

Program is Subject to Change



OKLAHOMA
CONSUMER
AND TRADE
MARKETING

FY 2019 Travel Show Program

SUBJECT TO APPROVAL/CHANGE – OPENS JUNE 5, 2018

PROGRAM SCHEDULE:

Travel show participation is limited in the number of partners.

- | | |
|--|------------------------|
| • Red Hat Society Expo – New Orleans, LA | August 2-5, 2018 |
| • Wing Ding – Knoxville, TN | Aug. 28- Sept. 1, 2018 |
| • DFW Ultimate Women's Expo – Irving, TX | September 8-9, 2018 |
| • LB Progressive Motorcycle Show - Long Beach, CA | November 16-18, 2018 |
| • McAllen Winter Texan Expo – McAllen, TX | January 15-16, 2019 |
| • San Diego Travel & Adventure Show – San Diego, CA | January 19-20, 2019 |
| • Wichita Falls Women's Expo – Wichita Falls, TX | February 9, 2019 |
| • Canadian Snowbird Extravaganza – Mesa, AZ | February 12-13, 2019 |
| • Chicago Progressive Motorcycle Show – Rosemont, IL | February 15-17, 2019 |
| • Wichita Women's Fair – Wichita, KS | February 15-17, 2019 |
| • St. Louis Working Women Show – St. Charles, MO | February 22-24, 2019 |
| • Southern Women's Show – Memphis, TN | March 1-3, 2019 |
| • Kansas City Planet Comicon – Kansas City, MO | March 29-31, 2019 |
| • Dallas Travel & Adventure Show – Dallas, TX | March 30-31, 2019 |
| • Arizona Ultimate Women's Expo – Phoenix, AZ | April 27-28, 2019 |
| • Arkansas Home & Outdoor Living Show- Rogers, AR | April TBA, 2019 |
| • Houston Ultimate Women's Expo – Houston, TX | May 4-5, 2019 |
| • Ft. Worth Home & Garden Show – Ft. Worth, TX | May 17-19, 2019 |

Brochure Benefit: "Oklahoma Destination" Travel Show Brochure

Oklahoma Tourism & Recreation Department produces a special brochure that will be distributed at ALL the travel shows. This piece gives a brief description of each partner and directs readers to a website or telephone number for additional information. To be included, a partner must participate in two or more shows as a booth exhibitor or four brochure co-ops. It is an extra benefit for your participation!

Requirements for Inclusion, Either/or:

- * 2 Shows with a booth, table co-op or Level 1 Sponsorship Support
- * 4 brochure co-ops or Level 2 Sponsorship Support

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The FY 2019 Travel Show Program offers marketing efforts through travel show exhibitions with several levels of participation opportunities: Brochure Co-op (B), Table Co-op (T), Sponsorship (S), or Individual Exhibitor (E). Shows are in date order and are titled by type of exhibit opportunity – Chick Trip, Sponsorship, Oklahoma Aisle with booths, & Pavilion.

CHICK TRIP / SPONSORSHIP WOMEN'S SHOW:

S

OVERVIEW: Two levels of sponsorships are offered. Partners share one booth. Sponsorship program may require partners to work shifts to accommodate schedules and space limitations. The "Chick Trip" Theme will be used for targeted audience.

Red Hat Society Int'l Convention Red Hat District Expo

<https://www.redhatsociety.com/mpage/no18hatdistrict>

August 2-5, 2018

Marriott, New Orleans, LA

Red Hat Society is a social group that is comprised primarily of women 50 and older, which have 40,000 chapters in 50 states and 30 countries. This international convention attracts 2,000 Red Hatters, including their "Queens" that are responsible for the social happenings of their group. This is the 12th year that vendors are allowed to participate in the Red Hat District Expo.

Level 1 – Full Sponsorship

\$525 – Max 3 Partners

Includes

- ✓ Optional of 1 Representative at Show (sponsor is responsible for travel expenses)
- ✓ 100 of one brochure (Organizations' Main fulfillment piece)
- ✓ 500 Chick Trip/Girl's Getaway Promotional Material (Rack card size) that is grouped together and distributed as Oklahoma "Chick Trip" packet
- ✓ Opportunity to provide a give-away item to be used as a prize during a game conducted at the booth
- ✓ Optional donation to be used in a door prize required by show management
- ✓ Included in "Queen's Goodie Bags" distributed to first 100 Red Hat Queens
- ✓ Signage listed as a Major Oklahoma Red Hat Supporter

Level 2 – Supporting Sponsorship

\$275

Includes

- ✓ 100 of one Brochure (Organizations' main fulfillment piece)
- ✓ Included in 500 Chick Trip/Girls Getaway Packets – Provided a rack-size brochures that target travel opportunities for women (can be a simple paper copy of suggested itineraries for your area)
- ✓ Opportunity to provide a give-away item to be used as a prize during a game conducted at the booth
- ✓ Optional donation to be used in a door prize required by show management
- ✓ Signage listed as an Oklahoma Red Hat Supporter

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NICHE MARKET / PAVILION SHOW:

B / T / E

OVERVIEW: An Oklahoma Section will be created as a 10x20 End-cap or multiple booths with tables to create an Oklahoma Exhibit. Co-op participation will include a table which your organization can decorate and distribute brochures. (No individual backdrop displays) The "Oklahoma" unifier banners will be hung to distinguish as an Oklahoma Area.

