

# Oklahoma Tourism & Recreation Department



## FY 2012 Travel Show Program

### PROGRAM SCHEDULE:

*Travel show participation is limited in the number of partners.*

- |   |                       |
|---|-----------------------|
| ○ Red Hat Society Convention Expo – New Orleans, LA | August 18–20, 2011    |
| ○ Oklahoma State Fair – Oklahoma City, OK           | September 15-25, 2011 |
| ○ AARP Life @ 50+ Celebration – Los Angeles, CA     | September 22-24, 2011 |
| ○ Tulsa State Fair – Tulsa, OK                      | Sept. 29-Oct. 9, 2011 |
| ○ Dallas Morning News Travel & Adventure Show       | November 12-13, 2011  |
| ○ McAllen International Travel Show – McAllen, TX   | January 4-5, 2012     |
| ○ LA Travel & Adventure Show – Long Beach, CA       | January 14-15, 2012   |
| ○ Chicago Travel & Adventure Show – Chicago, IL     | January 28-29, 2012   |
| ○ Wichita Falls Women's Expo - Wichita Falls, TX    | February 11, 2012     |
| ○ Kansas Sports, Boat & Travel Show – Wichita, KS   | February 16-19, 2012  |
| ○ Wichita Women's Fair – Wichita, KS                | February 17-19, 2012  |
| ○ St. Louis Working Women's Show – St. Charles, MO  | February 24-26, 2012  |
| ○ Ft. Worth Vacation / Home Show – Ft. Worth, TX    | February 24-26, 2012  |
| ○ Kansas City Just For Her Expo – Overland Park, KS | TBA (May/June 2012)   |

### **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:**

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

*The FY 2012 Travel Show Program offers marketing efforts through travel show exhibitions with several levels of participation opportunities. Shows are in date order and are titled by type of show/exhibit opportunity – Chick Trip, Sponsorship, Oklahoma Aisle, Pavilion.*

## **CHICK TRIP / SPONSORSHIP WOMEN'S SHOW:**

*Two levels of sponsorships are offered at Sponsorship shows. The Tourism Department purchases the booths space and shares exhibit space. Shifts may be assigned to accommodate space limitations. Marketing efforts will include "Chick Trip" and it is emphasized to direct your promotion to target "Red Hatters."*

### **Red Hat Society International Convention & Expo**

August 18-20, 2011

New Orleans, LA

#### **Level 1 – Full Sponsorship**

**\$400**

Includes

- ✓ Option of 1 representative at show (sponsor is responsible for travel expenses)
- ✓ 100 of one brochure (Organization's main fulfillment piece)
- ✓ 500 specialized brochures like Chick Trip/Girl's Getaway promotional piece
- ✓ Opportunity to provide a giveaway item to be distributed at booth
- ✓ Optional donation to be used in a door prize (prize is required by show management)
- ✓ Included in "Queen" Goodie Bags – item or brochure just for the Queen Red Hatters
- ✓ Sales calls if schedule allows - Information in promotional kits distributed to AAA offices, tour operators and/or industry organizations during these sales calls. Option for representative to attend sales calls.

#### **Level 2 – Supporting Sponsorship**

**\$200**

Includes

- ✓ 100 of one brochure
- ✓ Your destination's Chick Trip information available at show
- ✓ Opportunity to provide a giveaway item to be used in game conducted at booth
- ✓ Included in "Queen" Goodie Bags – item or brochure just for the Queen Red Hatters
- ✓ Optional donation to be used in a door prize (prize is required by show management)
- ✓ Sales calls if schedule allows - "Information Sheet" to be included in promotional kits distributed to tourism industry organizations during sales calls.

