



EVENT GUIDE



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Welcome to the 2026 North Iowa Fair! This year's theme, "Where Memories Grow," perfectly reflects what the fair is all about — celebrating community, traditions, and creating lasting memories with family and

friends. We first announced this year's theme back in March during our 4th Annual North Iowa Cowboy Ball. This signature fundraising event for the North Iowa Fair was a tremendous success, raising just over \$36,000! Following the Cowboy Ball, we shifted our focus toward additional fundraising efforts, resulting in another \$35,500 in cash sponsorships and \$19,000 in in-kind sponsorships. We are incredibly grateful to the many sponsors and supporters who continue to invest in the North Iowa Fair. Without their generosity, the fair would not be possible. This year, we are excited to welcome several new attractions to the fair, including The Tiger Encounter, Steamers Thrill Show, Canines in the Clouds, Prehistoric Dinosaur Adventures, and Jay Mattioli's Electrifying Magic! We are also thrilled to welcome back GoldStar Amusements, offering quality rides, games, and concessions with fun for all ages. Fairgoers can also enjoy many returning favorites, including live music every afternoon and evening, Mojo Productions' "Fair-aoke," the Farm Bureau Ag Learning Center, Little Farmers, and the impressive live and static exhibits presented by our local 4-H and FFA members, and so much more. While you are here, be sure to visit Treat Street to enjoy all your favorite fair foods, browse the All Seasons Shopping Mall and outdoor vendor areas, and stop by the Olson Building to view the incredible Open Class Exhibits showcased by talented members of our community. On behalf of the North Iowa Fair Association Board of Directors, staff, volunteers, sponsors, and supporters — thank you for being part of the 2026 North Iowa Fair. We hope you have a wonderful time and create memories that will last for years to come!!

**Kristin Winters, General Manager and
Jade Schurtz, President of the Fair Association**



**Powered by renewable resources, our projects
provide clean energy, new investments, income
diversification, and support to agricultural
communities for generations.**

HOURS OF OPERATION

Wednesday, July 29th - 3:00 PM to 9:00 PM

Thursday, July 30th - 11:00 AM to 9:00 PM

Friday, July 31st - 11:00 AM to 10:00 PM

Saturday, August 1st - 11:00 AM to 10:00 PM

Sunday, August 2nd - 11:00 AM to 6:00 PM

ADMISSION

There is no gate admission for the North Iowa Fair!

PARKING

General parking will enter off of the North Iowa Events Center's main entrance on 4th Street.

Parking is free on Wednesday and Sunday.

Parking is \$5 per car on Thursday, Friday and Saturday.

Handicapped parking is available near the All Seasons Building.

CARNIVAL

GoldStar Amusements is the Fair's carnival ride provider.

All you can ride passes are \$20 in advance and \$25 onsite.

The carnival is open the following hours:

Wednesday, July 29th - 3:00 PM to 9:00 PM

Thursday, July 30th - 3:00 PM to 9:00 PM

Friday, July 31st - 3:00 PM to close

Saturday, August 1st - Noon to close

Sunday, August 2nd - Noon to 6:00 PM



FOOD & SHOPPING

The North Iowa Fair has 13 food vendors located throughout the Events Center, but primarily on the Main Midway, also known as Treat Street! Other vendors are located inside the Shopping Mall in the All Seasons Building and at various outdoor locations.

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Night Show Midway Stage Entertainment



The Sweet Nuthins
Wednesday, July 29th
6 - 9:00 PM



Will Barnett & Company
Wednesday, July 29th
6 - 9:00 PM

Friday, July 31st
7 - 11:00 PM



North Iowa Fair Race
USMTS/WINS
Sunday, August 2nd
5:45 PM
Mason City
Motor Speedway

Featured Attractions

Tiger Encounter



The Steamers Thrill Show



Jay Mattioli's
Electrifying Magic

www.jaymattioli.com

Featured Attractions



Canines In
The Clouds



Prehistoric Dinosaur
Adventures



Goldstar
Amusement

NORTH IOWA FAIR DAILY SCHEDULE

WEDNESDAY, JULY 29, 2026

3:00 PM - 9:00 PM

"Community Appreciation Day"

