

PROGRAM SCHEDULE:

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

* Midwest Hunt Fest – Wichita, KS August 8-10, 2014
* Red Hat Society Int’l Expo – San Francisco, CA August 21-24, 2014
* AARP Life @ 50+ Fall Event – San Diego, CA September 4-6, 2014
* Dallas Travel & Adventure Show – Dallas, TX October 25-26, 2014
* McAllen International Travel Show – McAllen, TX January 7-8, 2015
* Chicago Travel & Adventure Show – Chicago, IL January 17-18, 2015
* Houston Home & Garden Show – Houston, TX February 6-8, 2015
* Wichita Falls Women’s Expo – Wichita Falls, TX February 7, 2015
* Snowbird Extravaganza – Mesa, AZ February 10-11, 2015
* Ft. Worth Home & Garden Show – Ft. Worth, TX February 13-15, 2015
* St. Louis Working Women’s Show – St. Charles, MO February 20-22, 2015
* Wichita Women’s Fair – Wichita, KS February 20-22, 2015
* LA Travel & Adventure Show – Long Beach, CA February 21-22, 2015
* AARP Life @ 50+ Spring Event – Miami, FL May 14-16, 2015
* Kansas City Just For Her Expo – Overland Park, KS June 12-14, 2015
* DFW Ultimate Women’s Expo – Fort Worth, TX TBD

**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 2015 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.***

**OKLAHOMA AISLE OPPORTUNITY:**

*OVERVIEW: An Oklahoma Section will be created and the state will have an aisle of Oklahoma exhibitors, each in a 10 x 10 booth area. The “Oklahoma” unifier banners will be hung to distinguish the Oklahoma Area.*

**Midwest HuntFest**

August 8-10, 2014

Century Center II, Wichita, KS

**Outdoor show in its 3rd year. Last year’s attendance was 8,000 and they are anticipating that number to increase to 10,000. Also, targeting women with a tag line, “It’s Just Not a Guy Thing!”**

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 Oklahoma booth
* Optional representative at show (partner is responsible for travel expenses)

Booth Co-op $250 – Max 7 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.
* 6-foot skirted table and two chairs provided
* 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
* Optional donation to be used in a door prize required by show management

**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 21-24, 2014

Marriott Marquis, San Francisco, CA

**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 8th year that vendors are allowed to participate in the Red Hat District Expo.**

Level 1 – Full Sponsorship $450 – 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 just for the Queen Red Hatters

Level 2 – Supporting Sponsorship $225

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
* 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

**SPONSORSHIP TRAVEL SHOW:**

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

**AARP Life @ 50+ AARP’s National Fall Event and Expo**

September 4-6, 2014

San Diego Convention Center, San Diego, CA

**AARP attracts 10,000 – 15,000 people aged 50 or older from across the nation. It offers all faucets of exhibits that benefit the senior lifestyle, including travel destinations. In 2001, the event became an annual event for 12 years. Now it has become a bi-annual event (Spring and Fall), making this show its 4th bi-annual event.**

Level 1 – Full Sponsorship $675 – Max 6 participants

### Includes

### 300 brochures at show

* Provide Leads if generated through on-site scanner system or on-site drawing
* 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

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
* Provide Leads if generated through on-site scanner system or on-site drawing

**SPONSORSHIP / PAVILION TRAVEL SHOW:**

*OVERVIEW: This “Sponsorship” Show will be set up as a 20 x 30 Oklahoma Pavilion Island to allow for more Level 1 – Full Sponsorships.*

**Dallas Travel & Adventure Show**

October 25-26, 2014

Dallas Convention Center, Dallas, TX

**Travel show in its 5th year. Last year’s attendance was 10,225. Dallas is a primary market and the show targets serious travel buyers and travel agents.**

Level 1 – Full/Table Sponsorship $900 – Max 9 partners

Includes

* Opportunity to exhibit at a table in the 20’x 30’ Oklahoma Pavilion
* Table area to display your brochures (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 $300

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 $2,800 each. (Listed price for booth is $3,475) This purchase will be on a separate contract through Unicomm LLC directly.

