



# FY 2023 Oklahoma Exhibition Travel Show Program



**SUBJECT TO APPROVAL/CHANGE – Program Opens June 1, 2022**

## PROGRAM SCHEDULE:

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

• Crappie Classic – Table Rock, Branson, MO	October 20-22, 2022
• DFW Ultimate Women's Expo – Irving, TX	October 22-23, 2023
• McAllen Winter Texan Expo – McAllen, TX	January 17-18, 2023
• KC National Fishing Expo – Kansas City, MO	January 20-22, 2023
• Houston Home & Garden Show – Houston, TX	February 3-5, 2023
• Wichita Falls Women's Expo – Wichita Falls, TX	TBA
• Canadian Snowbird Extravaganza – Mesa, AZ	TBA
• Chicago RV & Outdoor Show – Rosemont, IL	February 16-19, 2023
• St. Louis Working Women's Show - St. Charles, MO	February 17-19, 2023
• Dallas RV Super Sale – Dallas, TX	TBA
• Kansas City Planet Comicon – Kansas City, MO	March 17-19, 2023
• NWArkansas Home & Outdoor Living Show-Rogers, AR	April 14-16, 2023
• Arizona Ultimate Women's Expo – Phoenix, AZ	April 22-23, 2023
• Austin Ultimate Women's Expo – Austin, TX	TBA
• Wichita Women's Fair – Wichita, KS	April 28-30, 2023
• Wing Ding Motorcycle Expo – Springfield, MO	June 29 – July 3, 2021

## **OKLAHOMA EXHIBITION BROCHURE FOR AN EXTRA BENEFIT...**

### **Brochure Benefit: "Oklahoma Destination Planner" Travel Show Brochure**

Oklahoma Tourism & Recreation Department produces a special brochure that will be distributed at ALL travel shows. This piece gives a brief description of each partner and directs readers to a website and/or phone number for additional information. To be included, partners 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



## Program is Subject to Change

### DIFFERENT SHOWS & WAYS TO PARTICIPATE....

*Travel Show Program offers marketing efforts through exhibitions with several levels of participation opportunities:*

- Brochure Co-op (B)
- Table Co-op (T)
- Sponsorship (S)
- Individual Exhibitor (E)

*Shows are in date order and list the type of exhibit opportunity – Chick Trip, Sponsorship, Oklahoma Aisle with only booths, & Oklahoma Pavilion.*

❖ *Please note: “**New Show**” Partnership limitations will be determined on interest level and availability of exhibit space.*

### TERMS & CONDITIONS....

- Partners are required to follow all Health Protocol set by local municipality, venue and show management. Not responsible for transmitted illness while exhibiting.
- Reservations are based in 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.
- Oklahoma Booth configuration and size depends on participation and space availability.
- Booth and Table Co-op participation is limited and are granted based upon a first come basis in the order received. In the event all available space is reserved, a waitlist will be created.
- A Brochure co-op entitles one brochure which OTRD will be responsible for shipping to event. OTRD will use warehouse inventory and will notify partner when brochure stock is low or unavailable. All brochures must be delivered/sent to the warehouse (OTRD Warehouse, Attn: Charlie-Shows, 5621 West Reno Avenue, Ste. B, OKC, OK 73127) Pre-Shipment dates to show site vary with each show; therefore, each show is coordinated individually.
- 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.
- After agreement is made with show management, no refunds or cancellations of shows can be honored. Substitutions are an option.
- If a scheduled event is cancelled, OTRD shall give partner notice as soon as reasonably possible. If payment has been made, a refund or substitution can be made if all parties agree.