3:00 PM	Opening Ceremony	All Seasons Stage
3:00 PM	Shopping Mall Opens	All Seasons Building
3:00 PM	Food Vendors Open	Treat Street
3:00 PM	Carnival Opens	South Midway
3:00 PM	Little Farmers Opens	Little Farmers
3:00 PM	Agriculture Learning Center Opens	Farm Bureau Building
3:00 PM	Prehistoric Dinosaur Adventures Opens	Olson Parking Lot
3:00 PM	Tiger Encounter	School Yard
3:30 PM	Canines in the Clouds	North Midway
4:00 PM	Central Bar Opens	Kinney Parking Lot
4:00 PM	Jay Mattioli Electrifying Magic	All Seasons Stage
4:00 PM	Unmanned Audio	Midway Stage
4:30 PM	Steamers Thrill Show	Arena Parking Lot
5:00 PM	Tiger Encounter	School Yard
6:00 PM	The Sweet Nuthins	Midway Stage
6:00 PM	Canines in the Clouds	North Midway
6:00 PM	4-H FFA Showstock Buddies Show	Swine Barn
6:30 PM	4-H & FFA Horse Time Fun	First Citizens Arena
7:00 PM	Jay Mattioli Electrifying Magic	All Seasons Stage
7:30 PM	Steamers Thrill Show	Arena Parking Lot

THURSDAY, JULY 30, 2026

11:00 AM - 9:00 PM

8:00 AM	4-H & FFA Dog Obedience Show	Loafing Shed
10:00 AM	4-H & FFA Dairy Goat, Meat Goat, & Sheep Show	Swine Barn Show Ring
11:00 AM	Shopping Mall Opens	All Seasons Building
11:00 AM	Food Vendors Open	Treat Street
11:00 AM	Little Farmers Opens	Little Farmers
12:00 PM	Pre-Historic Dinosaur Adventures Opens	Olson Parking Lot
12:00 PM	Agriculture Learning Center Opens	Farm Bureau Building
1:00 PM	Jay Mattioli Electrifying Magic	All Seasons Stage
1:00 PM	4-H & FFA Pet Show	Loafing Shed
2:00 PM	Central Bar Opens	Kinney Parking Lot
2:00 PM	The Steamers Thrill Show	Arena Parking Lot
2:30 PM	Tiger Encounter	School Yard
3:00 PM	Carnival Opens	South Midway
3:00 PM	Clover Kids Activity	Kinney Building
3:30 PM	Canines in the Clouds	North Midway
4:00 PM	Jay Mattioli Electrifying Magic	All Seasons Stage

Thursday Continued

4:00 PM	4-H & FFA Horse Drill Team & Game Events	First Citizens Arena
4:00 PM	The Kraft Brothers	Midway Stage
4:30 PM	The Steamers Thrill Show	Arena Parking Lot
5:00 PM	Tiger Encounter	School Yard
5:30 PM	Canines in the Clouds	North Midway
5:30 PM	CGFB Membership Appreciation Picnic	Loafing Shed
6:00 PM	Liv McNair	Midway Stage
6:00 PM	MacNider Kids Club	Family Fun Park
6:30 PM	The Steamers Thrill Show	Arena Parking Lot
7:00 PM	Jay Mattioli Electrifying Magic	All Seasons Stage
7:30 PM	Jesse Calvert	Midway Stage

FRIDAY, JULY 31, 2026 11:00 AM - 10:00 PM

8:00 AM	4-H & FFA Swine Show	Swine Barn Show Ring
10:00 AM	4-H & FFA Horse Halter, Performance, & Ranch	First Citizens Arena
11:00 AM	Shopping Mall Opens	All Seasons Building
11:00 AM	Food Vendors Open	Treat Street
11:00 AM	Little Farmers Opens	Little Farmers
12:00 PM	Pre-Historic Dinosaur Adventures Opens	Olson Parking Lot
12:00 PM	Agriculture Learning Center Opens	Farm Bureau Building
1:00 PM	Livestock Judging Contest	Swine Barn Show Ring
1:30 PM	Jay Mattioli Electrifying Magic	All Seasons Stage
2:00 PM	Tiger Encounter	School Yard
2:00 PM	The Steamers Thrill Show	Arena Parking Lot
2:00 PM	Central Bar Opens	Kinney Parking Lot
3:00 PM	Carnival Opens	South Midway
3:00 PM	Clover Kids Activity	Kinney Building
3:30 PM	Canines in the Clouds	North Midway
4:00 PM	Jay Mattioli Electrifying Magic	All Seasons Stage
4:00 PM	Jonquil Mallard Run with Beau Bonner & Colby Dickes	Midway Stage
4:30 PM	The Steamers Thrill Show	Arena Parking Lot
4:30 PM	4-H & FFA Rabbit Show	Curran Barn
5:00 PM	Tiger Encounter	School Yard
6:00 PM	Canines in the Clouds	North Midway
7:00 PM	Open Bucket Bottle Calf Show	First Citizens Arena
7:00 PM	Jay Mattioli Electrifying Magic	All Seasons Stage
7:00 PM	Mojo Productions Karaoke	Midway Stage
8:00 PM	The Steamers Thrill Show	Arena Parking Lot