## **BROCHURE ONLY OPPORTUNITY SHOWS:**

*The Department will obtain exhibit space and distribute brochures from the Oklahoma booth only.*

### **OK State Fair**

September 15-25, 2011

Oklahoma City, OK

#### **Brochure Co-op**

\$225

Includes

- ✓ Distribute up to 600 of one brochure in Oklahoma booth
- ✓ Partners are encouraged to work a shift at fair but are not required

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### **Tulsa State Fair**

Sept. 29-Oct. 9, 2011

Tulsa, OK

#### **Brochure Co-op**

\$225

Includes

- ✓ Distribute up to 600 of one brochure in Oklahoma booth
  - ✓ Partners are encouraged to work a shift at fair but are not required
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## **SPONSORSHIP TRAVEL SHOW:**

*Two levels of sponsorships are offered at Sponsorship shows. The Tourism Department purchases booths at shows and shares exhibit area, which allows for more cost effective marketing. Must enforce maximum number of participants listed (based on first requested). Sponsorship programs may require partners to work shifts to accommodate schedules and exhibit space limitations.*

### **AARP Life @ 50+ AARP's National Event and Expo**

September 22-24, 2011

Los Angeles, CA

#### **Level 1 – Full Sponsorship**      \$650 – Max 6 participants

##### **Includes**

- ✓ 300 brochures at show
- ✓ Leads generated through on-site scanner system
- ✓ Option to send 1 Representative to Show (sponsor is responsible for travel expenses)
- ✓ Opportunity to provide a promotional item to be distributed at Oklahoma booth
- ✓ Sales calls if schedule allows – Brochure included in promotional kits distributed to AAA offices and travel industry organizations. Option for representative to attend appointments.

#### **Level 2 – Supporting Sponsorship**      \$300 – Max 8 participants

##### **Includes**

- ✓ Limited number of brochures taken to show and distributed
- ✓ Opportunity to provide a promotional item to be distributed at Oklahoma booth
- ✓ Leads generated through on-site scanner system
- ✓ Sales calls if schedule allows - Included in “Information Sheet” placed in promotional kits distributed to AAA offices and travel industry organizations.

## SPONSORSHIP / PAVILION TRAVEL SHOWS:

*This "Sponsorship" Show will be set up as a 20 x 20 Oklahoma Pavilion Island to allow for more Level 1 – Full Sponsorships.*

### Dallas Travel & Adventure Show

November 12-13, 2011

Dallas Convention Center, Dallas, TX

#### Level 1 – Full/Table Sponsorship

\$900 – Max 7 partners

##### Includes

- ✓ Table area to display your brochures
- ✓ 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
- ✓ Mention in advertisement (Must have co-op commitment prior to advertisement placement)
- ✓ Display Header opportunity (additional production costs-estimated \$200). Inquire for details. Limited number available.

#### Level 2 – Supporting Sponsorship

\$300

##### Includes

- ✓ 200 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
- ✓ Will provide demographic information, names and address if gathered

#### 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 Dallas Morning News Travel & Adventure Show across from the Tourism Department's exhibit area can purchase their own separate 10 x 10 booth at an offering price of \$2,700 each. (Listed price for booth is \$3,475) This purchase will be on a separate contract through Unicomm LLC directly.

## **OKLAHOMA AISLE OPPORTUNITY:**

*An Oklahoma Section will be created and the state will have an aisle of Oklahoma exhibitors. The "Oklahoma" unifier banners will be hung to distinguish the Oklahoma Area.*

### **McAllen International Travel Show**

January 4-5, 2012

Convention Center, McAllen, Texas

#### **Brochure Co-op**                      \$225

Includes

- ✓ Distribute up to 400 of one brochure in Oklahoma booth
- ✓ Opportunity to provide a promotional item to be distributed at Oklahoma booth
- ✓ Optional representative at show (partner is responsible for travel expenses)

#### **Booth Co-op**                      \$400 – Max 10 partners

Includes

- ✓ 10 x 10 Booth in Oklahoma Section
- ✓ Identifier signs will be hung in Oklahoma Section
- ✓ Logo bags will be distributed in Oklahoma Tourism booth.
- ✓ Mentioned in back cover advertisement of the show program (Must have co-op commitment prior to advertisement placement)
- ✓ 6-foot skirted table and two chairs are included in the booth cost
- ✓ Additional furniture and carpet rental, staffing booth, shipping and material handling, and electricity will be the responsibility of the partner, as well as insurance verification required by show management

