

Oklahoma's



FY 2011 Travel Show Program Application / Contract

PROGRAM SCHEDULE:

○ Red Hat Society Convention Expo – San Diego, CA	July 28 –Aug. 1, 2010
○ Oklahoma State Fair – Oklahoma City, OK	September 16-26, 2010
○ Tulsa State Fair – Tulsa, OK	Sept. 30-Oct. 10, 2010
○ AARP Life @ 50+ Celebration – Orlando, FL	Sept. 30-Oct. 2, 2010
○ Dallas Morning News Travel & Adventure Show	October 23-24, 2010
○ McAllen International Travel Show – McAllen, TX	January 5-6, 2011
○ Ft. Worth Vacation / Home Show – Ft. Worth, TX	January 21-23, 2011
○ Wichita Falls Women's Expo - Wichita Falls, TX	February 5, 2011
○ Kansas Sports, Boat & Travel Show – Wichita, KS	February 17-20, 2011
○ Wichita Women's Fair – Wichita, KS	February 18-20, 2011
○ St. Louis Working Women's Show – St. Charles, MO	February 25-27, 2011
○ LA Times Travel & Adventure Show – Los Angeles, CA	March 19-20, 2011
○ Kansas City Just For Her Expo – Overland Park, KS	TBA (May 20-21, 2011)

Travel show participation is limited in the number of partners.

EXTRA EXTRA EXTRA EXTRA EXTRA EXTRA EXTRA EXTRA EXTRA EXTRA

Brochure Benefit

Oklahoma Tourism & Recreation Department plans to produce a brochure flyer that will be distributed at ALL the travel shows (except Red Hat Expo). If a partner signs up to exhibit at 2 or more shows or signs up for 4 brochure co-ops, your organization will be included in this piece as an extra benefit for your participation! The brochure will be similar to the "Fall Newspaper Insert" with your organization's contact information.

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

FY 2011 “OklaStrong” Travel Show Program offers marketing efforts through 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. Sponsorship programs may require partners to work shifts to accommodate schedules and exhibit space limitations.

CHICK TRIP / SPONSORSHIP WOMEN’S SHOW:

Two levels of sponsorships are offered at Sponsorship shows. The Tourism Department purchases booth space and share 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

July 28-August 1, 2010
San Diego, California

Level 1 – Full Sponsorship

\$450

Includes

- ✓ Optional of 1 Representative at Show (sponsor is responsible for travel expenses)
- ✓ 100 of one Brochure (Organization’s main fulfillment piece)
- ✓ 500 Specialized brochure like Chick Trip/Girl’s Getaway promotional piece
- ✓ Opportunity to provide a give-away item to be distributed at booth
- ✓ Optional donation to be used in a door prize required by show management
- ✓ Included in “Chick Trip” Itinerary Packet (Sponsor provide itinerary for their area)
- ✓ Included in “Queen” Goodie Bags – Item or brochure just for the Queen Red Hatters
- ✓ Information in promotional kits distributed to AAA offices, tour operators and/or Industry Organizations during sales calls. Option for Representative to attend sales mission.

Level 2 – Supporting Sponsorship

\$200

Includes

- ✓ 100 of one Brochure
- ✓ Included in “Chick Trip” Itinerary Packet (Sponsor provide itinerary for their area)
- ✓ Included in “Queen” Goodie Bags – Item or brochure just for the Queen Red Hatters
- ✓ Optional donation to be used in a door prize required by show management
- ✓ “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 16-26, 2010

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

Tulsa State Fair

Sept. 20-Oct. 10, 2010

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
-

SPONSORSHIP TRAVEL SHOW:

Two levels of sponsorships are offered at Sponsorship shows. The Tourism Department purchases booth space at shows and share exhibit area, which allows for more cost effectively 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 30-October 2, 2010

Orlando, Florida

Level 1 – Full Sponsorship \$600 – Max 6 participants

Includes

- ✓ 300 Brochures at Show
- ✓ Leads generated through on-site scanner system
- ✓ Optional 1 Representative at Show (sponsor is responsible for travel expenses)
- ✓ Opportunity to provide a promotional item to be distributed at Oklahoma booth
- ✓ Feature in program advertisement (Must have co-op commitment prior to advertisement placement)
- ✓ Information in promotional kits distributed to AAA offices and travel industry organizations. Option for representative to attend meetings.