SATURDAY, AUGUST 1, 2026 11:00 AM - 10:00 PM

8:30 AM	4-H & FFA Dairy Cattle, Bucket Bottle, & Beef Show	First Citizens Arena
11:00 AM	Shopping Mall Opens	All Seasons Building
11:00 AM	Food Vendors Open	Treat Street
11:00 AM	Little Farmers Open	Little Farmers
11:00 AM	Bill Riley Talent Show	Midway Stage
11:30 AM	IA Storytelling Festival - Children's	Olson Building
11:30 AM	IA Storytelling Festival - Local Author Fair	Olson Building
12:00 PM	Pre-Historic Dinosaur Adventures Opens	Olson Parking Lot
12:00 PM	Agriculture Learning Center Opens	Farm Bureau Building
12:00 PM	Carnival Opens	South Midway
12:00 PM	Jay Mattioli Electrifying Magic	All Seasons Stage
12:00 PM	Central Bar Opens	Kinney Parking Lot
12:00 PM	Mason City Kennel Club - Meet the Breeds	All Seasons Building
12:30 PM	Tiger Encounter	School Yard
12:30 PM	IA Storytelling Festival - Interactive	Olson Building
1:00 PM	The Steamers Thrill Show	Arena Parking Lot
1:00 PM	4-H & FFA Poultry Show	Curran Barn
1:00 PM	IJBBA Cattle Battle	First Citizens Arena
1:30 PM	Canines in the Clouds	North Midway
2:30 PM	IA Storytelling Festival - Music & History	Olson Building
3:00 PM	Jay Mattioli Electrifying Magic	All Seasons Stage
3:00 PM	The Steamers Thrill Show	Arena Parking Lot
3:00 PM	Clover Kids Activity	Kinney Building
3:30 PM	Tiger Encounter	School Yard
4:00 PM	Canines in the Clouds	North Midway
4:00 PM	Cribbage Tournament	Olson building
5:00 PM	Cattlemen's Dinner	Loafing Shed
6:00 PM	Tiger Enounter	School Yard
6:00 PM	Will Barnett & Company	Midway Stage
6:30 PM	Canines in the Clouds	North Midway
7:00 PM	Jay Mattioli Electrifying Magic	All Seasons Stage
7:30 PM	The Steamers Thrill Show	Arena Parking Lot

SUNDAY, AUGUST 2, 2026
11:00 AM - 6:00 PM
"Family Fun Day"

7:00 AM	Vietnam Vets of America Flapjack & Ham Breakfast	Loafing Shed
	Public is welcome! Free will donation	
9:00 AM	Top of Iowa Show (All Breed Horse Show)	First Citizens Arena
11:00 AM	Shopping Mall Opens	All Seasons
11:00 AM	Food Vendors Open	Treat Street
11:00 AM	Pre-Historic Dinosaur Adventures Opens	Olson Parking Lot
12:00 PM	Tiger Encounter	School Yard
12:00 PM	Jay Mattioli Electrifying Magic	All Seasons Stage
12:00 PM	Canines in the Clouds	North Midway
12:00 PM	Little Farmers Open	Little Farmers
12:00 PM	Agriculture Learning Center Opens	Farm Bureau Building
12:00 PM	Carnival Opens	South Midway
12:00 PM	Ribbon Auction	Swine Barn
12:30 PM	The Steamers Thrill Show	Arena Parking Lot
1:00 PM	Central Bar Opens	Kinney Parking Lot
1:30 PM	Blake Spotts	Midway Stage
2:00 PM	Tiger Encounter	School Yard
2:00 PM	Canines in the Clouds	North Midway
2:30 PM	The Steamers Thrill Show	Arena Parking Lot
1:00 PM	Clover Kids Activity	Kinney Building
2:00 PM	4-H Style Show	All Seasons Stage
2:30 PM	Clover Kids Graduation and End of Fair Ceremony	All Seasons Stage
3:30 PM	Jay Mattioli Electrifying Magic	All Seasons Stage
4:00 PM	Caleb Hall	Midway Stage
4:00 PM	Canines in the Clouds	North Midway
4:00 PM	Tiger Encounter	School Yard
4:30 PM	The Steamers Thrill Show	Arena Parking Lot
5:45 PM	North Iowa Fair Races	Mason City Motor Speedway