Wing Ding – Honda Gold Wing & Touring Bike Convention

<http://wing-ding.org/>

August 28 – September 1, 2018

Knoxville Convention Center, Knoxville, TN

Hosted by the Gold Wing Road Riders Association at different locations across the United States every year, this event attracts thousands of motorcycle enthusiasts. The first event was held in 1978 and now is in its 40th year.

Brochure Co-op \$250

- ✓ Distribute your brochure at Oklahoma Booth
- ✓ Opportunity provide a promotional item to be distributed at Oklahoma booth
- ✓ Optional representative to work one shift (partner is responsible for travel expenses)

Table Co-op \$475

Includes

- ✓ 6 ft. draped table and one chair in Oklahoma Pavilion
- ✓ Logo bags will be distributed in the Oklahoma Exhibit
- ✓ One staff person for the table and shipping brochures will be the responsibility of the partner. (Please limit to one person working per shift because of limited space)

Booth Co-op \$590 – Not Guaranteed, Option depending on Participation
Will default to table co-op if no booths are available

- ✓ 10 x 10 Booth Space in Oklahoma Section
- ✓ One 6' skirted table and 2 chairs provided
- ✓ Identifier banners will be hung to distinguish Oklahoma area and Logo tote bags will be distributed in Oklahoma Tourism booth
- ✓ Additional furniture and carpet rental, electricity, staffing booth, shipping and material handling will be the responsibility of the partner, as well as insurance verification if required by show management.

Program is Subject to Change

CHICK TRIP / OKLAHOMA PAVILION SHOW:

B / T / E

OVERVIEW: This “Chick Trip” Show will be set up as a 10 x 20 End-Cap to create an Oklahoma Pavilion with an option of a table co-op. Individual booths are also a possible option.

DFW Ultimate Women’s Expo

<http://www.dfwwomensexpo.com/>

September 8-9, 2018

Irving Convention Center, Irving, TX

Women’s show is in its 7th year. 2018 Attendance was 14,621 consumers. Show management targets women, ages 25-54, from every desirable demographic to produce a face-to-face setting in one of Oklahoma’s primary markets.

Brochure Co-op \$250

Includes

- ✓ Distribute up to 300 of one brochure at a table designated for all brochure co-op partners
- ✓ Opportunity to provide a promotional item to be distributed
- ✓ Optional representative to work a shift at show (partner is responsible for travel expenses)

Table Co-op in Oklahoma Island \$825 – 4 Partners

Includes

- ✓ 4 or 6 ft. draped table and one chair in Oklahoma Pavilion
- ✓ “Chick Trip” backdrop display and identifier banners will be used as part of the display in the Oklahoma Pavilion to distinguish Oklahoma area
- ✓ Logo bags will be distributed in the Oklahoma Pavilion
- ✓ One staff person for the table and shipping brochures will be the responsibility of the partner. (Please limit to one person working per shift because of limited space)

Booth Option \$1,400 – 4 Partners

Includes

- ✓ 8 x 10 Booth in Oklahoma Section
- ✓ Identifier signs will be hung in Oklahoma section for extra exposure
- ✓ 6 ft. Draped and skirted table and chairs provided

Program is Subject to Change

NICHE MARKET / PAVILION SHOW:

B /T

OVERVIEW: An Oklahoma Exhibit in a 10x20 booth (or 10x10 booth depending on participation) with tables will create an Oklahoma area. Co-op participation will include a table which your organization can decorate and distribute brochures. (No individual backdrop displays)

New

Long Beach Progressive Motorcycle Show

<http://www.motorcycleshows.com/city/long-beach-ca-0>

November 16 – 18, 2018

Long Beach Convention Center, Long Beach, CA

The 37th annual tour of the world's largest consumer motorcycle shows visits seven cities, each year attracting approximately 50,000 visitors. 57% of attendees are aged 25 to 54 in their prime earning years. 75% are males and 25% females and 91% are riders. 80% surveyed said the show influences their future purchases.

Brochure Co-op \$250

- ✓ Distribute your brochure at Oklahoma Booth
- ✓ Opportunity provide a promotional item to be distributed at Oklahoma booth
- ✓ Optional representative to work one shift (partner is responsible for travel expenses)

Table Co-op \$775 – Limit 3 Partners

Includes

- ✓ 6 ft. draped table and one chair in Oklahoma Pavilion
- ✓ Logo bags will be distributed in the Oklahoma Exhibit
- ✓ One staff person for the table and shipping brochures will be the responsibility of the partner. (Please limit to one person working per shift because of limited space)

Program is Subject to Change

OKLAHOMA PAVILION CO-OP OPPORTUNITY:

B / T

OVERVIEW: The Oklahoma Pavilion will be a 10 x 40 area with tables to create the Oklahoma exhibit. Co-op participation will include a table which your organization can decorate and distribute brochures and a small backdrop displays (no larger than what will display behind a 6 ft. table). The "Oklahoma" unifier banners will be hung to distinguish the Oklahoma Area.

