



**PROGRAM IS OPEN JUNE 1, 2016**

PROGRAM SCHEDULE:

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

* Red Hat Society Int’l Expo – San Antonio, TX August 24-28, 2016
* OK State Fair in MIO Exhibit – Oklahoma City, OK September 15-25, 2016
* San Antonio Ultimate Women’s Expo – San Antonio, TX September 24-25, 2016
* McAllen Winter Texan Expo – McAllen, TX January 17-18, 2017
* Chicago Travel & Adventure Show – Chicago, IL January 21-22, 2017
* Wichita Falls Women’s Expo – Wichita Falls, TX February 4, 2017
* Canadian Snowbird Extravaganza – Mesa, AZ February 7-8, 2017
* Wichita Women’s Fair – Wichita, KS February 17-19, 2017
* LA Travel & Adventure Show – Los Angeles, CA February 18-19, 2017
* St. Louis Working Women’s Show – St. Charles, MO February 24-26, 2017
* San Diego Travel & Adventure Show – San Diego, CA March 4-5, 2017
* Dallas Travel & Adventure Show – Dallas, TX April 1-2, 2017
* Ft. Worth Home & Garden Show – Ft. Worth, TX April 21-23, 2017
* Houston Ultimate Women’s Expo – Houston, TX April 22-23, 2017
* DFW Ultimate Women’s Expo – Irving, TX June 3-4, 2017

**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

***The FY 2017 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 show/exhibit opportunity – Chick Trip, Sponsorship, Oklahoma Aisle, Pavilion.***

**S**

**CHICK TRIP / SPONSORSHIP WOMEN’S SHOW:**

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

**Red Hat Society Int’l Convention Expo**

August 24-28, 2016

San Antonio, TX

**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 10th year that vendors are allowed to participate in the Red Hat District Expo.**

Level 1 – Full Sponsorship $500 – 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” Goodie Bags” - Item or brochure distributed to first 100 Red Hat Queens.
* Signage listed as a Major Oklahoma Red Hat Supporter

Level 2 – Supporting Sponsorship $250

Includes

* 100 of one Brochure (Organizations’ main fulfillment piece)
* Included in 500 Chick Trip/Girl’s Getaway Packets – Provide 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 a Oklahoma Red Hat Supporter

**B**

**OKLAHOMA BROCHURE CO-OP OPPORTUNITY:**

*OVERVIEW: The Oklahoma Tourism Department will take part in the Made In Oklahoma Store at the State Fair. MIO will design a custom display that will hold brochures. MIO will be responsible for stocking all the brochure racks hourly throughout the fair and OTRD will oversee display and periodically be present to assist customers. Co-op participation will include brochure co-op only.*

**Oklahoma State Fair in MIO Exhibit**

September 15-25, 2016

State Fair Grounds, Oklahoma City, OK

**This is a new concept in conjunction with the Made-in-Oklahoma program. The Oklahoma State Fair began in 1907 and attracts about 1,200,000 visitors.**

Brochure Co-op $250

Includes

* Distribute one brochure in Oklahoma Brochure display at MIO Exhibit

**B / T**

**CHICK TRIP / OKLAHOMA PAVILION CO-OP OPPORTUNITY:**

*OVERVIEW: The Department will have a 10x20 End-cap 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) The Department will use the “Chick Trip” display as the exhibit backdrop and unifier banners.*

**San Antonio Ultimate Women’s Expo**

September 24-25, 2016

San Antonio, TX

**2015 was the first year OTRD attended show. Show attracted 18,700 consumers with high degree of disposable income. Show management targets women ages 25-54, with the most coveted demographic available and historically, OTRD has advertised in the San Antonio market.**

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 Oklahoma booth
* Optional representative to work a shift at show (partner is responsible for travel expenses)

Table Co-op $550 – Max 3 partners

Includes

* 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.

**B / T**

**OKLAHOMA PAVILION CO-OP OPPORTUNITY:**

*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**

January 17-18, 2017

Convention Center, McAllen, Texas

**This is a DIFFERENT McAllen Show than in past years. This Expo is in its 24th year and last year’s attendance was 7,500 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 $225

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 5 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 chairs provided
* One staff person for the table and delivery of brochures will be the responsibility of the partner. (Please limit staff due to limited exhibit space.)

**S**

**SPONSORSHIP TRAVEL SHOWS:**

*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.*

**Chicago Travel & Adventure Show**

January 21-22, 2017

Donald E. Stephens Convention Center, Chicago, IL

**Travel show in its 13th year. Last year’s attendance was 23,900 consumers, travel trade and travel agents. Attendees are affluent with 49% having HHI of $100k or more and 40% planning to spend over $5,000 in travel. A common interest between Chicago and Oklahoma is Route 66.**

Level 1 - Full Sponsorship $750 – Max 3 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

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 Chicago Travel & Adventure Show near the Tourism Department’s exhibit area can purchase their own separate 10 x 10 booth at an offering price of $3,395 each. (Listed price for booth is $3,695) This purchase will be on a separate contract through Unicomm LLC directly. Contact Charlie Wallar for Unicomm information.

