

Program is Subject to Change



OKLAHOMA
CONSUMER
AND TRADE
MARKETING

FY 2018 Travel Show Program

SUBJECT TO APPROVAL/CHANGE – OPENS JUNE 5, 2017

PROGRAM SCHEDULE:

Travel show participation is limited in the number of partners.

- | | |
|---|------------------------|
| • Wing Ding – San Antonio, TX | Aug. 29- Sept. 2, 2017 |
| • OK State Fair in MIO Exhibit – Oklahoma City, OK | September 14-24, 2017 |
| • DFW Ultimate Women's Expo – Irving, TX | September 9-10, 2017 |
| • San Antonio Ultimate Women's Expo – San Antonio, TX | Sept. 30-Oct. 1, 2017 |
| • San Diego Travel & Adventure Show – San Diego, CA | January 13-14, 2018 |
| • McAllen Winter Texan Expo – McAllen, TX | January 16-17, 2018 |
| • Wichita Falls Women's Expo – Wichita Falls, TX | February 10, 2018 |
| • Chicago Travel & Adventure Show – Chicago, IL | February 10-11, 2018 |
| • Canadian Snowbird Extravaganza – Mesa, AZ | February 13-14, 2018 |
| • Wichita Women's Fair – Wichita, KS | February 16-18, 2018 |
| • Ft. Worth Home & Garden Show – Ft. Worth, TX | February 16-18, 2018 |
| • St. Louis Working Women Show – St. Charles, MO | February 23-25, 2018 |
| • LA Travel & Adventure Show – Los Angeles, CA | February 24-25, 2018 |
| • Dallas Travel & Adventure Show – Dallas, TX | March 17-18, 2018 |
| • Kansas City Home Show – Kansas City, MO | March 23-25, 2018 |
| • Austin Ultimate Women's Expo – Austin, TX | April 7-8, 2018 |
| • Houston Ultimate Women's Expo – Houston, TX | May 5-6, 2018 |

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

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The FY 2018 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.

B / E

NICHE MARKET / AISLE SHOW:

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.

Wing Ding – Honda Gold Wing & Touring Bike Convention

<http://wing-ding.org/>

August 29 – September 2, 2017

Gaylord Texan, Grapevine, TX

Hosted by the Gold Wing Road Riders Association at different locations across the United States every year, this event attracts thousands of motorcycle enthusiasts. The first event was held in 1978 and now is in its 39th year.

Brochure Co-op \$225

- ✓ Distribute your brochure at Oklahoma Booth
- ✓ Opportunity provide a promotional item to be distributed at Oklahoma booth
- ✓ Optional representative to work a shift (partner is responsible for travel expenses)

Table Co-op \$450

Includes

- ✓ 6 ft. draped table and one chair in Oklahoma Pavilion Island
- ✓ 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 Co-op \$590

- ✓ 10 x 10 Booth Space in Oklahoma Section
- ✓ One 6' skirted table and 2 chairs provided
- ✓ Identifier banners will be hung to distinguish Oklahoma area and Logo tote bags will be distributed in Oklahoma Tourism booth
- ✓ Additional furniture and carpet rental, electricity, staffing booth, shipping and material handling will be the responsibility of the partner, as well as insurance verification if required by show management.

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 and a television monitor that tourism videos will be played. 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. A brochure co-op is only offered AND will include inclusion in the video.

Oklahoma State Fair in MIO Exhibit

<http://www.okstatefair.com/>

September 14-24, 2017

State Fair Grounds, Oklahoma City, OK

This is the second year participating in the MIO Exhibit. New this year, is the video ads running continuously which is included as part of the brochure co-op. The Oklahoma State Fair began in 1907 and attracts about 1,000,000 visitors.

Brochure & Video Co-op \$275

Includes

- ✓ Distribute one brochure in Oklahoma Brochure display at MIO Exhibit
- ✓ Included in the continuous loop of Oklahoma video played. Partner supplies 30 second video spot.

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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

<http://www.dfwwomensexpo.com/>

September 9-10, 2017

Irving Convention Center, Irving, TX

Women's show is in its 6th year. 2016 Attendance was 24,287 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

- ✓ 8 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

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

www.womensexposa.com

September 30 - October 1, 2017

Freeman Coliseum and Expo Center, San Antonio, TX

2015 was the first year OTRD attended show. In 2016, attendance was 24,267. Targeted consumers are women ages 25-54 with a high degree of disposable income. Show has 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 \$575 – 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.