McAllen Winter Texan Expo

<http://www.wintertexanexpo.com/>

January 15-16, 2019

Convention Center, McAllen, Texas

This is the third year OTRD has exhibited at the Winter Texan Expo (previously exhibited at a travel show). This Expo is in its 26th year and last year's attendance was 8,750 people, mostly Winter Texans. The demographics are retirees 55 and older - Winter Texans, as well as year-round retirees. It is estimated that 88% of these winter residents pass through Oklahoma to and from their home state.

Brochure Co-op \$250

Includes

- ✓ Distribute up to 400 of one brochure in Oklahoma Pavilion
- ✓ Opportunity to provide a promotional item to be distributed at Oklahoma booth
- ✓ Optional representative to work shift in Oklahoma Tourism Department's booth (partner is responsible for travel expenses)

Table Co-op \$475 – Max 7 partners

Includes

- ✓ 6 ft. table, one chair and 6 ft. area behind table
- ✓ Identifier signs will be hung in Oklahoma Section
- ✓ Logo bags will be distributed in Oklahoma Tourism booth.
- ✓ 6-foot skirted table and one chair provided
- ✓ One staff person for the table and delivery of brochures will be the responsibility of the partner. (Please limit it to one person working at a time because of limited space.)

Program is Subject to Change

SPONSORSHIP TRAVEL SHOWS:

S

OVERVIEW: Two levels of sponsorships are offered. Partners share one booth space; therefore, must enforce maximum number of participants listed (based on first requested). Sponsorship program may require partners to work shifts to accommodate schedules and exhibit space limitations.

San Diego Travel & Adventure Show

<https://travelshows.com/shows/san-diego/>

January 19-20, 2019

San Diego Convention Center, San Diego, CA

Travel show in its 7th year. Last year's attendance was 15,443 consumers, travel trade and travel agents. Attendees are affluent with 67% having HHI of \$100k or more and 68% planning to spend over \$5,000 in travel. Indicators are that Southern California is a strong market. This will be Oklahoma's third year to exhibit at this event.

Level 1 - Full Sponsorship

\$800 – Max 3 partners

Includes

- ✓ 300 brochures at show
- ✓ Option of one representative at show (sponsor is responsible for travel expenses)
- ✓ Opportunity to provide a promotional item to be distributed at Oklahoma booth
- ✓ Any demographic information gathered will be shared

Level 2 – Supporting Sponsorship

\$350

Includes

- ✓ Limited number of brochures taken to show and distributed
- ✓ Opportunity to provide a promotional item to be distributed at Oklahoma booth
- ✓ Any demographic information gathered will be shared

NOTE: Additional Booth Opportunity

- ✓ Show Management, Unicomm, will extend to Oklahoma Tourism Partners only a special booth price opportunity. Any partner that would like their own booth at the San Diego Travel & Adventure Show across from the Tourism Department's exhibit area can purchase booth on a separate contract through Unicomm LLC directly. Contact Charlie Wallar for Unicomm information.

Program is Subject to Change

CHICK TRIP / AISLE WOMEN'S SHOW:

B / E

OVERVIEW: An Oklahoma Section will be created and the state will have an aisle of Oklahoma exhibitors, each in an 8 x 10 booth area. The "Oklahoma" unifier banners will be hung to distinguish the Oklahoma Area and the "Chick Trip" Theme will be used.

Wichita Falls Women's Expo

<http://wfmpec.com/events/2017/02/04/kfdx-womens-expo/>

February 9, 2019

Multipurpose Events Center, Wichita Falls, Texas

This women's show is in its 30th year and is sponsored by KFDX TV 3. It is in conjunction with the "Heart of a Women Brunch" to promote heart disease awareness. The six-hour event in one of Oklahoma's primary markets has an average annual attendance of 2,000.

Brochure Co-op \$225

Includes

- ✓ Distribute up to 300 of one brochure in Oklahoma booth
- ✓ Opportunity to provide a promotional item to be distributed at booth
- ✓ Optional representative at show to work a shift (partner is responsible for travel expenses)

Booth Co-op \$275 – Max 5 Partners

Includes

- ✓ 8 x 10 Booth in Oklahoma Section (8' deep X 10' wide)
- ✓ 8' uncovered / unskirted table and 2 chairs provided
- ✓ Electricity is provided free of charge
- ✓ Chick Trip identifier signs will be hung in Oklahoma Section to distinguish area for extra exposure
- ✓ Logo bags will be distributed in Oklahoma Tourism booth
- ✓ Show management will announce any drawings and winners that you conduct at your booth
- ✓ Staffing booth, literature delivery, and booth set-up will be the responsibility of the partner.

Program is Subject to Change

SPONSORSHIP TRAVEL SHOW:

S

OVERVIEW: Two levels of sponsorships are offered. Partners share a 10 x 20 booth space; therefore, must enforce maximum number of participants listed (based on first requested). Level 1 Sponsors will have a table with one representative.