#### **Premium Corner Booth Co-op**                      \$450 – Max 6 partners

Includes

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

## **SPONSORSHIP TRAVEL SHOWS:**

*Two levels of sponsorships are offered at Sponsorship shows. The Tourism Department purchases booth space at show and shares exhibit area. Must enforce maximum number of participants listed (based on first requested). Sponsorship programs may require partners to work shifts to accommodate schedules and exhibit space limitations.*

### **LA Travel & Adventure Show**

January 14-15, 2012

Long Beach Convention Center, Los Angeles, CA

#### **Level 1 - Full Sponsorship**

**\$600 – Max 4 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
- ✓ Sales calls if schedule allows - Information in promotional kits distributed to AAA regional offices, tour operators and/or tourism organizations during sales calls.  
Option for representative to attend sales mission.

#### **Level 2 – Supporting Sponsorship**

**\$300**

**Includes**

- ✓ 100 of one Brochure distributed in brochure racks on table
- ✓ Opportunity to provide a promotional item to be distributed at Oklahoma booth
- ✓ Will provide demographic information, names and addresses if gathered
- ✓ Sales calls if schedule allows – Listed in “Information Sheet” to be included in promotional kits distributed during sales calls.

## SPONSORSHIP TRAVEL SHOWS:

*Two levels of sponsorships are offered at Sponsorship shows. The Tourism Department purchases booth space at show and shares exhibit area. Must enforce maximum number of participants listed (based on first requested). Sponsorship programs may require partners to work shifts to accommodate schedules and exhibit space limitations.*

### Chicago Travel & Adventure Show

January 28-29, 2012

Donald E. Stephens Convention Center, Chicago, IL

#### Level 1 - Full Sponsorship

\$600 – Max 2 partners

Includes

- ✓ 300 Brochures at Show
- ✓ Optional of 1 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
- ✓ If Schedule Allows - Information in promotional kits distributed to AAA regional offices, tour operators and/or tourism organizations during sales calls. Option for Representative to attend sales mission

#### Level 2 – Supporting Sponsorship

\$300

Includes

- ✓ 100 of one Brochure distributed in brochure racks on table
- ✓ Opportunity to provide a promotional item to be distributed at Oklahoma booth
- ✓ Will provide demographic information, names and addresses if gathered
- ✓ Sales calls if schedule allows – Listed on “Information Sheet” to be included in promotional kits distributed during sales calls.



## CHICK TRIP / AISLE WOMEN'S SHOW:

*An Oklahoma Section will be created and the state will have an aisle of Oklahoma exhibitors. 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

February 11, 2012

Multipurpose Events Center, Wichita Falls, Texas

### Brochure Co-op                      \$200

#### 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                      \$250 – Max 7 Partners

#### Includes

- ✓ 8 x 10 Booth in Oklahoma Section (8' deep X 10' wide)
- ✓ Each booth is provided with an 8' uncovered / unskirted table and 2 chairs
- ✓ 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
- ✓ Staffing booth, shipping and material handling will be the responsibility of the partner, as well as insurance verification required by show management

## **OKLAHOMA AISLE OPPORTUNITY:**

*An Oklahoma Section will be created and the state will have an aisle of Oklahoma exhibitors. The "Oklahoma" unifier banners will be hung to distinguish the Oklahoma Area.*

### **Kansas Sports, Boat & Travel Show**

February 16-19, 2012

Kansas Coliseum, Wichita, Kansas

#### **Brochure Co-op**                      \$225

##### **Includes**

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

#### **Booth Co-op**                      \$525 – Max 7 partners

##### **Includes**

- ✓ 10 x 10 Booth in Oklahoma Section
- ✓ Identifier signs will be hung in Oklahoma Section to distinguish area for extra exposure
- ✓ Logo bags will be distributed in Oklahoma Tourism booth
- ✓ Exhibit space includes one 500-watt electrical outlet. Extension cord is suggested
- ✓ Furniture and carpet rental, staffing booth, shipping and material handling will be the responsibility of the partner, as well as insurance verification required by show management

