

THE OKC HOME + OUTDOOR LIVING SHOW

Exhibitor Manual

MARCH 25-27, 2022

Oklahoma State Fair Park
3101 Gordon Cooper Blvd.
Oklahoma City, OK 73107

Enclosed you will find helpful information to make your participation in our show successful.

We strongly urge that you give this manual to those having responsibility for your participation in the show.

HomeShowOKC.com

MARKETPLACE | EVENTS
Largest Home Show Producer in North America

We look forward to welcoming you personally to the
2022 OKC Home + Outdoor Living Show.

Mari Franco
Show Manager
786-564-4124

Anne Ryan
Senior Exhibit Sales Consultant
405-832-9090

Erin Calabritto
Operations Manager
919-674-0409

Ashley McKenzie
Show Coordinator
704-969-6818

SHOW MANAGEMENT

The OKC Home + Outdoor Living Show is produced and managed by:

Marketplace Events

2000 Auburn Dr. Suite 200 | Beachwood, OH 44122

homeshowokc.com

SHOW FACILITY

State Fair Park--- Bennett Event Center

3101 Gordon Cooper Blvd. | Oklahoma City, OK 73107

P: 405-948-6700

<http://www.okstatefair.com>

SHOW DECORATOR

Fern Expo

Phone: 800-774-1251

www.fernexpo.com

ADVANCE ORDER DEADLINE: MARCH 11, 2022

Booth Furnishings: tables, chairs, carpeting, displays & labor.

Forklift Service - ***No outside forklifts are allowed – all forklift service must go through Fern***

UTILITIES

Electric & Internet

These services are provided by State Fair Park

Private wireless networks and hard-wired internet services-

OKC State Fair Park - 405-242-0104 | wireless@okstatefair.com

Electric— Standard 110 electrical is available for all exhibitors.

If you need additional electric, there is an order form located in the online exhibitor kit:

<https://homeshowokc.com/Exhibitor-Kit>

Return to Ashley McKenzie at AshleyM@mpeshows.com (before March 14, 2022)

MOVE-IN | MOVE-OUT DAYS AND HOURS

Move-In - ALL ACCOUNTS MUST BE PAID IN FULL BEFORE YOU MOVE IN

Please see the Move-In Map for your specified move in time (located on the Exhibitor Kit online).

Tuesday, March 22	By appointment only	NOON - 6:00 pm
Wednesday, March 23	No vehicle may enter building after 5pm	8:00 am - 6:00 pm
Thursday, March 24	Rollup doors close at NOON NO driving on the floor after 1:00 pm	8:00 am - 6:00 pm

**Drive-in passes will be available for exhibitors. Passes are given out before you drive in. You must have a drive-in pass in your vehicle PRIOR to lining up for move in. PLEASE BE SURE PASS IS CLEARLY VISIBLE ON THE DASHBOARD AND NOT OBSCURED BY DECALS OR OTHER PAPER. **

****No children under the age of 18 allowed in building during move in.****

If you need to make arrangements to set up after 6:00 pm, please do so at the Show Office.

All exhibitors sampling or selling an edible item must have a food thermometer and be in their booth at 9:00 am on Friday and must remain until checked by the Department of Health. All Sampling must be pre-approved no later than **March 4, 2022** by State Fair Park. Apply at this LINK: <https://okstatefair.wufoo.com/forms/z1azj8ns0cfmqnu/> Exhibitors without annual health permits must purchase one that morning for \$140 (total for both permits.) Any water used for mixing or sampling must be Dasani brand!

After 1:00 pm on Thursday, absolutely NO vehicles will be allowed on the show floor.

Move-Out

Sunday, March 27	5:05 pm – 10:00 pm
Monday, March 28	8:00 am – Noon

No dismantling/removal of exhibits will be permitted before 5:05 pm on Sunday, March 27, 2022.

The roll up doors will not be opened until all attendees & any children under the age of 16 have left the show floor.

Your display must be entirely removed by NOON, Monday, March 28, 2022.

This includes any residue left on the floor (Visqueen, tape, and mulch/dirt) AND any materials staged outside the facility. State Fair Park will bill for any damage or trash left in booth.