Canadian Snowbird Extravaganza Celebration

<http://snowbirdextravaganza.com/arizona.html>

February 12-13, 2019

Mesa Convention Center, Mesa, AZ

Show which targets Canadian Winter Snowbirds has been produced for 19 years. Winter residency has been steadily climbing in the area surrounding Phoenix, making it a prime location to hold the event. Show attracted more than 6,500 Snowbirds last year.

Level 1 – Full Sponsorship \$750 – Max 3 participants

Includes

- ✓ Opportunity to exhibit at a table in a 10'x 20' Oklahoma area
- ✓ Each sponsor will have a 6' Table and chair provided to display your brochures
- ✓ Oklahoma backdrop display will be provided
- ✓ One representative to man table at show (sponsor is responsible for travel expenses)
- ✓ Opportunity to provide a promotional item to be distributed at Oklahoma booth
- ✓ Any demographic information gathered will be shared and will provide leads if on-site drawing is conducted

Level 2 – Supporting Sponsorship \$325

Includes

- ✓ Limited number of brochures taken to show and distributed
- ✓ Opportunity to provide a promotional item to be distributed at Oklahoma booth
- ✓ Any demographic information gathered will be shared

Program is Subject to Change

NICHE MARKET / PAVILION SHOW:

B/T

OVERVIEW: An Oklahoma Exhibit in a 10x20 booth (or 10x10 booth depending on participation) with tables will create an Oklahoma area. Co-op participation will include a table which your organization can decorate and distribute brochures. (No individual backdrop displays)

New

Chicago Progressive Motorcycle Show

<http://www.motorcycleshows.com/city/chicago-il-0>

February 15-17, 2019

Rosemont Convention Center, Rosemont, IL

The 37th annual tour of the world's largest consumer motorcycle shows visits seven cities, each year attracting approximately 50,000 visitors. 65% of attendees are aged 25 to 54 in their prime earning years. 74% are males and 26% females and 91% are riders. 82% surveyed said the show influences their future purchases.

Brochure Co-op \$250

- ✓ Distribute your brochure at Oklahoma Booth
- ✓ Opportunity provide a promotional item to be distributed at Oklahoma booth
- ✓ Optional representative to work one shift (partner is responsible for travel expenses)

Table Co-op \$775 – Limit 3 Partners

Includes

- ✓ 6 ft. draped table and one chair in Oklahoma Pavilion
- ✓ Logo bags will be distributed in the Oklahoma Exhibit
- ✓ One staff person for the table and shipping brochures will be the responsibility of the partner. (Please limit to one person working per shift because of limited space)

Program is Subject to Change

CHICK TRIP / AISLE WOMEN'S SHOW:

B / E

OVERVIEW: An Oklahoma Section will be created and the state will have an aisle of Oklahoma exhibitors, each with 10 x 10 spaces. The "Oklahoma" unifier banners will be hung to distinguish the Oklahoma Area and the "Chick Trip" theme will be used.

Wichita Women's Fair

<http://www.womensfair.com/index.php>

February 15-17, 2019

Century Center II, Wichita, KS

Women's show in its 21st year. Attendance is approximately 15,000 consumers annually, which most are coming to engage in the event's activities and exhibits. 60% of attendees' ages mostly range from 25 to 54 and 73% plan to make a purchase while at the fair.

Brochure Co-op \$250

Includes

- ✓ Distribute up to 300 of one brochure in Oklahoma booth
- ✓ Opportunity to provide a promotional item to be distributed
- ✓ Optional representative to work a shift at show (partner is responsible for travel expenses)

Booth Co-op \$550 – Max 11 Partners

Includes

- ✓ 10 x 10 Booth in Oklahoma Section
- ✓ Chick Trip identifier signs will be hung in Oklahoma Section to distinguish this area for extra exposure
- ✓ Logo bags will be distributed in Oklahoma Tourism booth
- ✓ 6-foot skirted table and chair provided
- ✓ Additional furniture and carpet rental, electricity, staffing booth, shipping and material handling will be the responsibility of the partner, as well as insurance verification required by show management.

Premium Corner Booth Co-op \$850 – Max 5 Partners

Includes

- ✓ Same as booth co-op with guaranteed corner location

Program is Subject to Change

CHICK TRIP / OKLAHOMA CO-OP PAVILION SHOW:

B / T

OVERVIEW: The Department will purchase a 15 x 30 exhibit area with tables to create an Oklahoma Exhibit. Co-op participation will include a table which your organization can decorate and distribute brochures. A sign can be displayed to indicate the organization, but no table top displays will be allowed. The Department will use the Chick Trip display as the exhibit backdrop. The unifier banners also will be used to indicate that it is "Oklahoma" with the "Chick Trip" theme.

St. Louis Working Women's Survival Show

<http://www.wvssonline.com/>

February 22-24, 2019

St. Charles Convention Center, St. Charles, MO

Women's show in its 32nd year. Show annually attracts approximately 30,000 – 35,000 consumers. Show management reports that 69% of women attendees are between the ages of 25 and 49 and 92% make the vacation decisions.