## CHICK TRIP / AISLE WOMEN'S SHOW:

*An Oklahoma Section will be created and the state will have an aisle of Oklahoma exhibitors. The "Oklahoma" unifier banners will be hung to distinguish the Oklahoma Area and the "Chick Trip" theme will be used.*

### Wichita Women's Fair

February 17-19, 2012

Century Center II, Wichita, KS

#### Brochure Co-op                      \$225

##### 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                      \$500 – 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
- ✓ 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. Past years, a skirted table and chair has been included with booth

#### Premium Corner Booth Co-op                      \$725 – Max 4 Partners

##### Includes

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

**!!! Additional booth spaces for expansion have been requested but not guaranteed.**

## CHICK TRIP / OKLAHOMA PAVILION SHOW:

*The Department will purchase a 15 x 30 exhibit area with tables to create an Oklahoma Pavilion. 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

February 24-26, 2012

St. Charles Convention Center, St. Charles, MO

#### Brochure Co-op

\$225

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

#### Table Co-op in OK Pavilion

\$650 – Max 6 Partners

Includes

- ✓ 6 ft. draped table and one chair in Oklahoma 15x30 exhibit area
- ✓ Oklahoma backdrop display will be provided as well as identifier signs in Oklahoma exhibit area
- ✓ Bags will be distributed in Oklahoma Pavilion
- ✓ One staff person for the table and shipping brochures will be the responsibility of the partner. (Please limit it to one person working at a time because of limited space.)
- ✓ Display header opportunity (additional production costs-estimated \$200). Inquire for details. Limited number available.

## OKLAHOMA AISLE/PAVILION OPPORTUNITY:

*An Oklahoma Section will be created and Oklahoma will have an area of Oklahoma exhibitors, including an Oklahoma Pavilion Island 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 20 x 20 Pavilion.*

### **Ft. Worth Vacation, Leisure & Outdoor Show**

February 24-26, 2012

Convention Center, Ft. Worth, Texas

#### Brochure Co-op                      \$225

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                      \$450 – Max 6 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 shipping 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
- ✓ Display header opportunity (additional production costs-estimated \$200). Inquire for details. Limited quantity available.

#### Booth Co-op                      \$725 – Max 4 Partners

Includes

- ✓ 10 x 10 Booth in Oklahoma Section (Located across 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. Floor covering in the booth space is a requirement by show management

## CHICK TRIP / OKLAHOMA PAVILION SHOW:

*This “Chick Trip” Show will be set up as a 20 x 20 Oklahoma Pavilion Island with an option of a table co-op.*

### Kansas City Just For Her Expo

Overland Park Convention Center, Overland Park, KS

TBA (May/June 2012)

#### Brochure Co-op                      \$225

##### 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                      \$500 – 7 Partners

##### Includes

- ✓ 6 ft. draped table in Oklahoma Pavilion Island
- ✓ “Chick Trip” backdrop display and identifier banners will be used as part of the display in the Oklahoma Island/Pavilion to distinguish Oklahoma area
- ✓ Logo bags will be distributed in the Oklahoma Island
- ✓ One staff person for the table and shipping brochures will be the responsibility of the partner. Please limit it to one person working at a time because of limited space
- ✓ Display Header opportunity (additional production costs-estimated \$200). Inquire for details. Limited number available.



## FY 2012 Travel Shows - Application / Contract

Oklahoma Tourism and Recreation Department  
2011-2012 Consumer Trade Show Co-op Program

Organization \_\_\_\_\_

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

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

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

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

Please mark all programs in which you want to participate and fax back to **405-230-8600**, Attn: Charlie Wallar. **OPEN DATE IS MAY 10 at 8:00 A.M.** Note all requests made prior to May 10, 8:00 A.M. will be void. This program is based on a first come first served basis. Space is limited. The maximum number of partners listed will be enforced. Thanks in advance for your understanding.

Exhibitor agrees to indemnify the Oklahoma Tourism & Recreation Department for any liability caused by exhibitor.