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

<https://travelshows.com/shows/san-diego/>

January 13-14, 2018

San Diego Convention Center, San Diego, CA

Travel show in its 6th year. Last year's attendance was 15,302 consumers, travel trade and travel agents. Attendees are affluent with 67% having HHI of \$100k or more and 68% planning to spend over \$5,000 in travel. Indicators are that Southern California is a strong market. This will be Oklahoma's third year to exhibit at this event.

Level 1 - Full Sponsorship

\$775 – 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 booth on a separate contract through Unicomm LLC directly. Contact Charlie Wallar for Unicomm information.

Program is Subject to Change

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

<http://www.wintertexanexpo.com/>

January 16-17, 2018

Convention Center, McAllen, Texas

This is will be the second year OTRD as exhibited at the Winter Texan Expo (previously exhibited at a travel show). This Expo is in its 25th year and last year's attendance was 8,000+ 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 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 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

<http://wfmpec.com/events/2017/02/04/kfdx-womens-expo/>

February 10, 2018

Multipurpose Events Center, Wichita Falls, Texas

This women's show is in its 29th 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 attracts 2,000 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
- ✓ 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.

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

<https://travelshow.com/shows/chicago/>

February 10-11, 2018

Donald E. Stephens Convention Center, Chicago, IL

Travel show in its 14th year. Last year's attendance was 24,798 consumers, travel trade and travel agents. Attendees are affluent with 56% having HHI of \$100k or more and 45% planning to spend over \$5,000 in travel. A common interest between Chicago and Oklahoma is Route 66.

Level 1 - Full Sponsorship

\$775 – 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 San Diego Travel & Adventure Show across from the Tourism Department's exhibit area can purchase booth on a separate contract through Unicomm LLC directly. Contact Charlie Wallar for Unicomm information.

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

<http://snowbirdextravaganza.com/arizona.html>

February 13-14, 2018

Mesa Convention Center, Mesa, AZ

Show which targets Canadian Winter Snowbirds has been produced for 18 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

Program is Subject to Change

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

<http://www.womensfair.com/index.php>

February 16-18, 2018

Century Center II, Wichita, KS

Women's show in its 20th year. Attendance is approximately 15,000 consumers annually, which most are coming to engage in the event's activities and exhibits. 60% of attendees' ages mostly range from 25 to 54 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 \$825 – Max 5 Partners

Includes

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

Program is Subject to Change

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

<https://texashomeandgarden.com/attendee-info-fort-worth-spring-2017/>

February 16-18, 2018

Will Rogers Memorial Center, Ft. Worth, Texas

Home and Garden show with a vacation and leisure area in its 38th year. In 2016, show attracted approximately 12,000 consumers. (2017 attendance not reported at this time). Last year, the moved to the Will Rogers Memorial Center in May, but are going back to February dates.

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

Program is Subject to Change

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

<http://www.wvssonline.com/>

February 23-25, 2018

St. Charles Convention Center, St. Charles, MO

Women's show in its 31st year. Show attracts approximately 32,000 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

\$775 – 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.)

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

<https://travelshows.com/shows/los-angeles/>

February 24-25, 2018

Los Angeles Convention Center, Los Angeles, CA

Travel show in its 12th year. Last year's attendance was 35,621 consumers, travel trade and travel agents. Attendees are affluent with 63% having HHI of \$100k or more and 58% 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

\$775 – 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 booth 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 20 Oklahoma Pavilion Island to allow for more Level 1 – Full Sponsorships. Level 1 sponsors will have a 6' table.

Dallas Travel & Adventure Show

<https://travelshows.com/shows/dallas/>

March 17-18, 2018

Dallas Market Hall, Dallas, TX

Travel show in its 7th year. Last year's attendance was 12,934. Attendees are affluent with 63% having HHI of \$100k or more and 57% 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)
- ✓ 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, Unicom, 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 booth on a separate contract through Unicom LLC directly. Contact Charlie Wallar for Unicom information.

Program is Subject to Change

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.

Greater Kansas City Home Show

<http://homeshow.kchba.org/>

March 23-25, 2018

Kansas City Convention Center/Bartle Hall, Kansas City, MO

Greater Kansas City Home Show is celebrating its 70th year. In 2017, show attracted approximately 30,000 consumers. This will be the first year that Oklahoma has exhibited at this show.

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 \$650 – 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 \$925 – 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.

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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.

Austin Ultimate Women’s Expo

<http://www.austinwomensexpo.com/>

April 7-8, 2018

Austin Convention Center, Austin, Texas

This Austin Women’s Expo is in its 2nd year and the second year for OTRD to attend. Inaugural year’s attendance was 15,228 according to show management. They target consumers with high degree of disposable income and tout that women represent 85% of consumer spending which is a \$5 trillion market. Show’s objective is to attract target audience of women ages 25-54 from every desirable demographic and to produce a profitable face-to-face setting.

