

PROGRAM SCHEDULE:

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

* Red Hat Society Int’l Expo – Indianapolis, IN August 13-15, 2015
* Midwest Hunt Fest – Wichita, KS August 14-16, 2015
* McAllen International Travel Show – McAllen, TX January 6-7, 2016
* San Diego Travel & Adventure Show – San Diego, CA January 16-17, 2016
* Chicago Travel & Adventure Show – Chicago, IL January 23-24, 2016
* Dallas Travel & Adventure Show – Dallas, TX January 30-31, 2016
* Wichita Falls Women’s Expo – Wichita Falls, TX February 6, 2016
* Canadian Snowbird Extravaganza – Mesa, AZ February 9-10, 2016
* Ft. Worth Home & Garden Show – Ft. Worth, TX February 12-14, 2016
* St. Louis Working Women’s Show – St. Charles, MO February 19-21, 2016
* Wichita Women’s Fair – Wichita, KS February 19-21, 2016
* LA Travel & Adventure Show – Long Beach, CA February 27-28, 2016
* Houston Ultimate Women’s Expo – Houston, TX April 9-10, 2016
* DFW Ultimate Women’s Expo – Irving, TX June 4-5, 2016

**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 2016 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:**

*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 13-15, 2015

JW Marriott, Indianapolis, IN

**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 9th 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

**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 14-16, 2015

Century Center II, Wichita, KS

**Outdoor show is in its 4rd year. Last year’s attendance was 9,000 and they are anticipating that number to increase to 10,000.**

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 to work a shift at show (partner is responsible for travel expenses)

Booth Co-op $250 – Max 5 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

**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 6-7, 2016

Convention Center, McAllen, Texas

**Travel show in its 28th year. Last year’s attendance was 5,000 people, mostly Winter Texans. It is estimated that 88% of these winter residents pass through Oklahoma to and from their home state. New this year, the Travel Show will be combined with the McAllen Health Fair which is another established event that attracts Winter Texans. The two shows will be in the same exhibit hall and it is expected that attendance will increase.**

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 9 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

(With merging 2 events, purchasing premium corner space is not available this year.)

**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**

January 16-17, 2016

San Diego Convention Center, San Diego, CA

**Travel show in its 4th year. Last year’s attendance was 16,200 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 first time to exhibit at this event.**

Level 1 - Full Sponsorship $675 – 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 $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

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.

**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 23-24, 2016

Donald E. Stephens Convention Center, Chicago, IL

**Travel show in its 12th year. Last year’s attendance was 22,100 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 $675 – 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 $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

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.

**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. Level 1 sponsors will have a 6’ table.*

**Dallas Travel & Adventure Show**

January 30-31, 2016

Dallas Convention Center, Dallas, TX

**Travel show in its 5th year. Last year’s attendance was 9,650. 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 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 $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.

**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 6, 2016

Multipurpose Events Center, Wichita Falls, Texas

**This women’s show is in its 27th 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 2,100 attendees.**

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 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 9-10, 2016

Mesa Convention Center, Mesa, AZ

**Show which targets Canadian Winter Snowbirds has been produced for 16 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 $675 – Max 2 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 $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 12-14, 2016

Convention Center, Ft. Worth, Texas

**Home and Garden show with a vacation and leisure area in its 36th year. Show attracts approximately 11,000 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 19-21, 2016

St. Charles Convention Center, St. Charles, MO

**Women’s show in its 29th year. Show attracts approximately 30,000 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 19-21, 2016

Century Center II, Wichita, KS

**Women’s show in its 18th year. Last year’s attendance was 17,000 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 27-28, 2016

Long Beach Convention Center, Los Angeles, CA

**Travel show in its 10th year. Last year’s attendance was 33,500 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 $675 – 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 $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

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.

**OKLAHOMA PAVILION 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 9-10, 2016

NRG Reliant Center, Houston, Texas

**Women’s Expo is in its 6th year. This will be the first year OTRD will attend. Last year’s attendance was 21,000+ 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

* 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

**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 4-5, 2016

Irving Convention Center, Irving, TX

**Women’s show in its 5th year. 2014 was the first year OTRD attended show. Attendance was 22,000 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 it to one person working at a time 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



**Oklahoma Tourism and Recreation Department**

**2015-2016 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 JULY 1 at 8:00 A.M.** Note all requests made prior to June 8, 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 Int’l Expo** – August 13-15, 2015 – Indianapolis, IN

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

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

**Midwest Hunt Fest** – August 14-16, 2015 – Wichita, KS

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

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

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

**McAllen International Travel Show** – January 6-7, 2016 – McAllen, TX

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

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

**San Diego Travel & Adventure Show** – January 16-17, 2016

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

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

**Chicago Travel & Adventure Show** – January 23-24, 2016 – Chicago, IL

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

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

**Dallas Travel & Adventure Show**- January 30-31, 2016 – Dallas, TX

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

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

**Wichita Falls Women’s Expo** – February 6, 2016 – Wichita Falls, TX

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

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

**Canadian Snowbird Extravaganza** – February 9-10, 2016 – Mesa, AZ

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

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

**Ft. Worth Home & Garden Show** – February 12-14, 2016 – 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 19-21, 2016 – St. Charles, MO

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

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

**Wichita Women’s Fair** – February 19-21, 2016 – Wichita, KS

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

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

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

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

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

**LA Times Travel & Adventure Show** – February 27-28, 2016 – Long Beach, CA

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

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

**Houston Ultimate Women’s Expo** – April 9-10, 2016 – Houston, TX

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

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

## DFW Ultimate Women’s Expo – June 4-5, 2016 – 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.

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