SHOW HOURS

Friday	March 25, 2022	Noon - 8:00 pm
Saturday	March 26, 2022	10:00 am - 8:00 pm
Sunday	March 27, 2022	11:00 am - 5:00 pm

Exhibitors may enter the show one hour before opening.

EXHIBITOR BADGES

Exhibitor badges are NOT mailed out prior to the show. Badges can be picked up in the Show Office during move-in. **During Show hours please pick up your badges at the Home Show Info Desk in the front lobby of the Bennett Event Center.**

Plastic badge holders are provided. Exhibitor badges are not required during move in, but you must have it to enter the show during show hours.

Six exhibitor badges are provided for up to 599 square feet of space purchased. 10 badges provided for booths 600 square feet and greater. If you have different staff members working your booth on different days, you are encouraged to drop off your badge each night at the Info Desk so that your company does not run out of badges during the show.

EXHIBITOR BADGES MAY NOT BE USED AS ADMISSION TICKETS.

COMPLIMENTARY TICKETS

Each exhibitor will receive 20 complimentary tickets. These will be mailed out three weeks prior to the show. You should receive them approximately two weeks before the show. Tickets will only be mailed out if your account has been paid in full.

COMPLIMENTARY TICKETS ARE NOT TO BE DISTRIBUTED AT THE ENTRANCE OF THE SHOW. Use your tickets to invite potential customers to the show, as a thank you to good customers, and for friends and family.

WILL CALL

Will Call will be in South lobby of the Bennett Event Center at the Home Show Info Desk. Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME for your guests.

MARKETING OPPORTUNITIES FOR EXHIBITORS

Please visit our website homeshowokc.com and click on the "MARKETING OPPORTUNITIES" link at the bottom of the page to take advantage of our many affordable marketing opportunities that will maximize your investment in the show and drive traffic to your booth.

DECORATOR SERVICES

Fern is the show decorator and provides carpet, tables, chairs, cleaning, signage, etc. They also provide forklift services (exhibitors are not permitted to utilize their own forklifts). Please order these items/services directly from them. To learn more about their services visit www.fernexpo.com or the Decorator Manual which is available in our online exhibitor kit.

PARKING

Parking is available at various lots around the State Fair Park buildings on a first-come first-served basis. **Restocking Trailers** will park in the spaces on Kiamichi Place or behind the Bennett Event Center. **Empty Trailers** will park south of the Bennett Event Center in the RV Parking, across the railroad tracks.

UTILITIES AND SERVICES POLICY

State Fair Park provides electricity and other services for a fee. For safety reasons, State Fair Park personnel must perform installation of all utility services involving electrical, water, water drainage and internet/telephone connections.

500 Watts/110 Volt electricity is provided every 30 feet for linear exhibit spaces. **Exhibitors must provide a 16-gauge or larger grounded extension cord (this is NOT a standard extension cord).**

In the Bennett Event Center building, electric outlets are provided in the floor and on posts. We suggest a 20'-30' cord. Contact Show Management to verify how far your booth is from power if you have any concerns. Electrical boxes are generally pulled prior to move-in. If you are in a 20x20 or larger space and need the box dropped back into the floor, please visit the show office.

Please note that there is one electrician serving the entire building, and they take union-specified breaks, so there could be a wait from the time you make a request. Additionally, they finish work at 4:00 pm, and should you need after-hours service, there will be a significant overtime charge. Please plan accordingly.

If requesting an electrical box for your space, the electrician will set it up at a charge on an hourly labor rate.

If you need something other than 15 amps of 110 volts (if you can plug it all into a power strip and plug the power strip into your living room wall without tripping the breaker, you'll be fine with provided power) you will need to purchase additional electric. Please fill out the electrical form with payment prior to the show.

Please send to Ashley McKenzie at AshleyM@MPEShows.com no later than March 11, 2022.

BOOTH INFORMATION, RULES & REGULATIONS

Exhibit booths will have an 8' draped back wall. On each side, a draped side rail will extend from the back of the booth to the front of the booth **at a height of 3'**. The drape color is black. Tables, chairs, etc. **are not included** with the cost of your exhibit booth.