**B / E**

**CHICK TRIP / AISLE WOMEN’S SHOW:**

*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**

February 4, 2017

Multipurpose Events Center, Wichita Falls, Texas

**This women’s show is in its 28th 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 market attracted 1,900 attendees last year.**

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 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.

**S**

**SPONSORSHIP TRAVEL SHOW:**

*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**

February 7-8, 2017

Mesa Convention Center, Mesa, AZ

**Show which targets Canadian Winter Snowbirds has been produced for 17 years. Winter residency has been steadily climbing in the area surrounding Phoenix, making it a prime location to hold the event. Show attracted 6,000 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 4’ 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

**B / E**

**CHICK TRIP / AISLE WOMEN’S SHOW:**

*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**

February 17-19, 2017

Century Center II, Wichita, KS

**Women’s show in its 19th year. Last year’s attendance was 15,000 consumers, which most are coming to engage in the event’s activities and exhibits. Age of attendees is mostly 25 to 54 making up 60% and 73% plan to make a purchase while at the fair.**

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 $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 $800 – Max 5 Partners

Includes

* Same as booth co-op with guaranteed corner location

**S**

**SPONSORSHIP TRAVEL SHOWS:**

*OVERVIEW: Two levels of sponsorships are offered. Partners share 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.*

**LA Travel & Adventure Show**

February 18-19, 2017

Los Angeles Convention Center, Los Angeles, CA

**Travel show in its 11th year. Last year’s attendance was 34,100 consumers, travel trade and travel agents. Attendees are affluent with 54% having HHI of $100k or more and 54% planning to spend over $5,000 in travel. Common interest between Los Angeles and Oklahoma is Route 66, Will Rogers and transplanted “Okies” from the Dust Bowl days.**

Level 1 - Full Sponsorship $750 – 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 LA 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 $3,395 each. (Listed price for booth is $3,695) This purchase will be on a separate contract through Unicomm LLC directly. Contact Charlie Wallar for Unicomm information.

**B / T**

**CHICK TRIP / OKLAHOMA CO-OP PAVILION SHOW:**

*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**

February 24-26, 2017

St. Charles Convention Center, St. Charles, MO

**Women’s show in its 30th year. Show attracts approximately 33,767 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 $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 OK Pavilion $750 – 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.)

**S**

**SPONSORSHIP TRAVEL SHOWS:**

*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**

March 4-5, 2017

San Diego Convention Center, San Diego, CA

**Travel show in its 5th year. Last year’s attendance was 14,650 consumers, travel trade and travel agents. Attendees are affluent with 62% having HHI of $100k or more and 61% planning to spend over $5,000 in travel. Indicators are that Southern California is a strong market. This will be Oklahoma’s second time to exhibit at this event.**

Level 1 - Full Sponsorship $750 – 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 their own separate 10 x 10 booth at an offering price of $3,395 each. (Listed price for booth is $3,695) This purchase will be on a separate contract through Unicomm LLC directly. Contact Charlie Wallar for Unicomm information.

**S**

**SPONSORSHIP / PAVILION TRAVEL SHOW:**

*OVERVIEW: This “Sponsorship” Show will be set up as a 20 x 20 Oklahoma Pavilion Island to allow for more Level 1 – Full Sponsorships. Level 1 sponsors will have a 6’ table.*

**Dallas Travel & Adventure Show**

April 1-2, 2017

Dallas Market Hall, Dallas, TX

**Travel show in its 6th year. Last year’s attendance was 13,785 – a 40% increase than the previous year. Attendees are affluent with 52% having HHI of $100k or more and 48% 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 6 partners

Includes

* Opportunity to exhibit at a table in the 20’x 20’ Oklahoma Pavilion
* Table area to display your brochures (table and chair provided)
* Bring as many different brochures (sponsor responsible for delivering collateral)
* 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 $325

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 Dallas 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 $3,395 each. (Listed price for booth is $3,695) This purchase will be on a separate contract through Unicomm LLC directly. Contact Charlie Wallar for Unicomm information.