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

Includes

- ✓ Limited number of brochures taken to show and distributed
- ✓ Leads generated through on-site scanner system
- ✓ Mention in program advertisement (Must have co-op commitment prior to advertisement placement)
- ✓ 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

October 23-24, 2010

Dallas Convention Center, Dallas, TX

Level 1 – Full/Table Sponsorship \$900 – Max 6 partners

Includes

- ✓ Table area to display your brochures
- ✓ One staff person for the 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)

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 \$2,500 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 Oklahoma will have an aisle of Oklahoma exhibitors. The "Oklahoma" unifier banners will be hung to distinguish as the Oklahoma Area.

McAllen International Travel Show

January 5-6, 2011

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 to distinguish area as Oklahoma for extra exposure
- ✓ Bags will be distributed in Oklahoma section
- ✓ Feature in program advertisement (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 (or 8 depending on in-line participation)

Includes

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

OKLAHOMA AISLE/PAVILION OPPORTUNITY:

An Oklahoma Section will be created and Oklahoma will have an aisle of Oklahoma exhibitors. The "Oklahoma" unifier banners will be hung to distinguish as the Oklahoma Area. A table co-op in a large Oklahoma exhibit area or pavilion will also be an option.

Ft. Worth Vacation, Leisure & Outdoor Show

January 21-23, 2011

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 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 in Oklahoma area to distinguish this area as Oklahoma
- ✓ 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)

Booth Co-op \$725 – Max 4 Partners

Includes

- ✓ 10 x 10 Booth in Oklahoma Section
- ✓ Identifier signs will be hung in Oklahoma Section to distinguish area as Oklahoma for extra exposure
- ✓ Bags will be distributed in Oklahoma section
- ✓ 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 / AISLE WOMEN'S SHOW:

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

Wichita Falls Women's Expo

February 5, 2011

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
- ✓ Optional Representative at show (partner is responsible for travel expenses)

Booth Co-op \$250 – Max 9 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 as Oklahoma for extra exposure
- ✓ Bags will be distributed for Oklahoma section
- ✓ 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 Oklahoma will have an aisle of Oklahoma exhibitors. The "Oklahoma" unifier banners will be hung to distinguish as the Oklahoma Area.

Kansas Sports, Boat & Travel Show

February 17-20, 2011

Kansas Coliseum, Wichita, Kansas

(Exhibit area at the Coliseum will be at a new location from previous years)

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 at show (partner is responsible for travel expenses)

Booth Co-op \$500 – Max 9 partners

Includes

- ✓ 10 x 10 Booth in Oklahoma Section
- ✓ Identifier signs will be hung in Oklahoma Section to distinguish area as Oklahoma for extra exposure
- ✓ Bags will be distributed in Oklahoma section
- ✓ 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 Oklahoma will have an aisle of Oklahoma exhibitors. The "Oklahoma" unifier banners will be hung to distinguish as the Oklahoma Area and the "Chick Trip" Theme will be used.

Wichita Women's Fair

February 18-20, 2011

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 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 of the show as Oklahoma for extra exposure
- ✓ Bags will be distributed for Oklahoma section
- ✓ 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 \$720 – Max 4 Partners

Includes

- ✓ Same as Booth Co-op with guaranteed corner location

CHICK TRIP / OKLAHOMA PAVILION SHOW:

The Department will purchase a large exhibit area and place tables toward traffic flow. Your organization can decorate and distribute brochures from that table. A sign can be displayed to indicate the organization, but no table top displays will be allowed. The backdrop display will be the Department's Expressions towers that have interchangeable headers. The option to purchase a header with your logo or name is available on a first come first serve basis (at cost). This header can be used at shows that an Oklahoma Island/Pavilion is offered. The unifier banners also will be used at the four corners to indicate that it is "Oklahoma." The "Chick Trip" theme will be used.