TENTS AND CANOPIES ARE NOT PERMITTED.

Staffing Your Booth

All exhibitors are expected to be in their booths during all published show hours, as we do receive consumer complaints about un-manned displays. **Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during show hours. If you are in violation of this rule, your company may not be permitted to exhibit with us in the future.**

Demonstrations and Handouts

Exhibitors demonstrating products and/or distributing marketing materials, product samples or souvenirs are not permitted to do outside the confines of their rented exhibit area. **Working in the aisle is strictly prohibited and will be enforced by show management.**

BALLOONS ARE NOT PERMITTED PER STATE FAIR PARK.

Booth Guidelines

Exhibitors can build their booth up to 8 ft. high. This includes back wall and sidewalls. If you are looking to build higher than 8 ft., please contact show management for prior approval. If your display includes a sign attached to the back wall, you must also get approval from show management and the following rules apply:

- Signs and banners are to be hung from drape, positioned no higher than 8 ft. high
- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE, IF permanently affixed to the booth.
- Sign must be single sided, professionally finished on the back side and no PVC pipe allowed.

FLOORING

Flooring is not included in the cost of your exhibit booth and is required. Floor covering must cover 100% of the booth's square footage. Carpeting, Astroturf, hardwood, trade show flooring squares, tile, vinyl flooring etc., may be used.

All edges of carpeting must be secured using double-sided tape on the underside of the carpet. The Fire Marshall checks every carpet prior to opening the show. Please make sure to take care of this.

Duct tape is not permitted. Please bring your own double sided tape and caution tape if needed.

Visqueen, tarp, or landscaper fabric must be placed on the floor before laying bricks, patios, mulch, etc. Do not drill holes, nail glue or affix flooring on any State Fair Park building floors. Any damage to the floors will be repaired at the exhibitor's expense.

TABLE COVERINGS

It is mandatory that all tables are properly covered and skirted. Skirting must go from the edge of the table to the floor on all VISIBLE sides. *All skirting must be pressed and neat.* **Use of plastic tablecloths, sheets, shower curtains or any type of “makeshift” tablecloths is not permitted.** We strictly enforce this and will skirt all incorrectly skirted tables at the exhibitor’s expense. Fine furniture may be left uncovered.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.



SIGNAGE

All inline booths can use S-hooks to hang banners from the pipe and drape. All signage is to be one-sided and not read into neighboring booths. Free-standing signs should be placed in the back half of the booth.

Endcap and Islands booths are permitted to have signage higher than 8 ft. **IF they are permanently affixed** to the booth display. If signage reads into neighboring booth, exhibitor will be responsible for draping the impeding side at their expense.

Fern provides rigging services for exhibitors in 20’x20’ booth spaces or larger. Signs need to be approved by show management; exhibitor must pay the \$500 sponsorship fee and are responsible for the rigging fees which are charged on an hourly basis by Fern.

FOOD AND BEVERAGE SAMPLING

All food exhibitors must meet the operating codes of the State of Oklahoma. Compliance with the Health Department must be completed prior to the opening of the show. All food must be provided in sample sizes. Please fill out required sampling form **Prior to March 4, 2022** at the LINK: <https://okstatefair.wufoo.com/forms/z1azj8ns0cfmqnu/> Any questions should be submitted to James Johnson, Vice President Food & Beverage at james.johnson@okstatefair.com.

AUDIO/SOUND/MUSIC

Use of audio equipment, microphones and musical instruments are permitted. If there is a problem with volume, Show Management reserves the right to prohibit the exhibitor from using sound equipment for the remainder of the show. Music is **ONLY** allowed as part of a product demonstration. Unless ASCAP licensed, exhibitors are not to play music (including radio broadcast) on the show floor.

VEHICLES IN EXHIBITS

If you plan on having a vehicle in your booth as part of your display, please contact Show Management for approval and move-in instructions.

