

# FY 2019 Consumer Show Video Option



## Consumer Show “Come See For Yourself” Video Ad

Oklahoma Tourism & Recreation Department will display a video monitor at specific consumer shows and run a continuous loop of Oklahoma ads for an opportunity to receive extra exposure. A 1 minute HD video will be played on a loop with other sponsors' videos in the Oklahoma booth/pavilion. The video spots provided by the partner will be combined by the Tourism Department to create a composite of “Come See For Yourself” travel opportunities.

- ➔ 1 minute HD video can highlight communities/attractions/events
- ➔ Visual exposure to show attendees
- ➔ Enhance your Oklahoma Exhibition Co-op
- ➔ May do video spot only; if consumer request additional info, will direct to [TravelOK.com](http://TravelOK.com)
- ➔ Participate in all 5 shows or pick a few that are your primary target markets
- ➔ Discount is offered for participation in all 5 shows
- ➔ May change video from show to show
- ➔ Collection of videos will create conversation at Oklahoma's exhibit
- ➔ An extra benefit to get the most out of consumer shows

## Shows Video Ads Are Available

- Wichita Falls Women's Expo – Wichita Falls, TX February 19, 2019
- Wichita Women's Fair – Wichita, KS February 15-17, 2019
- NWArkansas Home&Outdoor Living Show – Rogers, AR March 15-17, 2019
- Dallas Travel & Adventure Show – Dallas, TX March 30-31, 2019
- Ft. Worth Home & Garden Show – Ft. Worth, TX May 17-19, 2019

The television monitor, which will play all ads, will be mounted on the backdrop display as the focal point in the exhibit. It will NOT be located on a table, but incorporated in the overall design of the exhibition for maximum visibility. (No sound will be played.)



# FY 2019 Consumer Show Video Application

Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please mark shows in which you would like your video to play during show hours. Participants can fax to **405-522-9653**, Attn: Charlie Wallar or email to [Charlinda.Wallar@TravelOK.com](mailto:Charlinda.Wallar@TravelOK.com).

**Wichita Falls Women's Expo** – February 9, 2019 – Wichita Falls, TX  
 \_\_\_\_\_ :60 Video Ad            \$75

**Wichita Women's Fair** – February 15-17, 2019 – Wichita, KS  
 \_\_\_\_\_ :60 Video Ad            \$75

**NW Arkansas Home & Outdoor Living Show** – March 15-17, 2019 – Rogers, AR  
 \_\_\_\_\_ :60 Video Ad            \$75

**Dallas Travel & Adventure Show**- March 30-31, 2019 – Dallas, TX  
 \_\_\_\_\_ :60 Video Ad            \$75

**Ft. Worth Home & Garden Show** – May 17-19, 2019 – Ft. Worth, TX  
 \_\_\_\_\_ :60 Video Ad            \$75

**5 Show Video Ad Package** – Wichita Falls, Wichita, Rogers, Dallas, and Ft. Worth Shows  
 \_\_\_\_\_ 5 Video Ads            \$300

Total \$ \_\_\_\_\_

*Program is Subject to change due to unforeseen circumstances. Dates are subject to change. Invoices will not be released until all shows within program are confirmed. Oklahoma Tourism and Recreation Department has the right to alter program and/or delete shows; therefore, Agreement of Participation is based on external components and amendments could be made.*