# Program is Subject to Change

## SHOW DESCRIPTIONS....

### **OKLAHOMA PAVILION CO-OP OPPORTUNITY:**

**B / T / E**

*OVERVIEW: The Oklahoma Pavilion will be a 10 x 20 area (or larger) with tables to create the Oklahoma exhibit. Table Co-op includes a table which your organization can decorate and distribute brochures and one chair. Booth Exhibit may be an option. "Oklahoma" unifier banners may be hung to distinguish the Oklahoma Area. **New Show***

### **Crappie Expo**

<https://www.crappieexpo.com/index.php>

October 20-22, 2022

Table Rock Lake / Branson Convention Center, Branson, MO

This will be the fourth annual Mr. Crappie Invitational Classic but the first time for Oklahoma to exhibit. On Table Rock Lake, Crappie fishing teams compete for a \$300,000 payout. Attendance is 10,000. Largest national Crappie show with growth in the future. Life streaming had 64,000 viewers. Event location changes annually. Expo has product demos, fishing seminars, cash drawings, concerts, and world's largest crappie fry.

#### **Brochure Co-op**

**\$250**

##### **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**

**\$600**

##### **Includes**

- ✓ 6' or 4' 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.
- ✓ Oklahoma Fishing backdrop display will be used and if appropriate identifier signs will be displayed to distinguish Oklahoma section.
- ✓ One staff person to work partner's table and delivery of brochures will be the responsibility of the partner. (Please limit staff due to limited exhibit space.)
- ✓ Logo bags will be distributed in the Oklahoma exhibit area.

#### **Booth Co-op**

**\$900**

##### **Includes**

- ✓ 10 x 10 Booth in Oklahoma Section
- ✓ 6 ft table, two chairs, waste basket included in booth space

# Program is Subject to Change

## **CHICK TRIP / OKLAHOMA PAVILION SHOW:**

**B / T / E**

*OVERVIEW: This "Chick Trip" Show will be set up as a 10 x 20 Endcap to create an Oklahoma Pavilion with an option of a table co-op. Individual booths are an option.*

## **DFW Ultimate Women's Expo**

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

October 22-23, 2022

Irving Convention Center, Irving, TX

**This will be the 11th year that the DFW Ultimate Women's show has been produced. Last year's attendance was 11,928 (Pre-pandemic attendance was 14,000-16,000 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**

**\$250**

**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 – 3 Partners**

**Includes**

- ✓ 4 or 6 ft. draped table and one chair in Oklahoma Pavilion
- ✓ "Chick Trip" backdrop display and identifier banners will be used as part of the display in the Oklahoma Pavilion to distinguish Oklahoma area
- ✓ Logo bags will be distributed in the Oklahoma Pavilion
- ✓ 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 – 4 Partners**

**Includes**

- ✓ 8 x 10 Booth in Oklahoma Section
- ✓ Identifier signs will be hung in Oklahoma section for extra exposure
- ✓ 6 ft skirted table and chairs provided

## Program is Subject to Change

### **OKLAHOMA PAVILION CO-OP OPPORTUNITY:**

**B / T**

*OVERVIEW: The Oklahoma Pavilion will be a 20 x 40 area (or size as needed) with tables to create the Oklahoma exhibit. Co-op participation will include a table which your organization can decorate and distribute brochures. Depending on size and set-up of configuration a small backdrop displays (no larger than what will display behind a 6 ft. table) may be permitted. The "Oklahoma" unifier banners will be hung to distinguish the Oklahoma Area.*

### **McAllen Winter Texan Expo**

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

January 17-18, 2023

Convention Center, McAllen, Texas

This is the sixth year OTRD has exhibited at the Winter Texan Expo (previously exhibited at the McAllen Travel Show). Expo is in its 29th year. Pre-pandemic attendance was about 9,400; In January 2022, 4,100 consumers attended, 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                      \$250

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 10 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 ft. skirted table and one chair 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.)