*Dates are subject to change.*

**Red Hat Society International Convention & Expo** – August 18-20, 2011 – New Orleans, LA

\_\_\_\_\_ Level 1 – Full Sponsor \$400

\_\_\_\_\_ Level 2 – Supporting Sponsor \$200

**Oklahoma State Fair** - September 15-25, 2011 – Oklahoma City, OK

\_\_\_\_\_ Brochure Co-op \$225

**Tulsa State Fair** – Sept. 29-Oct. 9, 2011 – Tulsa, OK

\_\_\_\_\_ Brochure Co-op \$225

Organization\_\_\_\_\_

**AARP Life @ 50+ National Event and Expo** – September 22-24, 2011 – Los Angeles, CA

- \_\_\_\_\_ Level 1 – Full Sponsorship \$650
- \_\_\_\_\_ Level 2 – Supporting Sponsorship \$300

**Dallas Travel & Adventure Show**- November 12-13, 2011 – Dallas, TX

- \_\_\_\_\_ Level 1 - Full/Table Sponsorship \$900
- \_\_\_\_\_ Level 2 – Supporting Sponsorship \$300
- \_\_\_\_\_ Would Like to Purchase Own 10x10 Booth through Unicomm

**McAllen International Travel Show** – January 4-5, 2012 – McAllen, TX

- \_\_\_\_\_ Brochure Co-op \$225
- \_\_\_\_\_ Individual Booth in Oklahoma section \$400
- \_\_\_\_\_ Premium corner Booth in Oklahoma Section \$450

**LA Times Travel & Adventure Show** – January 14-15, 2012 – Long Beach, CA

- \_\_\_\_\_ Level 1 - Full Sponsorship \$600
- \_\_\_\_\_ Level 2 - Supporting Sponsorship \$300

**Chicago Travel & Adventure Show** – January 28-29, 2012 – Chicago, IL

- \_\_\_\_\_ Level 1 – Full Sponsorship \$600
- \_\_\_\_\_ Level 2 – Supporting Sponsorship \$300

**Wichita Falls Women's Expo** – February 11, 2012 – Wichita Falls, TX

- \_\_\_\_\_ Brochure Co-op \$200
- \_\_\_\_\_ Individual Booth in Oklahoma section \$250

**Kansas Sports, Boat and Travel Show** – February 16-19, 2012 – Wichita, KS

- \_\_\_\_\_ Brochure Co-op \$225
- \_\_\_\_\_ Individual Booth in Oklahoma section \$525

**Wichita Women's Fair** – February 17-19, 2012 – Wichita, KS

- \_\_\_\_\_ Brochure Co-op \$225
- \_\_\_\_\_ Individual Booth in Oklahoma section \$500
- \_\_\_\_\_ Premium Corner Booth in Oklahoma section \$725

Initial\_\_\_\_\_



**Organization**\_\_\_\_\_

**Ft Worth Vacation, Leisure & Outdoor Show** – February 24-26, 2012 – Ft Worth, TX

\_\_\_\_\_ Brochure Co-op \$225  
\_\_\_\_\_ Table Co-op in Oklahoma Pavilion \$450  
\_\_\_\_\_ Individual Booth in Oklahoma section \$725

**St. Louis Working Women's Survival Show** – February 24-26, 2012 – St. Charles, MO

\_\_\_\_\_ Brochure Co-op \$225  
\_\_\_\_\_ Table Co-op in Oklahoma Pavilion \$650

**Kansas City Just for Her Expo** – TBA (May/June 2012) – Overland Park, KS

\_\_\_\_\_ Brochure Co-op \$225  
\_\_\_\_\_ Table Co-op in Oklahoma Pavilion \$500

**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

**Header Option**

\_\_\_\_\_ I am interested in purchasing a header to use at shows that offer a table co-op.  
Need more information.

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

**Reservations are based on order of commitments. Space is limited.**

- Change could occur due to unforeseen circumstances, including show deletions and/or additions. Show management could change show details; therefore alter Oklahoma's Travel Show Program.
- 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.

Initial\_\_\_\_\_