

**717E.1 Definitions.**

As used in [this chapter](#), unless the context otherwise requires:

1. “*Advertise*” means to present a commercial message in any medium including but not limited to print, radio, television, sign, display, label, tag, or articulation.
2. “*Business*” means any enterprise relating to any of the following:
  - a. The sale or offer for sale of goods or services.
  - b. A recruitment for employment or membership in an organization.
  - c. A solicitation to make an investment.
  - d. An amusement or entertainment activity.
3. “*Fair*” means any of the following:
  - a. The annual fair and exposition held by the Iowa state fair board pursuant to [chapter 173](#) or any fair event conducted by a fair under the provisions of [chapter 174](#).
  - b. An exhibition of agricultural or manufactured products.
  - c. An event for operation of amusement rides or devices or concession booths.
4. “*Game*” means a game of chance or game of skill as defined in [section 99B.1](#).
5. “*Pet*” means a living animal which is limited to a dog, cat, or an animal normally maintained in a small tank or cage in or near a residence, including but not limited to a rabbit, gerbil, hamster, mouse, parrot, canary, mynah, finch, tropical fish, goldfish, snake, turtle, gecko, or iguana.

[2004 Acts, ch 1109, §1](#); [2004 Acts, ch 1175, §391](#)

Referred to in [§99B.31](#)