# Program is Subject to Change

## **OKLAHOMA PAVILION CO-OP OPPORTUNITY:**

**B / T / E**

*OVERVIEW: The Oklahoma Pavilion will be a 10 x 20 area (or larger) with tables to create the Oklahoma exhibit. Table Co-op includes a table which your organization can decorate and distribute brochures and one chair. Booth Exhibit may be an option. "Oklahoma" unifier banners may be hung to distinguish the Oklahoma Area. **New Show** – Options and show layout are not confirmed.*

## **Kansas City National Fishing Expo**

<https://www.nationalfishingexpos.com/kansas-city-about>

January 20-22, 2023

KCI Expo Center, Kansas City, MO

Only the second year for show to be produced and first time for Oklahoma to attend. Inaugural event was 3,200 but expected attendance is 8,000-10,000. Expo has 70,000 sq. ft. to showcase products for all fish species. Kansas City metro area has 2.2 million people. Missouri has 734,200 fishing license holders and Kansas has 268,600 fishing license holders. Fishing enthusiasts from across the Midwest are primary target market.

### Brochure Co-op

\$250

#### Includes

- ✓ Distribute up to 300 of one brochure at a table for 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

\$375

#### Includes

- ✓ 6' or 4" table and one chair in Oklahoma booth provided for partner to distribute brochures/items from their table. Logo tablecloths to identify partners are welcome.
- ✓ Oklahoma Fishing backdrop display will be used and if appropriate identifier signs will be displayed to distinguish Oklahoma section.
- ✓ One staff person to work partner's table and delivery of brochures will be the responsibility of the partner. (Please limit staff due to limited exhibit space.)
- ✓ Logo bags will be distributed in the Oklahoma exhibit area.

### Booth Co-op

\$450 - \$600 (Exact Cost TBA)

#### Includes

- ✓ 10 x 10 Booth in Oklahoma Section is a possibility depending on supply and demand
- ✓ Table and chairs can be included in booth price
- ✓ Pricing / Oklahoma layout has not been confirmed. Will contact partners with additional information when available to confirm participation.



# Program is Subject to Change

## **OKLAHOMA PAVILION CO-OP OPPORTUNITY:**

**B / T / E**

*OVERVIEW: The Oklahoma Pavilion will be a 10 x 20 area (or larger) with tables to create the Oklahoma exhibit. Co-op participation will include a chair and table which your organization can decorate and distribute brochures. Booth Exhibit may be an option. The "Oklahoma" unifier banners will be hung to distinguish the Oklahoma Area. Individual booths will be offered if requested by partners. **New Show***

## **Houston Spring Home & Garden Show**

<https://houstonhomeandgardenshow.com/>

February 3-5, 2023

NRG Park, Houston, TX

This will be the first year Oklahoma has exhibited at the show. It has new show management after pandemic; first show in 2022 attendance was 10,000 and expected to increase. Show attendees' average HHI is \$125,000; 71% of attendees come to show with their spouse; 1 in 4 attendees have projects with budgets \$20K+. Houston's metro area has over 7 million residence and show targets pre-qualified audience ready to purchase.

### **Brochure Co-op**

**\$250**

#### **Includes**

- ✓ Distribute up to 300 of one brochure at a table for 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**

**\$725**

#### **Includes**

- ✓ 6 or 4 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.
- ✓ Oklahoma backdrop display will be provided as well as identifier signs to distinguish our Oklahoma presence.
- ✓ One staff person to work partner's table and delivery of brochures will be the responsibility of the partner. (Please limit staff due to limited exhibit space.)
- ✓ Logo bags will be distributed in the Oklahoma exhibit area.

### **Booth Co-op**

**\$1,100**

#### **Includes**

- ✓ 10 x 10 Booth in Oklahoma Section.
- ✓ Identifier signs will be hung in Oklahoma section for extra exposure
- ✓ Any additional furniture, electricity, staffing and travel expenses, shipping and material handling will be the responsibility of the partner.

## Program is Subject to Change

### **CHICK TRIP / AISLE WOMEN'S SHOW:**

**B / E**

*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" concept will be showcased.*

### **Wichita Falls Women's Expo**

<https://www.texomashomepage.com/womens-expo>

TBA (Show has been canceled last several years)

Multipurpose Events Center, Wichita Falls, Texas

**This women's show is in its 32nd 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 markets has an annual attendance of 1,000-2,000.**

**Brochure Co-op**                      \$225

**Includes**

- ✓ Distribute up to 250 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**                      \$275 – Max 9 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 SHOW:**

**S**

*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://snowbirdestravaganza.com/arizona.html>

TBA (Show has been canceled last several years)

Mesa Convention Center, Mesa, AZ

Show which targets Canadian Winter Snowbirds has been produced 21 times. Winter residency has been steadily climbing in the area surrounding Phoenix, making it a prime location to hold the event. Canadian Snowbirds stay in their winter homes for 4-6 months. Show attracts more than 6,000 Snowbirds annually.