Brochure Co-op

\$250

Includes

- ✓ Distribute up to 300 of one brochure at a table designated for all brochure co-op partners
- ✓ Opportunity to provide a promotional item to be distributed
- ✓ Optional representative to work a shift at show (partner is responsible for travel expenses)

Table Co-op in OK Pavilion

\$775 – Max 7 Partners

Includes

- ✓ 6 ft. draped table and one chair in Oklahoma 15 x 30 exhibit area
- ✓ Oklahoma backdrop display will be provided as well as identifier signs in Oklahoma exhibit area
- ✓ Logo bags will be distributed in Oklahoma Pavilion
- ✓ One staff person for the table and delivery of brochures will be the responsibility of the partner. (Please limit it to one person working at a time because of limited space.)

Program is Subject to Change

CHICK TRIP / OKLAHOMA PAVILION CO-OP OPPORTUNITY:

B / T

OVERVIEW: The Department will have up to a 20x20 booth area with tables to create an Oklahoma Exhibit. Co-op participation will include a table which your organization can decorate and distribute brochures. (No individual backdrop displays) Booth configuration and exhibit options might be altered depending on demand. The Department will use the "Chick Trip" display as the exhibit backdrop and unifier banners.

New

Southern Women's Show Memphis

<https://southernshows.com/wme>

March 1-3, 2019

Agricenter, Memphis, TN

This is the first year OTRD will attend this show. In 2018, was the 28th annual event and had attendance of 14,000+. 57% of attendees are women ages 25-54 and 41% are 55+. 47% came to the show with family and 41% came with friends. In 2018, 99% of attendees said they will return to the show in 2019.

Brochure Co-op \$250

Includes

- ✓ Distribute up to 300 of one brochure in Oklahoma booth
- ✓ Opportunity to provide a promotional item to be distributed at Oklahoma booth
- ✓ Optional representative to work a shift at show (partner is responsible for travel expenses)

Table Co-op \$650 – Max 7 partners

Includes

- ✓ 6 ft draped table and one chair in Oklahoma area
- ✓ Oklahoma backdrop display will be provided as well as identifier signs to distinguish Oklahoma area
- ✓ One staff person for the table and delivery of brochures will be the responsibility of the partner (Please limit it to one person working at a time because of limited space.)
- ✓ Logo bags will be distributed in the Oklahoma Pavilion area.

Booth Co-op \$975-\$1,000 – Not guaranteed

Based on interest and agreement with show management

Includes

- ✓ 10 x 10 Booth in Oklahoma Section (Located near from Oklahoma Pavilion.)
- ✓ Identifier signs will be hung in Oklahoma section for extra exposure
- ✓ Furniture and carpet rental, electricity, staffing booth, shipping and material handling will be the responsibility of the partner, as well as insurance verification required by show management.

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OKLAHOMA PAVILION CO-OP OPPORTUNITY:

B / T

OVERVIEW: An Oklahoma Exhibit in a 10 x 20 booth will be created and partners will have a table. The "Oklahoma" unifier banners will be hung to distinguish as the Oklahoma Area and the Departments backdrop display will be used in the exhibit. Booth configuration and exhibit options might be altered depending on demand.

New

Kansas City Planet Comicon

<http://planetcomicon.com/>

March 29-31, 2019

Kansas City, MO

The show will be celebrating its 20th year. In April 2017, event had attendance of more than 60,000 people with almost 50/50 split being males and females. More than half attend the event with their families. This will be the first year that Oklahoma has exhibited at this show.

Brochure Co-op \$250

Includes

- ✓ Distribute 300 of one brochure in Oklahoma booth
- ✓ Opportunity to provide a promotional item to be distributed in Oklahoma booth
- ✓ Optional representative to work a shift at show (partner is responsible for travel expenses)

Table Co-op in OK Pavilion \$650 – Max 3 Partners

Includes

- ✓ 6 or 4 ft. draped table and one chair in Oklahoma area
- ✓ Oklahoma backdrop display will be provided as well as identifier signs to distinguish Oklahoma area
- ✓ One staff person for the table and delivery of brochures will be the responsibility of the partner (Please limit it to one person working at a time because of limited space.)
- ✓ Logo bags will be distributed in the Oklahoma Pavilion area

Program is Subject to Change

SPONSORSHIP / PAVILION TRAVEL SHOW:

S

OVERVIEW: This "Sponsorship" Show will be set up as an Oklahoma Pavilion Exhibit area for Level 1 – Full Sponsorships. Level 1 sponsor will have a 4' or 6' table. Participation will determine size of exhibit area and table size.

Dallas Travel & Adventure Show

<https://travelshows.com/shows/dallas/>

March 30-31, 2019

Dallas Market Hall, Dallas, TX

Travel show in its 8th year. Last year's attendance was 13,176. Attendees are affluent with 63% having HHI of \$100k or more and 57% planning to spend over \$5,000 in travel. Dallas is a primary market and the show targets serious travel buyers and travel agents.