St. Louis Working Women's Survival Show

February 25-27, 2011

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
- ✓ Optional Representative to work a shift at show (partner is responsible for travel expenses)

Table Co-op in OK Pavilion

\$600 – Max 6 Partners

Includes

- ✓ 6 ft. draped table and one chair in Oklahoma Island
- ✓ Oklahoma backdrop display will be provided as well as Identifier signs in Oklahoma Island to distinguish this area as Oklahoma
- ✓ Bags will be distributed in 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)

SPONSORSHIP TRAVEL SHOWS:

Two levels of sponsorships are offered at Sponsorship shows. The Tourism Department purchases booth space at shows and share exhibit area, which allows for more cost effectively 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.

LA Times Travel & Adventure Show

March 19-20, 2011

LA Convention Center, Los Angeles, CA

Level 1 - Full Sponsorship \$600 – 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
- ✓ 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
- ✓ Mention in advertisement (Must have co-op commitment prior to advertisement placement)

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
- ✓ “Information Sheet” to be included in promotional kits distributed to tourism industry organizations during sales calls.

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.

Just For Her Expo

Overland Park Convention Center, Overland Park, KS

TBA (In 2010, dates were mid-May)

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 – 6 Partners

Includes

- ✓ 6 ft. draped table in Oklahoma Island
- ✓ “Chick Trip” backdrop display and identifier banners will be used as part of the display in the Oklahoma Island to distinguish this area as Oklahoma
- ✓ 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
- ✓ Possible sales calls opportunity: Information in promotional kits distributed to tourism industry organizations during a limited number of sales calls.



FY 2011 CONFIRMATION OF PARTICIPATION

**Oklahoma Tourism and Recreation Department
2010-2011 Consumer Trade Show Co-op Program**

Name _____

Organization _____

Mailing Address _____

City _____ Zip _____

Phone _____ Fax _____

E-mail _____

Signature _____ Date _____

Please mark all programs you wish to participate and fax back to 405-230-8600, Attn: Charlie Wallar. **OPEN DATE IS MAY 12 at 8:00 A.M.** Note all request made prior to May 12, 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.

Dates are subject to change.

Red Hat Society International Convention & Expo – July 28-Aug. 1, 2010 – San Diego, CA

_____ Level 1 – Full Sponsor \$450

_____ Level 2 – Supporting Sponsor \$200

Oklahoma State Fair - September 16-26, 2010 – Oklahoma City, OK

_____ Brochure Co-op \$225

Tulsa State Fair – Sept. 30-Oct. 10, 2010 – Tulsa, OK

_____ Brochure Co-op \$225

Organization

AARP Life @ 50+ National Event and Expo – Sept. 30-Oct. 2, 2010 – Orlando, FL

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

Dallas Travel & Adventure Show- October 23-24, 2010 – 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 5-6, 2011 – McAllen, TX

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

Ft Worth Vacation, Leisure & Outdoor Show – January 21-23, 2011 – Ft Worth, TX

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

Wichita Falls Women's Expo – February 5, 2011 – Wichita Falls, TX

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

Kansas Sports, Boat and Travel Show – February 17-20, 2011 – Wichita, KS

- _____ Brochure Co-op \$225
- _____ Individual Booth in Oklahoma section \$500

Wichita Women's Fair – February 18-20, 2011 – Wichita, KS

- _____ Brochure Co-op \$225
- _____ Individual Booth in Oklahoma section \$500
- _____ Premium Corner Booth in Oklahoma section \$720

St. Louis Travel Show – February 27-28, 2010

- _____ Brochure Co-op \$225
- _____ Table Co-op in Oklahoma Pavilion \$600
- _____ Header Option (Est. \$200)

Initial _____

Organization

LA Times Travel & Adventure Show – March 19-20, 2011 – Los Angeles, CA

_____ Level 1 - Full Sponsorship \$600

_____ Level 2 - Supporting Sponsorship \$300

Just for Her Expo – TBA – Overland Park, KS

_____ Brochure Co-op \$225

_____ Table Co-op in Oklahoma Pavilion \$500

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

Change could occur due to unforeseen circumstances, including deletions and/or additions. Show management could change show details; therefore alter Oklahoma's "OklaStrong" 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 OklaStrong travel shows. We want to partner in our efforts and not duplicate.

Initial _____