### **Level 1 – Full Sponsorship**

**\$750 – Max 3 participants**

**Includes**

- ✓ Opportunity to exhibit in a 10'x 20' Oklahoma area
- ✓ Each sponsor will have a 6' Table (or table area) and chair provided to display brochures. Space depends on how many participants.
- ✓ 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

## **SPONSORSHIP TRAVEL SHOW:**

**S**

*OVERVIEW: Two levels of sponsorships are offered. Partners share a booth space (size determined by participation level); therefore, must enforce maximum number of participants listed (based on first requested). Level 1 Sponsors will have a table with one representative. **New Show***

### **Chicago RV & Camping Show**

<https://www.chicagorvshow.com/>

February 16-19, 2023

Donald E. Stephens Convention Center, Rosemont, IL

**Show attendance annually has 22,000 – 27,000 outdoor enthusiasts. This is the 54th annual event which the show attracts consumers aged 35 and over, families and offers senior discount. A common interest between Chicago and Oklahoma is Route 66, as well as promoting outdoor recreation, camping and Fishing Trails.**

#### **Level 1 – Full Sponsorship**

**\$775 – Max 3 participants**

##### **Includes**

- ✓ Brochures distributed at show
- ✓ Optional of 1 Representative at show (sponsor is responsible for travel expenses)
- ✓ Oklahoma outdoor and fishing backdrop display will be provided
- ✓ 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

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

**B / T**

*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. Logo tablecloths are encouraged, but no tabletop displays can 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" concept.*

### **St. Louis Working Women's Survival Show**

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

February 17-19, 2023

St. Charles Convention Center, St. Charles, MO

**Women's show in its 35th year. Show annually attracts approximately 30,000 – 35,000 consumers (2022 attendance around 20,000). 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**

**\$250**

##### **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**

**\$850 – Max 7 Partners**

##### **Includes**

- ✓ 6 ft. draped table and one chair in Oklahoma 15 x 30 exhibit area
- ✓ "Chick Trip" backdrop display will be used 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.)

## Program is Subject to Change

### OKLAHOMA PAVILION CO-OP OPPORTUNITY:

B / T / E

*OVERVIEW: The Oklahoma Pavilion will be a 10 x 20 area (or larger) with tables to create the Oklahoma exhibit. Co-op participation will include a chair and table which your organization can decorate and distribute brochures. Booth Exhibit may be an option. The "Oklahoma" unifier banners will be hung to distinguish the Oklahoma Area. Individual booths will be offered if requested by partners. **New Show***

### Dallas RV Super Sale Show

<https://www.dallasrvsupersale.com/>

TBA – Late-February

Market Hall, Dallas, TX

Thousands attend show annually. Consumers have 350,000 square feet of exhibit space to explore. RV shipments for 2021 increased 39.5% over the past year and continue to reach all-time high. Show's target is to reach consumer ready to purchase and travel.

#### Brochure Co-op

\$250

##### 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

\$600 (Cost not confirmed; subject to change)

##### Includes

- ✓ 6' 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.
- ✓ Oklahoma Fishing backdrop display will be used and if appropriate identifier signs will be displayed to distinguish Oklahoma section.
- ✓ One staff person to work partner's table and delivery of brochures will be the responsibility of the partner. (Please limit staff due to limited exhibit space.)
- ✓ Logo bags will be distributed in the Oklahoma exhibit area.