Level 1 – Full/Table Sponsorship

\$925 – Max 4 partners

Includes

- ✓ Opportunity to exhibit at a table in the Oklahoma Pavilion (Oklahoma Pavilion size and configuration undetermined at this time)
- ✓ Table area to display your brochures (4' or 6' table and chair provided)
- ✓ One representative to man table at show (sponsor is responsible for travel expenses)
- ✓ Opportunity to provide a promotional item to be distributed at your table

Level 2 – Supporting Sponsorship

\$350

Includes

- ✓ 200-300 of one brochure distributed at show
- ✓ Opportunity to provide a promotional item to be distributed at table
- ✓ Opportunity to work a shift at Dallas Travel & Adventure Show (sponsor is responsible for travel expenses)
- ✓ Will provide demographic information, names and address if gathered

NOTE: Additional Booth Opportunity

- ✓ Show Management, Unicomm, will extend to Oklahoma Tourism Partners only a special booth price opportunity. Any partner that would like their own booth at the San Diego Travel & Adventure Show across from the Tourism Department's exhibit area can purchase booth on a separate contract through Unicomm LLC directly. Contact Charlie Wallar for Unicomm information.

Program is Subject to Change

OKLAHOMA PAVILION CO-OP OPPORTUNITY:

B / T

OVERVIEW: This “Chick Trip” Show will be set up as a 10 x 20 End-Cap Oklahoma Exhibit area with an option of a table co-op.

New

Arizona Ultimate Women’s Expo

<http://www.azwomensexpo.com/>

April 27-28, 2019

Phoenix Convention Center, Phoenix, Arizona

The Ultimate Women’s Expo is in its 17th season of producing women events but will be the first year for OTRD to attend the show in Phoenix. OTRD’s internal statistics have shown Phoenix to be a market traveling to Oklahoma. Approximate attendance annually is 15,000. They target consumers with high degree of disposable income and tout that women represent 85% of consumer spending which is a \$5 trillion market. Show’s objective is to attract target audience of women ages 25-54 from every desirable demographic and to produce a profitable face-to-face setting.

Brochure Co-op

\$250

Includes

- ✓ Distribute up to 300 of one brochure at a table designated for all brochure co-op partners.
- ✓ Opportunity to provide a promotional item to be distributed.
- ✓ Optional representative to work a shift at show (partner is responsible for travel).

Table Co-op in Oklahoma Booth

\$675 – Max 7 Partners

Includes

- ✓ 6 ft. draped table and one chair in Oklahoma booth provided for partner to distribute brochures/items from their table. Logo tablecloths to identify partners are welcome.
- ✓ “Chick Trip” backdrop and identifier banners will be used as the display in the Oklahoma area.
- ✓ Logo bags will be distributed from the Oklahoma booth.
- ✓ It will be the partner’s responsibility to ship brochures and supply one staff person for the table.

Program is Subject to Change

OKLAHOMA PAVILION CO-OP OPPORTUNITY:

B / T / E

OVERVIEW: The Oklahoma Pavilion will be a 10 x 20 area (or larger) with tables to create the Oklahoma exhibit. Co-op participation will include a table which your organization can decorate and distribute brochures and a small backdrop displays (no larger than what will display behind a 6 ft. table) The "Oklahoma" unifier banners will be hung to distinguish the Oklahoma Area. Individual booths will be offered if requested by partners.

Northwest Arkansas Home & Outdoor Living Show

<https://www.premiereventsandmarketing.com/northwest-arkansas-home-and-outdoor-living-show/>

TBA – April, 2019

John Q Hammons Convention Center, Rogers, Arkansas

This will be the second NWA Home & Outdoor Living Show produced. The Northwest Arkansas area is the fastest growing area in the U.S. with 525,032 residents and home to 3 Fortune 500 companies. Target audience is women age 35-64. (Women represent 85% of consumer spending) According to OTRD's "Arrivalist" data, Arkansas ranks 4th on top states to visit Oklahoma.

Brochure Co-op \$250

Includes

- ✓ Distribute up to 300 of one brochure at a table designated for all brochure co-op partners.
- ✓ Opportunity to provide a promotional item to be distributed.
- ✓ Optional representative to work a shift at show (partner is responsible for travel).

Table Co-op in Oklahoma Booth \$475

Includes

- ✓ 6 or 4 ft. draped table and one chair in Oklahoma booth provided for partner to distribute brochures/items from their table. Logo tablecloths to identify partners are welcome.
- ✓ Oklahoma backdrop display will be provided as well as identifier signs to distinguish our Oklahoma presence.
- ✓ One staff person to work partner's table and delivery of brochures will be the responsibility of the partner. (Please limit staff due to limited exhibit space.)
- ✓ Logo bags will be distributed in the Oklahoma exhibit area.

Booth Co-op \$875

Includes

- ✓ 10 x 10 Booth in Oklahoma Section
- ✓ Draped table and chairs included in booth space in 2018 (Possible inclusion in 2019)
- ✓ Identifier signs will be hung in Oklahoma section for extra exposure
- ✓ Any additional furniture, electricity, staffing and travel expenses, shipping and material handling will be the responsibility of the partner.