**OKLAHOMA AISLE OPPORTUNITY:**

*OVERVIEW: An Oklahoma Section will be created and the state will have an aisle of Oklahoma exhibitors, each in a 10 x 10 booth area. The “Oklahoma” unifier banners will be hung to distinguish the Oklahoma Area.*

**McAllen International Travel Show**

January 7-8, 2015

Convention Center, McAllen, Texas

**Travel show in its 27th year. Last year’s attendance was 8,000 people, mostly Winter Texans. 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 booth
* 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)

Booth Co-op $400 – Max 7 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 provided
* 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 4 partners

Includes

* Same as booth co-op with guaranteed corner location

**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 17-18, 2015

Donald E. Stephens Convention Center, Chicago, IL

**Travel show in its 11th year. Last year’s attendance was 21,000 consumers, travel trade and travel agents. Attendees are affluent with 46% having HHI of $100k or more and 37% planning to spend over $5,000 in travel. A common interest between Chicago and Oklahoma is Route 66.**

Level 1 - Full Sponsorship $650 – 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 $300

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

**OKLAHOMA AISLE/PAVILION 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.*

**Houston Home & Garden Show / Vacation Pavilion**

February 6-8, 2015

Convention Center, Houston, Texas

**Home and Garden show with a vacation and leisure area in its 29th year. Show attracts approximately 22,000 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 $500 – 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 2 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 / 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 7, 2015

Multipurpose Events Center, Wichita Falls, Texas

**This women’s show is in its 26th 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 attracts 1,400 in this primary market.**

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
* 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

**SPONSORSHIP TRAVEL SHOW:**

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

**Canadian Snowbird Extravaganza Celebration**

February 10-11, 2015

Mesa Convention Center, Mesa, AZ

**Show which targets Canadian Winter Snowbirds has been produced for 15 years. Winter residency has been steadily climbing in the area surrounding Phoenix, making it a prime location to hold the event. Show attracts 4,000 Snowbirds.**

Level 1 – Full Sponsorship $675 – Max 2 participants

### Includes

### 400 brochures at show

* 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
* Any demographic information gathered will be shared and will provide leads if on-site drawing is conducted

Level 2 – Supporting Sponsorship $300

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

**OKLAHOMA AISLE/PAVILION 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**

February 13-15, 2015

Convention Center, Ft. Worth, Texas

**Home and Garden show with a vacation and leisure area in its 35th year. Show attracts approximately 13,000 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 $500 – 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 2 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:**

*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 20-22, 2015

St. Charles Convention Center, St. Charles, MO

**Women’s show in its 28th year. Show attracts approximately 33,000 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 $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 $675 – Max 6 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.)

**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 20-22, 2015

Century Center II, Wichita, KS

**Women’s show in its 17th year. Last year’s attendance was 15,000 consumers, which most are coming to engage in the event’s activities and exhibits; 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 $525 – 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 $775 – Max 5 Partners

Includes

* Same as booth co-op with guaranteed corner location

**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 21-22, 2015

Long Beach Convention Center, Los Angeles, CA

**Travel show in its 9th year. Last year’s attendance was 32,200 consumers, travel trade and travel agents. Attendees are affluent with 52% having HHI of $100k or more and 48% 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 $650 – 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 $300

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

**SPONSORSHIP TRAVEL SHOW:**

*OVERVIEW: Two levels of sponsorships are offered. Partners share booth space; therefore, 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 Spring Event and Expo**

May 14-16, 2015

Convention & Exhibition Center, Miami, FL

**AARP attracts 10,000 – 15,000 people aged 50 or older from across the nation. It offers all faucets of exhibits that benefit the senior lifestyle, including travel destinations. In 2001, the event became an annual event for 12 years. Now it has become a bi-annual event (Spring and Fall), making this show its 5th bi-annual event.**

Level 1 – Full Sponsorship $675 – Max 2 participants

### Includes

### 300 brochures at show

* 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
* Any demographic information gathered will be shared and will provide leads if on-site drawing is conducted