#### Booth Co-op

\$775 Inline booth (Cost not confirmed; subject to change)

##### Includes

\$1,125 Corner booth (Cost not confirmed; subject to change)

- ✓ 10 x 10 Booth in Oklahoma Section. In-line booth
- ✓ Identifier signs will be hung in Oklahoma section for extra exposure
- ✓ Any additional furniture, electricity, staffing and travel expenses, shipping and material handling will be the responsibility of the partner.

# Program is Subject to Change

## **SPONSORSHIP / OKLAHOMA PAVILION CO-OP OPPORTUNITY:**

**S**

*OVERVIEW: This "Sponsorship" Show will be set up as an Oklahoma Pavilion. Exhibit area will be in a 10 x 20 space creating an Oklahoma area and Level 1 partners will have a table space. The specialized Comicon backdrop will be used to distinguish the Oklahoma Area. Booth configuration and exhibit options might be altered depending on demand.*

### **Kansas City Planet Comicon**

<http://planetcomicon.com/>

March 17-19, 2023

Kansas City, MO

The show will be celebrating its 23rd year. In 2022, event had attendance of 60,000 people with almost 50/50 split being males and females. More than half attend the event with their families. This will be the fourth year that Oklahoma has exhibited at this show.

#### **Level 1 – Full/Table Sponsorship**

**\$700 – Limit 3 Partners**

##### **Includes**

- ✓ Shared draped table space and one chair in Oklahoma area
- ✓ Oklahoma backdrop display featuring pop culture attractions will be 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 and limited number of entry badges.)
- ✓ Logo bags will be distributed in the Oklahoma Pavilion area
- ✓ A special feature for this niche market is recommended.

#### **Level 2 Supporting Sponsorship**

**\$350 - Limit 3 Partners**

##### **Includes**

- ✓ Distribute 200-300 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)

# Program is Subject to Change

## **OKLAHOMA PAVILION CO-OP OPPORTUNITY:**

**B / T / E**

*OVERVIEW: The Oklahoma Pavilion will be a 10 x 20 area (or larger) 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. Individual booths will be offered if requested by partners.*

## **Northwest Arkansas Home & Outdoor Living Show**

<https://www.premiereventsandmarketing.com/northwest-arkansas-home-and-outdoor-living-show/>

April 14-16, 2023

John Q Hammons Convention Center, Rogers, Arkansas

This will be the fourth NWA Home & Outdoor Living Show produced and last year had 6,035 attendees. The Northwest Arkansas area is one of the fastest growing areas in the U.S. with 546,725 residents and home to 3 Fortune 500 companies. Per capita personal income of NWA residents is among the highest in the nation. Target audience is women age 35-64, which women represent 85% of consumer spending.

### Brochure Co-op

\$250

#### 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

\$525

#### 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.
- ✓ Oklahoma backdrop display will be provided as well as identifier signs to distinguish our Oklahoma presence.
- ✓ One staff person to work partner's table and delivery of brochures will be the responsibility of the partner. (Please limit staff due to limited exhibit space.)
- ✓ Logo bags will be distributed in the Oklahoma exhibit area.

### Booth Co-op

\$875

#### Includes

- ✓ 10 x 10 Booth in Oklahoma Section
- ✓ Draped table and chairs included in booth space (in the past)
- ✓ Identifier signs will be hung in Oklahoma section for extra exposure
- ✓ Any additional furniture, electricity, staffing and travel expenses, shipping and material handling will be the responsibility of the partner.



# Program is Subject to Change

## **OKLAHOMA PAVILION CO-OP OPPORTUNITY:**

**B / T**

*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.*

## **Arizona Ultimate Women’s Expo**

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

April 22-23, 2023

Phoenix Convention Center, Phoenix, Arizona

The Ultimate Women’s Expo is in its 30th season of producing women events but will be the fourth time OTRD attends the show in Phoenix. OTRD’s internal statistics have shown Phoenix to be a market traveling to Oklahoma. 2022 show attendance was 21,047. Target market is consumers with high degree of disposable income and women who represent 85% of consumer spending which is a \$5 trillion market. Show’s objective is to attract women ages 25-54 from every desirable demographic and to produce a profitable face-to-face setting.