**Thank you for supporting
the North Iowa Fair!**



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CANINES IN THE CLOUDS

FAMILY FUN PARK

INFLATES
GIANT
SANDBOX

INFLATABLES

OPEN CLASS EXHIBITS

PREHISTORIC DINOSAUR ADVENTURES

GENERAL PARKING

EXIT

CAMPING

FIRST CITIZENS ARENA

THE STEAMERS THRILL SHOW

SMALL ANIMALS
LLAMAS & OTHER CRITTERS

CHAINS AW CARVING

LOAFING SHED

4-H EXHIBITS

MIDWAY STAGE

SHOPPING MALL

ALL SEASONS STAGE

DINING

CENTRAL BAR

AG ED CENTER

HANDICAPPED PARKING

TIGER ENCOUNTER

SCHOOL HOUSE

LITTLE FARMERS

PARKING EXIT

VENDOR & TRAILER PARKING

VENDOR ROW

PARKING ENTRANCE



GENERAL PARKING

MAIN GATE

	CAMPING/PARKING
	FOOD VENDOR
	STAGE
	CARNIVAL/INFLATE
	ATTRACTION
	INFORMATION
	VENDOR
	EXHIBITS

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Bummy's BBQ

Nachos, pizza, loaded mac and cheese, street tacos, sandwiches, cookies, sides, beverages

Central Bar

Beer, wine, hard seltzer, pop and water

Fizz Co.

Dirty sodas, boba drinks, plant-based energy drinks, and international candy cups

4-H Food Stand

Sloppy joe's, burgers, walking tacos, chef salad, hot dogs, pork tenderloins, fruit, coleslaw, chips and drinks

McKinney Food Service

Jumbo corn dogs, Hot Cheeto corndogs, zesty nacho bucket, fresh squeezed lemonade, cherry limeade, funnel cakes, fried Oreos

Nel's Diner

Fresh cut wedge fries, cheeseburgers, hamburgers, pizza burgers, hot dogs, mini corn dogs, chicken strips, deep fried pickles, egg rolls, onion rings, smoothies, pop and water

Puckerbrush Mitch

Lemonade, limeade, orangeade and various specialty drinks

Wisconsin Del's Cheese Stop

Original curds, spicy curds, water and soda

Taqueria Y Antojitos La Chatita

Tacos, tortas, burritos, tamales, walking tacos, corn in a cup or on the cob, strawberries with cream, prepared fruit cups, and more

Open Class Exhibits

2026 Honorees

OPEN CLASS EXHIBITS

Get ready to see all of the amazing talent that North Iowa has to offer! The open class exhibit program features creations of all types that have been judged in a competitive setting to win ribbons and prizes. This year's departments include:

Arts, Crafts & Photography

Culinary Arts

Field & Garden

Floriculture

Threads & Fabric

Special Contests This Year - LEGO Creations,

Tablescape Display, and Ugly Lamp

These items are all on display in the Olson Building. Add entering open class exhibits at the Fair to your lineup of activities next summer! The Iowa Storytelling Festival and Cribbage Tournament will also take place inside the building. See the schedule posted in the entryway of that building.



2026 INDIVIDUALS OF THE YEAR Don & Cindy Higgins



The North Iowa Fair Association is proud to recognize **Don and Cindy Higgins** as the 2026 Individuals of the Year for their outstanding dedication, service, and commitment to the North Iowa Fair.

For many years, Don has been one of the behind-the-scenes volunteers who helps make the fair a success. Whether it is a horse show, concert, or special event, Don can often be found ensuring the sound system is ready to go. In addition to his audio expertise, he generously gives his time helping with stage setup, maintenance projects, and countless other tasks that keep the fairgrounds running smoothly.

Cindy has also become an invaluable member of the fair family. From decorating for the North Iowa Cowboy Ball and checking guests in at events to running the bar during the fair, she is always willing to step in wherever help is needed. Her positive attitude and dedication to serving others have made a lasting impact on the fair and the community.

When asked about her passion for volunteering, Cindy shared:

"My parents raised me to always help when I can. I have been volunteering throughout my life whenever there was an opportunity. I enjoy helping and interacting with people. I started when I was little and would go around the neighborhood and spend time with the elderly and help them around the house. As I got older, I started helping with events. It gives me great satisfaction to see the smile on people's faces."