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OKLAHOMA PAVILION CO-OP OPPORTUNITY:

B / T

OVERVIEW: This "Chick Trip" Show will be set up as a 10 x 20 End-Cap Oklahoma Exhibit area with an option of a table co-op.

Houston Ultimate Women's Expo

<http://www.houstonwomensexpo.com/>

May 4-5, 2019

George R. Brown Convention Center, Houston, Texas

Women's Expo is in its 9th year. This will be the fourth year OTRD will attend. 2017 attendance was 18,019 consumers with high degree of disposable income. Show management touts that women represent 85% of consumer spending which is a \$5 trillion market. This show's target audience is women ages 25-54 from every desirable demographic to produce a face-to-face setting.

Brochure Co-op \$250

Includes

- ✓ Distribute 300 of one brochure in Oklahoma booth
- ✓ Opportunity to provide a promotional item to be distributed in Oklahoma booth
- ✓ Optional representative to work a shift at show (partner is responsible for travel expenses)

Table Co-op in OK Pavilion \$675 – Max 4 Partners

Includes

- ✓ 4 or 6 ft. draped table and one chair in Oklahoma area
- ✓ Oklahoma backdrop display will be provided as well as identifier signs to distinguish Oklahoma area
- ✓ One staff person for the table and delivery of brochures will be the responsibility of the partner (Please limit it to one person working at a time because of limited space.)
- ✓ Logo bags will be distributed in the Oklahoma Pavilion area

Program is Subject to Change

OKLAHOMA PAVILION CO-OP OPPORTUNITY:

B / T / E

OVERVIEW: A 20 x 30 Oklahoma Pavilion Island will be created and Oklahoma will have an area for booth exhibitors, and an Oklahoma exhibit for table co-ops. The "Oklahoma" unifier banners will be hung to distinguish as the Oklahoma Area and the Departments backdrop display will be used in the 10 x 20 exhibit area.

Ft. Worth Home & Garden Show

<https://texashomeandgarden.com/attendee-info-fort-worth-spring-2017/>

May 17-19, 2019

Will Rogers Memorial Center, Ft. Worth, Texas

Home and Garden Show with a Vacation, Leisure and Outdoor Pavilion included as part of their vendors, is in its 39th year. In 2018, show attracted approximately 13,000 consumers. Last year, the dates were in February but had to move to May for 2019.

Brochure Co-op \$250

Includes

- ✓ Distribute 300 of one brochure in Oklahoma booth
- ✓ Opportunity to provide a promotional item to be distributed in Oklahoma booth
- ✓ Optional representative to work a shift at show (partner is responsible for travel expenses)

Table Co-op in OK Pavilion \$550 – Max 4 Partners

Includes

- ✓ 6 ft. draped table and one chair in Oklahoma area
- ✓ Oklahoma backdrop display will be provided as well as identifier signs to distinguish Oklahoma area
- ✓ One staff person for the table and delivery of brochures will be the responsibility of the partner (Please limit it to one person working at a time because of limited space.)
- ✓ Logo bags will be distributed in the Oklahoma Pavilion area

Booth Co-op \$800 – Max 4 Partners

Includes

- ✓ 10 x 10 Booth in Oklahoma Pavilion Island area.
- ✓ Identifier signs will be hung in Oklahoma section for extra exposure
- ✓ Furniture and carpet rental, electricity, staffing booth, shipping and material handling will be the responsibility of the partner, as well as insurance verification required by show management. **Floor covering** in the booth space **is a requirement** by show management

Program is Subject to Change



FY 2019 Travel Shows - Application / Contract

Program is Subject to change based on participation level and availability of booth space at potential contracted shows. Dates are subject to change. 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.

Oklahoma Tourism and Recreation Department 2018-2019 Co-op Show Program

Organization _____

Contact Name _____

Mailing Address _____

City _____ Zip _____

Phone _____ Fax _____

E-mail _____

Signature _____ Date _____

June 5, 2018 at 8:00 AM, Indicate all programs in which you want to participate and fax to 405-522-9653, Attn: Charlie Wallar OR scan/email to Charlinda.Wallar@TravelOK.com. This program is based on a first come first served basis. Space is limited. The maximum number of partners listed will be enforced. *Exhibitor agrees to indemnify the Oklahoma Tourism & Recreation Department for any liability caused by exhibitor.*

Red Hat Society International Convention Expo – August 2-5, 2018 – New Orleans, LA

- _____ Level 1 – Full Sponsorship \$525
- _____ Level 2 – Supporting Sponsorship \$275

Wing Ding Tourism Motorcycle Convention – Aug. 28-Sept. 1, 2018 – Knoxville, TN

- _____ Brochure Co-op \$250
- _____ Table Co-op \$475
- _____ Booth Co-op \$590 (Booth option not guaranteed)

Program is Subject to Change

Organization _____

Initial _____

DFW Ultimate Women's Expo – September 8-9, 2018 – Irving, TX

- _____ Brochure Co-op \$250
- _____ Table Co-op in Oklahoma Pavilion \$825
- _____ Booth Co-op \$1,400