### **Brochure Co-op**

**\$250**

#### **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**

**\$725 – Max 3 Partners**

#### **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 and identifier banners will be used as the display in the Oklahoma area.
- ✓ Logo bags will be distributed from the Oklahoma booth.
- ✓ It will be the partner’s responsibility to ship brochures and supply one staff person for the table.

## Program is Subject to Change

### **CHICK TRIP / OKLAHOMA PAVILION SHOW:**

**B / T**

*OVERVIEW: This "Chick Trip" Show will be set up as a 10 x 20 Endcap to create an Oklahoma Pavilion with an option of a table co-op.*

### **Austin Ultimate Women's Expo**

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

TBA

Palmer Events Center, Austin, TX

Produces DFW and Arizona Women's Expo as well and is in their 30<sup>th</sup> year of producing women shows. OTRD has attended the show in the past (2019). 2019 attendance was 13,892. 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 with a high degree of disposable income.

#### **Brochure Co-op**

**\$250**

##### **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**

**\$750 – Max 3 Partners**

##### **Includes**

- ✓ 4 or 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 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

## **CHICK TRIP / AISLE WOMEN'S SHOW:**

**B / E**

*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**

<https://womensfair.com/>

April 28-30, 2023

Century Center II, Wichita, KS

Women's show in its 24th year. Annual attendance is 14,000-16,000 consumers (2022 attendance was 10,300). Most are coming to engage in the event's activities and exhibits. 60% of attendees' ages range from 25 to 54 and 73% plan to make a purchase while at the fair.

### **Brochure Co-op**

**\$250**

#### **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**

**\$575 – 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**

**\$875 – Max 2 or 4 Partners (depends on participation)**

#### **Includes**

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

# Program is Subject to Change

## NICHE MARKET / PAVILION SHOW:

B /T/ E

*OVERVIEW: An Oklahoma Section will be created as a 10x20 Endcap or multiple booths 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 "Oklahoma" unifier banners will be hung to distinguish as an Oklahoma Area.*

## Wing Ding 43 – Honda Gold Wing & Touring Bike Convention

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

TBA

TBA (Announced at 2022 Event, June 28-July 2)

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 43rd year.

### Brochure Co-op                      \$250

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

### Table Co-op                      \$500

Includes

- ✓ 6 ft. draped table and one chair in Oklahoma Pavilion
- ✓ Logo bags will be distributed in the Oklahoma Exhibit
- ✓ 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                      \$600 – Not Guaranteed, Option depending on Participation Will default to table co-op if no booths are available

Includes

- ✓ 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 electricity, booth staffing, shipping and material handling will be the responsibility of the partner, as well as insurance verification if required by show management.

## Program is Subject to Change



# FY 2023 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 2022-2023 Co-op Show Program

Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

☐ Signature acknowledges agreement of Terms & Conditions.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**OPENS: June 1, 2022 at 8:00 AM**, Indicate all programs in which you want to participate and email to [Charlinda.Wallar@TravelOK.com](mailto:Charlinda.Wallar@TravelOK.com). Program is based on first come basis. Space is limited. The maximum number of partners will be enforced. *Exhibitor agrees to indemnify the Oklahoma Tourism & Recreation Department for any liability caused by exhibitor.*

**Crappie Expo** – October 20-22, 2022 – Branson, MO

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

\_\_\_\_\_ Table Co-op \$600

\_\_\_\_\_ Booth Co-op \$900 (Booth option not guaranteed)

**DFW Ultimate Women's Expo** – October 22-23, 2022 – Irving, TX

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

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

\_\_\_\_\_ Booth Co-op \$1,400

## Program is Subject to Change

Organization \_\_\_\_\_ Initial \_\_\_\_\_

**McAllen Winter Texan Expo** – January 17-18, 2023 – McAllen, TX

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

\_\_\_\_\_ Table Co-op \$475

**Kansas City National Fishing Expo** – January 20-22, 2023 – Kansas City, MO

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

\_\_\_\_\_ Table Co-op \$375

\_\_\_\_\_ Booth Co-op \$450-\$600 (Booth option not guaranteed)