**B / T / E**

**OKLAHOMA AISLE & PAVILION CO-OP OPPORTUNITY:**

*OVERVIEW: An Oklahoma Section will be created and Oklahoma will have an area of Oklahoma booth exhibitors, and 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 Home & Garden / Vacation Pavilion**

April 21-23, 2017

Convention Center, Ft. Worth, Texas

**Home and Garden show with a vacation and leisure area in its 37th year. Show attracts approximately 12,500 consumers.**

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 $550 – 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 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 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

**B / T**

**OKLAHOMA PAVILION CO-OP OPPORTUNITY:**

*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**

April 22-23, 2017

NRG Reliant Center, Houston, Texas

**Women’s Expo is in its 7th year. This will be the second year OTRD will attend. 2016 attendance was 21,500 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 $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 $675 – Max 4 Partners

Includes

* 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

**B / T**

**CHICK TRIP / OKLAHOMA PAVILION SHOW:**

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

**DFW Ultimate Women’s Expo**

June 3-4, 2017

Irving Convention Center, Irving, TX

**Women’s show in its 6th year. 2015 Attendance was 18,500 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 $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 $825 – 7 Partners

Includes

* 6 ft. draped table and one chair 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 to one person working per shift because of limited space)

Booth Option $1,400 – 2 Partners

Includes

* 10 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 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 2016-2017 Co-op Show 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 **405-522-9653**, Attn: Charlie Wallar or scan and email to Charlinda.Wallar@TravelOK.com. **OPEN DATE IS June 1 at 8:00 A.M.** Note all requests made prior to June 1, 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. *Exhibitor agrees to indemnify the Oklahoma Tourism & Recreation Department for any liability caused by exhibitor.*

**Red Hat Society Int’l Expo** – August 24-28, 2016 – San Antonio, TX

 \_\_\_\_\_ Level 1 - Full Sponsorship $500

 \_\_\_\_\_ Level 2 – Supporting Sponsorship $250

**Oklahoma State Fair in MIO Exhibit** – September 15-25, 2016

 \_\_\_\_\_ Brochure Co-op $250

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

**San Antonio Ultimate Women’s Expo** – September 24-25, 2016 – San Antonio, TX

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

 \_\_\_\_\_ Table Co-op in Oklahoma Pavilion $550

**McAllen Winter Texan Expo** – January 17-18, 2017 – McAllen, TX

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

 \_\_\_\_\_ Table Co-op in Oklahoma Pavilion $475

**Chicago Travel & Adventure Show** – January 21-22, 2017 – Chicago, IL

 \_\_\_\_\_Level 1 – Full Sponsorship $750

 \_\_\_\_\_Level 2 – Supporting Sponsorship $350

**Wichita Falls Women’s Expo** – February 4, 2017 – Wichita Falls, TX

 \_\_\_\_\_ Brochure Co-op $200

 \_\_\_\_\_ Individual Booth in Oklahoma Section $250

**Canadian Snowbird Extravaganza** – February 7-8, 2017 – Mesa, AZ

 \_\_\_\_\_ Level 1 – Full Sponsorship $750

 \_\_\_\_\_ Level 2 – Supporting Sponsorship $325

**Wichita Women’s Fair** – February 17-19, 2017 – Wichita, KS

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

 \_\_\_\_\_ Individual Booth in Oklahoma section $550

 \_\_\_\_\_ Premium Corner Booth in Oklahoma section $800

**LA Travel & Adventure Show** – February 18-19, 2017 – Los Angeles, CA

 \_\_\_\_\_ Level 1 - Full Sponsorship $750

 \_\_\_\_\_ Level 2 - Supporting Sponsorship $350

**St. Louis Working Women’s Survival Show** – February 24-26, 2017 – St. Charles, MO

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

 \_\_\_\_\_ Table Co-op in Oklahoma Pavilion $750

**San Diego Travel & Adventure Show** – March 4-5, 2017

 \_\_\_\_\_Level 1 – Full Sponsorship $750

 \_\_\_\_\_Level 2 – Supporting Sponsorship $350

Initial\_\_\_\_\_\_\_\_\_\_\_

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

**Dallas Travel & Adventure Show**- April 1-2, 2017 – Dallas, TX

 \_\_\_\_\_Level 1 - Full/Table Sponsorship $925

 \_\_\_\_\_Level 2 – Supporting Sponsorship $325

**Ft. Worth Home & Garden Show** – April 21-23, 2017 – Ft. Worth, TX

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

 \_\_\_\_\_ Table Co-op in Oklahoma Pavilion $550

 \_\_\_\_\_ Individual Booth in Oklahoma Section $800

**Houston Ultimate Women’s Expo** – April 22-23, 2017 – Houston, TX

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

 \_\_\_\_\_ Table Co-op in Oklahoma Pavilion $675

## DFW Ultimate Women’s Expo – June 3-4, 2017 – Irving, TX

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

 \_\_\_\_\_ Table Co-op in Oklahoma Pavilion $825

 \_\_\_\_\_ Individual Booth in Oklahoma Section $1,400

**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

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

**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.
* 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.
* Fee will be billed after July 1 and is due upon receipt of invoice. Invoices will not be released until all shows within program are confirmed.

 ***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.***