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).

Table Co-op in Oklahoma Booth \$825

Includes

- ✓ 6 ft. draped table and one chair in Oklahoma booth provided for partner to distribute brochures/items from their table. Logo tablecloths to identify partners are welcome.
- ✓ “Chick Trip” backdrop, TV wall, and identifier banners will be used as the display in the Oklahoma area.
- ✓ Logo bags will be distributed from the Oklahoma booth.
- ✓ Optional donation to be used in a door prize conducted from booth to generate traffic.
- ✓ It will be the partner’s responsibility to ship brochures and supply one staff person for the table.

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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

<http://www.houstonwomensexpo.com/>

May 5-6, 2018

NRG Reliant Center, Houston, Texas

Women's Expo is in its 8th year. This will be the third 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

Program is Subject to Change



FY 2018 Travel Shows - Application / Contract

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 2017-2018 Co-op Show Program

Organization _____

Contact Name _____

Mailing Address _____

City _____ Zip _____

Phone _____ Fax _____

E-mail _____

Signature _____ Date _____

June 5, 2017 at 8:00 AM, Indicate all programs in which you want to participate and fax to 405-522-9653, Attn: Charlie Wallar OR scan/email to Charlinda.Wallar@TravelOK.com. 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.*

Wing Ding Tourism Motorcycle Convention – Aug. 29-Sept. 2, 2017 – Grapevine, TX

_____ Brochure Co-op \$225

_____ Table Co-op \$450

_____ Booth Co-op \$590

Oklahoma State Fair in MIO Exhibit – September 14-24, 2017 – Oklahoma City

_____ Brochure Co-op \$275

Program is Subject to Change

Organization

Initial

DFW Ultimate Women's Expo – September 9-10, 2017 – Irving, TX

_____ Brochure Co-op \$225

_____ Table Co-op in Oklahoma Pavilion \$825

San Antonio Ultimate Women's Expo – September 30-October 1, 2017 – San Antonio, TX

_____ Brochure Co-op \$225

_____ Table Co-op \$575

San Diego Travel & Adventure Show – January 13-14, 2018

_____ Level 1 – Full Sponsorship \$775

_____ Level 2 – Supporting Sponsorship \$350

McAllen Winter Texan Expo – January 16-17, 2018

_____ Brochure Co-op \$225

_____ Table Co-op \$475

Wichita Falls Women's Expo – February 10, 2018 – Wichita Falls, TX

_____ Brochure Co-op \$200

_____ Individual Booth in Oklahoma Section \$250

Chicago Travel & Adventure Show – February 10-11, 2018 – Chicago, IL

_____ Level 1 – Full Sponsorship \$775

_____ Level 2 – Supporting Sponsorship \$350

Canadian Snowbird Extravaganza – February 13-14, 2018 – Mesa, AZ

_____ Level 1 – Full Sponsorship \$750

_____ Level 2 – Supporting Sponsorship \$325

Wichita Women's Fair – February 16-18, 2018 – Wichita, KS

_____ Brochure Co-op \$225

_____ Individual Booth in Oklahoma section \$550

_____ Premium Corner Booth in Oklahoma section \$825

Ft. Worth Home & Garden Show – February 16-18, 2018 – Ft. Worth, TX

_____ Brochure Co-op \$225

_____ Table Co-op in Oklahoma Pavilion \$550

_____ Booth Co-op in Oklahoma Section \$800

St. Louis Working Women's Survival Show – February 23-25, 2018 – St. Charles, MO

_____ Brochure Co-op \$225

_____ Table Co-op in Oklahoma Pavilion \$775



Program is Subject to Change

Organization _____

Initial _____

LA Travel & Adventure Show – February 24-25, 2018 – Los Angeles, CA

_____ Level 1 - Full Sponsorship \$775

_____ Level 2 - Supporting Sponsorship \$350

Dallas Travel & Adventure Show- March 17-18, 2018 – Dallas, TX

_____ Level 1 - Full/Table Sponsorship \$925

_____ Level 2 – Supporting Sponsorship \$325

Greater Kansas City Home Show – March 23-25, 2018 – Kansas City, MO

_____ Brochure Co-op \$225

_____ Table Co-op in OK Pavilion \$650

_____ Booth Co-op in Oklahoma Section \$925

Austin Ultimate Women's Expo – April 7-8, 2018 – Austin, TX

_____ Brochure Co-op \$225

_____ Table Co-op in Oklahoma Pavilion \$825

Houston Ultimate Women's Expo – May 5-6, 2018 – Houston, TX

_____ Brochure Co-op \$225

_____ Table Co-op in Oklahoma Pavilion \$675

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.