Level 2 – Supporting Sponsorship $300

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

**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.*

**Kansas City Just For Her Expo**

June 12-14, 2015

Overland Park Convention Center, Overland Park, KS

**Women’s show that is in its 7th year. Last year’s attendance was approximately 9,000 attendees. Event has over 300 booths and is expanding to accommodate more attractions for women. Friday is themed “Girls Night Out” and a Health and Wellness Expo is incorporated.**

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 $600 – 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 delivery of brochures will be the responsibility of the partner. Please limit it to one person working at a time because of limited space

**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**

TBD

Irving Convention Center, Irving, TX

**Women’s show in its 4th year. The 2014 show was the first year to hold the event at the Irving Convention Center. Estimated attendance is 15,000 consumers. Show management targets women 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 $700 – 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 it to one person working at a time because of limited space

Booth Option Exact Cost TBD (Est. $900 – $1,300)

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
* Please confirm booth size.



**Oklahoma Tourism and Recreation Department**

**2014-2015 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 **405-230-8617**, Attn: Charlie Wallar or scan and email to Charlinda.Wallar@TravelOK.com. **OPEN DATE IS JUNE 24 at 8:00 A.M.** Note all requests made prior to June 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.***

**Midwest Hunt Fest** – August 8-10, 2014 – Wichita, KS

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

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

**Red Hat Society Int’l Expo** – August 21-24, 2014 - San Francisco, CA

 \_\_\_\_\_ Level 1 - Full Sponsorship $450

 \_\_\_\_\_ Level 2 – Supporting Sponsorship $225

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

**AARP Life @ 50+ National Fall Event and Expo** – September 4-6, 2014 – San Diego, CA

 \_\_\_\_\_ Level 1 – Full Sponsorship $675

 \_\_\_\_\_ Level 2 – Supporting Sponsorship $300

**Dallas Travel & Adventure Show**- October 25-26, 2014 – 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 7-8, 2015 – McAllen, TX

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

 \_\_\_\_\_ Individual Booth in Oklahoma section $400

 \_\_\_\_\_Premium Corner Booth in Oklahoma Section $450

**Chicago Travel & Adventure Show** – January 17-18, 2015 – Chicago, IL

 \_\_\_\_\_Level 1 – Full Sponsorship $650

 \_\_\_\_\_Level 2 – Supporting Sponsorship $300

**Houston Home & Garden Show** – February 6-8, 2015 – Houston, TX

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

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

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

**Wichita Falls Women’s Expo** – February 7, 2015 – Wichita Falls, TX

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

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

**Snowbird Extravaganza** – February 10-11, 2015 – Mesa, AZ

 \_\_\_\_\_ Level 1 – Full Sponsorship $675

 \_\_\_\_\_ Level 2 – Supporting Sponsorship $300

**Ft. Worth Home & Garden Show** – February 13-15, 2015 – Ft. Worth, TX

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

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

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

**St. Louis Working Women’s Survival Show** – February 20-22, 2015 – St. Charles, MO

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

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

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

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

**Wichita Women’s Fair** – February 20-22, 2015 – Wichita, KS

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

 \_\_\_\_\_ Individual Booth in Oklahoma section $525

 \_\_\_\_\_ Premium Corner Booth in Oklahoma section $775

**LA Times Travel & Adventure Show** – February 21-22, 2015 – Long Beach, CA

 \_\_\_\_\_ Level 1 - Full Sponsorship $650

 \_\_\_\_\_ Level 2 - Supporting Sponsorship $300

**AARP Life @ 50+ National Spring Event and Expo** – May 14-16, 2015 – Miami, FL

 \_\_\_\_\_ Level 1 – Full Sponsorship $675

 \_\_\_\_\_ Level 2 – Supporting Sponsorship $300

## Kansas City Just for Her Expo – June 12-14, 2015 – Overland Park, KS

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

 \_\_\_\_\_ Table Co-op in Oklahoma Pavilion $600

## DFW Ultimate Women’s Expo – TBD – Irving, TX

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

 \_\_\_\_\_ Table Co-op in Oklahoma Pavilion (Cost TBD: est. $700)

 \_\_\_\_\_ Individual Booth in Oklahoma Section (Cost TBD: est. $900-$1300)

**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.

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