Long Beach Progressive Motorcycle Show – November 16-18, 2018 – Long Beach, CA

- _____ Brochure Co-op \$250
- _____ Table Co-op \$775

McAllen Winter Texan Expo – January 15-16, 2019

- _____ Brochure Co-op \$250
- _____ Table Co-op \$475

San Diego Travel & Adventure Show – January 19-20, 2019

- _____ Level 1 – Full Sponsorship \$800
- _____ Level 2 – Supporting Sponsorship \$350

Wichita Falls Women's Expo – February 9, 2019 – Wichita Falls, TX

- _____ Brochure Co-op \$225
- _____ Individual Booth in Oklahoma Section \$275

Canadian Snowbird Extravaganza – February 12-13, 2019 – Mesa, AZ

- _____ Level 1 – Full Sponsorship \$750
- _____ Level 2 – Supporting Sponsorship \$325

Chicago Progressive Motorcycle Show – February 15-17, 2019 – Rosemont, IL

- _____ Brochure Co-op \$250
- _____ Table co-op \$775

Wichita Women's Fair – February 15-17, 2019 – Wichita, KS

- _____ Brochure Co-op \$250
- _____ Individual Booth in Oklahoma section \$550
- _____ Premium Corner Booth in Oklahoma section \$850

St. Louis Working Women's Survival Show – February 22-24, 2019 – St. Charles, MO

- _____ Brochure Co-op \$250
- _____ Table Co-op in Oklahoma Pavilion \$775

Program is Subject to Change

Organization _____

Initial _____

Southern Women's Show Memphis – March 1-3, 2019 – Memphis, TN

- _____ Brochure Co-op \$250
- _____ Table Co-op \$650
- _____ Booth Co-op \$975-\$1000 (Booth option not guaranteed)

Kansas City Planet Comicon – March 29-31, 2019 – Kansas City, MO

- _____ Brochure Co-op \$250
- _____ Table Co-op in OK Pavilion \$650

Dallas Travel & Adventure Show- March 30-31, 2019 – Dallas, TX

- _____ Level 1 - Full/Table Sponsorship \$925
- _____ Level 2 – Supporting Sponsorship \$350

Arizona Ultimate Women's Expo – April 27-28, 2019 – Phoenix, AZ

- _____ Brochure Co-op \$250
- _____ Table Co-op in Oklahoma Pavilion \$675

Northwest Arkansas Home & Outdoor Living Show – TBA (April) – Rogers, AR

- _____ Brochure Co-op \$250
- _____ Table Co-op \$475
- _____ Booth Co-op \$875

Houston Ultimate Women's Expo – May 4-5, 2019 – Houston, TX

- _____ Brochure Co-op \$250
- _____ Table Co-op in Oklahoma Pavilion \$675

Ft. Worth Home & Garden Show – May 17-19, 2019 – Ft. Worth, TX

- _____ Brochure Co-op \$250
- _____ Table Co-op in Oklahoma Pavilion \$550
- _____ Booth Co-op in Oklahoma Section \$800

Brochure Benefit

_____ I have participated in 2 or more shows as a booth exhibitor or 4 brochure co-ops to qualify to be in the "Oklahoma Destination" Travel Show Brochure

Invoice Options – Please indicate on following Page & Return

Program is Subject to Change

Organization _____ Initial _____

Please indicate how you would like to be invoiced:

_____ One Full Payment invoiced for all shows January 31, 2019

_____ Quarterly Invoice: September 1, 2018, December 1, 2018, March 1, 2019, June 1, 2019
September invoice will include shows July 1, 2018 through Sept. 19, 2018
December invoice will include shows Sept. 19, 2018 through Dec. 19, 2018
March invoice will include shows Dec. 19, 2018 through March 19, 2019
June invoice will include shows March 19, 2019 through June 30, 2019

_____ Need special consideration for receiving invoice?
Contact Darry Brewer, OTRD Business Manager
405-522-9593 or Darry.Brewer@TravelOK.com

Total \$ _____

Terms & Conditions:

- Reservations are based on order of commitments. Space is limited.
- Changes could occur due to unforeseen circumstances, including show deletions and/or additions. Show producer could change show details; therefore alter this program.
- Oklahoma Booth configuration and size depends on participation and space availability at show.
- Booth and Table Co-op Participation are limited and are granted based upon a first come basis in the order in which they are received. In the event that all available spaces have been reserved, a waitlist will be created.
- Brochure co-op participants will be notified of brochure needs. Procedures include using warehouse inventory and notifying partner when stock is low. All brochures must be delivered/sent to the warehouse (OTRD Warehouse, Attn: Charlie for shows, 317 NE 31st Street, Ste. B, OKC, OK 73105) Pre-shipment dates to show site are different for each show; therefore each show is coordinated individually.
- OTRD reserves the right to assign shifts/ schedules when appropriate.
- To avoid confusion, OTRD request that partners do not distribute state produced literature at these travel shows. We want to partner in our efforts and not duplicate.
- After agreement is made with show management, no refunds or cancellations of shows can be honored. Substitutions are an option.
- In the event that the show is cancelled on the scheduled date, OTRD shall give partner notice as soon as reasonably possible. If payment has been made, a refund or substitution can be made if all parties agree.