**Houston Spring Home & Garden Show** – February 3-5, 2023 – Houston, TX

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

\_\_\_\_\_ Table Co-op in Oklahoma Pavilion \$725

\_\_\_\_\_ Booth Co-op \$1,100

**Wichita Falls Women's Expo** – TBA – Wichita Falls, TX

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

\_\_\_\_\_ Individual Booth in Oklahoma Section \$275

**Canadian Snowbird Extravaganza Celebration** – TBA – Mesa, AZ

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

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

**Chicago RV & Camping Show** – February 16-19, 2023 – Rosemont, IL

\_\_\_\_\_ Level 1 – Full Sponsorship \$775

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

**St. Louis Working Women's Survival Show** – February 17-19, 2023 – St. Charles, MO

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

\_\_\_\_\_ Table Co-op in Oklahoma Pavilion \$850

**Dallas RV Super Sale Show** – TBA – Dallas, TX

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

\_\_\_\_\_ Table Co-op \$600

\_\_\_\_\_ Booth Co-op \$775 (Booth option not guaranteed)

**Kansas City Planet Comicon** – March 17-19, 2023 – Kansas City, MO

\_\_\_\_\_ Level 1 - Full/Table Sponsorship \$700

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



## Program is Subject to Change

Organization \_\_\_\_\_ Initial \_\_\_\_\_

### **Northwest Arkansas Home & Outdoor Living Show** – April 14-16, 2023 – Rogers, AR

- \_\_\_\_\_ Brochure Co-op \$250
- \_\_\_\_\_ Table Co-op in Oklahoma Pavilion \$525
- \_\_\_\_\_ Booth Co-op \$875

### **Arizona Ultimate Women's Expo** – April 22-23, 2023 – Phoenix, AZ

- \_\_\_\_\_ Brochure Co-op \$250
- \_\_\_\_\_ Table Co-op in Oklahoma Pavilion \$725

### **Austin Ultimate Women's Expo** – TBA – Austin, TX

- \_\_\_\_\_ Brochure Co-op \$250
- \_\_\_\_\_ Table Co-op in Oklahoma Pavilion \$750

### **Wichita Women's Fair** – April 28-30, 2023 – Wichita, KS

- \_\_\_\_\_ Brochure Co-op \$250
- \_\_\_\_\_ Individual Booth in Oklahoma section \$575
- \_\_\_\_\_ Premium Corner Booth in Oklahoma section \$875

### **Wing Ding Motorcycle Expo** – Dates and Location TBA

- \_\_\_\_\_ Brochure Co-op \$250
- \_\_\_\_\_ Table Co-op in Oklahoma Pavilion \$500
- \_\_\_\_\_ Booth Co-op \$600

**TOTAL \$** \_\_\_\_\_

#### **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

*Please Indicate Invoice Option Preference on Following Page:*



## Program is Subject to Change

Organization \_\_\_\_\_ Initial \_\_\_\_\_

### INVOICE / BILLING INFORMATION.....

If you have a preference, please indicate how you would like to be invoiced:

\_\_\_\_\_ FY 2023 One-time invoice and payment

\_\_\_\_\_ Quarterly Invoice: September 2022, December 2022, March 2023, June 2023  
September invoice will include shows that occur July 1, 2022 through Sept. 30, 2022  
December invoice will include shows Oct. 1, 2022 through Dec. 31, 2022  
March invoice will include shows Jan. 1, 2023 through March 31, 2023  
June invoice will include shows April 1, 2023 through June 30, 2023

\_\_\_\_\_ Need special consideration for receiving invoice?  
Contact Darry Brewer, OTRD Business Manager  
405-522-9593 or [Darry.Brewer@TravelOK.com](mailto:Darry.Brewer@TravelOK.com)

Total Number of Shows \_\_\_\_\_ Total \$ \_\_\_\_\_



**OKLAHOMA**  
Tourism & Recreation