPACITY IS BASED ON 18" WIDE TABLES.

ADDITIONAL CONVENTION CENTER DIMENSIONS

PREFUNCTION 1
4,004 SQ. FT. | 154' X 26'

PREFUNCTION 2
3,724 SQ. FT. | 133' X 28'

PREFUNCTION 3
1,464 SQ. FT. | 122' X 12'

Concessions

CONCESSIONS

The following concessions are included as part of your contract and are based on the group spending approximately **\$.00** in room revenue and **\$15,500.00** in food & beverage (before taxes and gratuity). The values of the concessions listed below are estimates only and do not have cash value for redemption.

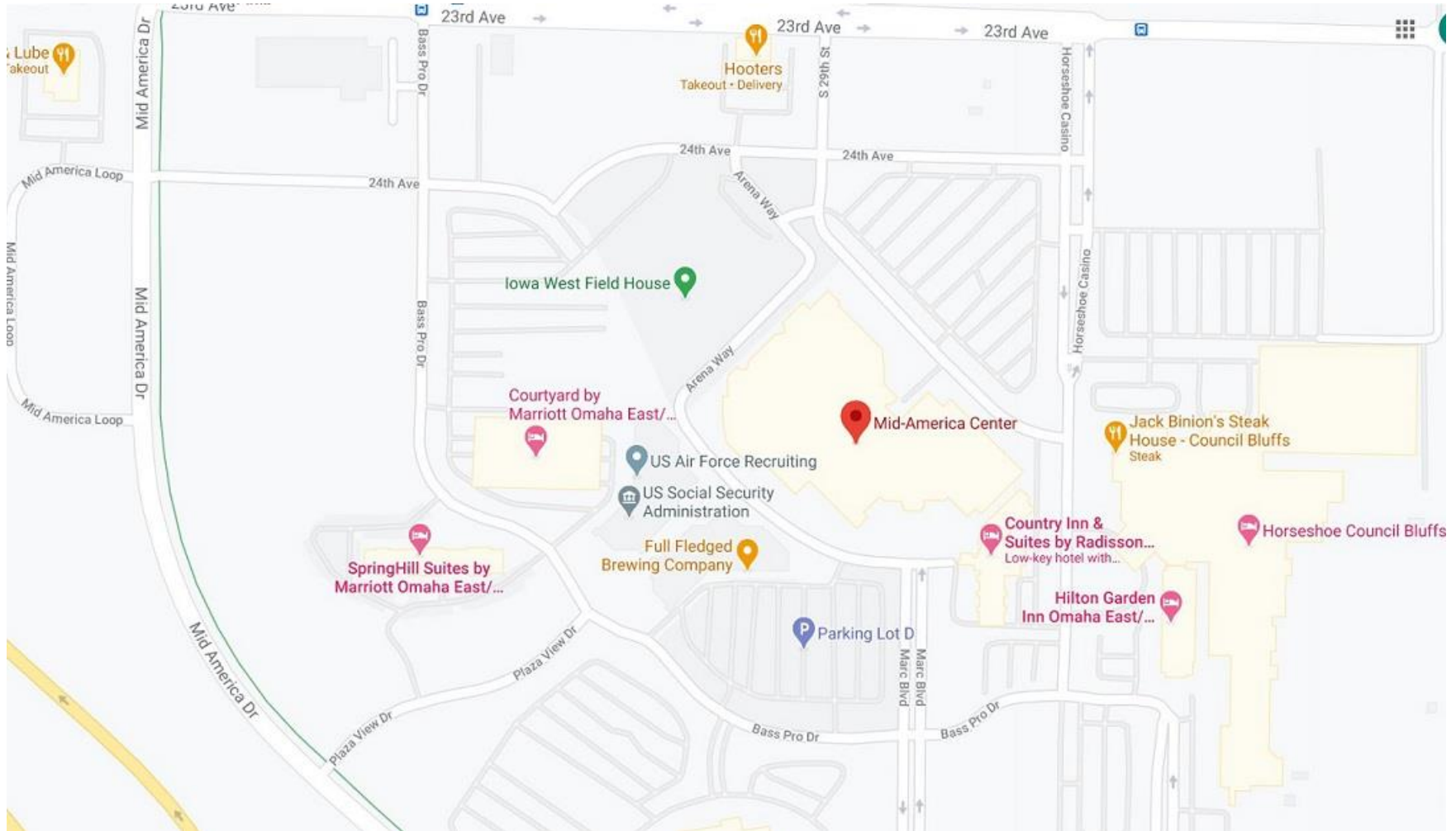
Mid-America Center

Property Facts:

- Over 80,000 square feet of flexible meeting and event space including 10 meeting rooms plus a boastful 24,500 square foot Exhibit Hall
- Smoke-free facility
- Complimentary Wi-Fi
- Complimentary surface parking
- On-premise catering services by Caesars Entertainment
- Hotel and dining accommodations available at nearby Harrah's and Horseshoe Casinos as well as 5 other area restaurants
- Property managed by Caesars Entertainment, owned by the City of Council Bluffs



Property Layout



About Caesars Entertainment

MORE OPTIONS

Destinations in 16 states. Over 55 amazing properties.
One-of-a-kind event tailored to fit you perfectly.

MORE SERVICE

One dedicated team. One point of contact. One simple invoice.
And a level of personal service that's second to none.

MORE REWARDS

Be rewarded two ways: Instant Diamond Status gives you elite privileges, from valet parking to VIP access.
Caesars Rewards earns you credits you can redeem for future meetings or individual rewards.



THANK YOU!



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