Together, Don and Cindy embody the spirit of volunteerism that helps the North Iowa Fair thrive. Their willingness to serve, often without recognition, has made a tremendous difference in the success of our events and the experiences of our fairgoers. We are honored to recognize them as our 2026 Individuals of the Year and thank them for the countless hours they have devoted to helping the North Iowa Fair create a place **"Where Memories Grow."**

2026 Honorees



2026 BUSINESS OF THE YEAR Operation Golden Hawk

Operation GoldenHawk first became part of the North Iowa Fair & Event Center in spring 2021, when they proposed creating a local version of the Veteran Stand Down event. The inaugural event was planned for fall 2021 but postponed due to COVID19. Undeterred, the group continued building partnerships with Agencies and Businesses that help Veterans experiencing insecurities with housing, food, clothing, employment, physical health, mental health, and alcohol/substance abuse. The first Stand Down took place on September 24, 2022, at the North Iowa Event Center, hosting 162 Veterans and their families. Each year since Operation Golden Hawk has hosted the North Iowa – Southern Minnesota Veteran Stand Down, it has grown into a major annual event in Mason City. In 2025, they served more than 500 area Veterans—demonstrating the deep and growing need in our community. The group attributes its growth to being able to host the event indoors at the fairgrounds. Their are committed to easing the challenges Veterans face—by providing free food, clothing, personal care items, educational information, financial counseling, legal advice, recreational actives and more delivered in a single, welcoming setting. With dedicated sponsors, volunteers, and partner agencies, they ensure services remain free and accessible. Beyond resources, the Stand Down fosters camaraderie, peer support, and a sense of belonging—essential in healing and transition.

Favorite Memories:

- Seeing community spirit in action: In 2025, Veterans walked into an environment buzzing with energy—from bingo and live music to root-beer floats and door prizes. The transformations were heartwarming: Veterans went from uncertainty to relief, camaraderie, and connection.
- Watching Veterans pause, recharge, and build new friendships while receiving essential help remains profoundly moving.

Comments from Veterans:

- "I didn't realize how much I missed being around other Veterans until I went to the Stand Down. The laughter. The stories. It healed something inside of me." -Veteran T.D.
- "Every time I come to the Stand Down, I meet someone who changes my life in a small but meaningful way. I hope that I can help someone there, too." -Veteran A.L.
- "I came for a free haircut and free meal. I walked away with a ton of stuff, new friends, and a reminder that I still matter." -Veteran W.H.

For Operation Golden Hawk, the North Iowa Fair Association isn't just about a big building; it's a gathering place where Veterans and volunteers unite in service and solidarity. Each Stand Down reinforces their mission: Supporting those who served, not just with resources, but with genuine care, respect, and community. That synergy—between professional support and volunteer dedication—has inspired every step of service to our local area Veterans.

Stop by the information booth every day of the fair to visit the amazing volunteers of this organization!



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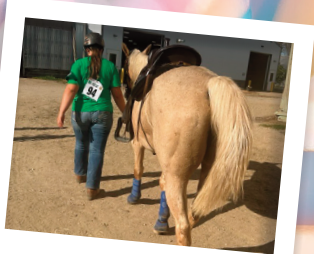
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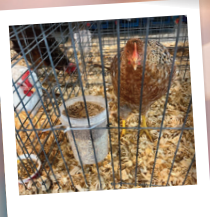
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Midway Stage Musicians

Wednesday, July 29th
Unmanned Audio
4-5 PM



The Sweet Nuthins
6-9 PM



Thursday, July 30th
The Kraft Brothers
4-5:30 PM
Liv McNair
6-7 PM
Jesse Calvert
7:30-8:30 PM

Friday, July 31st
Jonquil Mallard Run
with Beau Bonner
& Colby Dickes
4-6 PM



Mojo Productions
"Fair-a-oke"
7-11 PM

Saturday, August 1st
Will Barnett & Co
6-10 PM



Sunday, August 2nd
Blake Spotts
1:30-3:30 PM
Caleb Hall
4-5:30 PM

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4-H & FFA / Fair Board & Staff



THANK YOU 4-H & FFA

Many thanks to the members, volunteers and leaders of the 4-H and FFA programs that participate in the North Iowa Fair. We appreciate all of the hard work that takes place year-round to prepare your exhibits and animals. Congratulations on a job well done and thanks again for being a key part of this event!



Fair Board & Staff

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