- Visqueen must be put down on the floor before the vehicle is driven into place.
- All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 1/4 tank of fuel (including gas, diesel, biofuels, natural gas, and propane) in the vehicle. (This is strictly enforced by the fire marshal!)
- A set of keys must be left with Show Management for the duration of the show.
- All vehicle batteries must be disconnected, and cables taped after inspection by Fire Marshall

SECURITY

Security is provided 24 hours throughout the event. Every reasonable precaution will be taken to protect exhibitors' property, but Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident, or other causes.

INSURANCE

Show Management is insured against public liability and property damage claims arising out of the conduct of the show. This insurance does not cover exhibitors' property, which is placed on display at the exhibitor's risk. Please refer to items 4 and 5 on your exhibitor contract/application or contact Show Management if you have questions.

Exhibitors may purchase event insurance through Buttine Exhibition & Event Insurance. Applications can be filled out online at <http://www.buttine.com/eventExhibitor.html>

OKLAHOMA SALES TAX

Tax rate on State Fairground property is 8.625% (subject to change). Every company is responsible for reporting sales tax for both the city and the state.

ALCOHOL POLICY

Alcohol consumption is strictly forbidden for exhibitors during all move-in, move-out, and show hours. Additionally, the use or distribution of illegal drugs is strictly forbidden. Any persons including exhibitors, service providers, employees, attendees or anyone else working at or attending the show that does not comply with this policy will be removed from the show and their credentials will be revoked.

SHIPPING INFORMATION

ADVANCE SHIPMENTS: All shipments must be pre-paid. Collect shipments will not be accepted. The last date to ship to the warehouse is March 19, 2021. To avoid delay (and save money), call or write your orders before you move in.

Deadline of March 19, 2021 - Label each piece as follows:

To: Exhibiting Company Name/Booth# _____
For: The OKC Home + Outdoor Living Show 2021
c/o Fern
YRC Freight
8000 SW 15th Street
Oklahoma City, OK 73128

DIRECT SHIPMENTS: Direct shipments to the show will be accepted March 23 - March 25 (Shipments cannot arrive before 8:00 am) and should be marked as follows:

To: Exhibiting Company Name/Booth# _____
For: The OKC Home + Outdoor Living Show 2021
c/o Fern
OKC State Fairgrounds—Bennett Event Center
3101 Gordon Cooper Blvd.
Oklahoma City, OK 73107

Shipments made directly to the State Fair Park must arrive no earlier than the first day of the move-in (March 23, 2021) and the exhibitor must be present to accept delivery. For more information on shipping to/from the show, and applicable drayage costs, please contact Fern at 800-774-1251.

ADDITIONAL BUILDING INFORMATION

- Emergency Exit doors are NOT to be propped open.
- Construction of exhibit booths/materials that require sawing, chopping, painting/varnishing, welding, or will result in dust or other airborne byproduct or potentially cause excessively dirty or damaging effects must be performed OUTSIDE of building structures on appropriate surfaces leaving no residue or damage to surface.
- NO BALLOONS
- Carts, dollies and general load-in/load-out or restocking are prohibited from any of the glass-doored lobbies – no exceptions.
- There is no show/vendor access from the north side of the Bennett Event Center building (side with loading docks and kitchen facilities opposite main entrance) without the advance, expressed written consent of SFP to the show manager.

FIRE MARSHALL RULES & REGULATIONS

For the most up to date rules and regulations visit the OKC Fairgrounds Site: [Click Here](#)



****Restocking Trailers = Park between Pavilion and Bennett****

****Empty Trailers = Park by the RV Parking****

CONTACTS - AT A GLANCE

SERVICE/ITEM

SUPPLIER

Booth Furnishings
(Carpet, Tables, Pipe & Drape, etc.)

Fern Expo
800-774-1251

Electric

Send orders to Show Coordinator
AshleyM@MPeshows.com

General State Fair Park Information

OKC State Fair Park
(405) 948-6704

Food/Beverage Approval

James Johnson
(405) 948-6795

Fire Code Regulations

Fire Marshall Office
Captain Gary Jackson
(405) 297-3584

Forklift Service

Fern Expo
800-774-1251

Telephone

OKC State Fair Park
(405) 948-6700

Wireless Internet

OKC State Fair Park
(405) 242-0104
wireless@okstatefair.com