

THE OKC  
**HOME**  
+OUTDOOR  
LIVING  
**SHOW**

March 27-29, 2020

## Exhibitor Manual

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

# THE OKC HOME +OUTDOOR LIVING SHOW

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Oklahoma City Home + Garden Show.

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



We look forward to welcoming you personally to the **2020 OKC Home + Outdoor Living Show.**

**Best regards,**

Anne Ryan  
Exhibit Sales Consultant  
405-832-9090

Bonnie Erlbacher  
Assistant Show Manager  
405-437-5955

Dana Gutierrez  
Show | Office Administrator  
512-813-5339

## SHOW MANAGEMENT

The Oklahoma City Home + Garden Show is produced and managed by:

**Marketplace Events** | 5113 Southwest Parkway STE 140 | Austin, tx 78735

P: 405-437-5955

BonnieE@mpeshows.com

[www.homeshowokc.com](http://www.homeshowokc.com)

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## SHOW FACILITY

The Oklahoma City Home + Garden Show is held at:

**State Fair Park--- The Bennett Event Center**

3101 Gordon Cooper Blvd. | Oklahoma City, OK 73107

P: 405-948-6700

<http://www.okstatefair.com>

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## SHOW DECORATOR

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

**Fork Lift Service**

**Fern - Expo Services**

**Jessica Mulheron**

751 Wyoming St | Kansas City, MO 64101

P: 763-458-7212

[www.fernexpo.com](http://www.fernexpo.com)

**ADVANCE ORDER DEADLINE: Thursday, March 13, 2020**

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## UTILITIES

**Electric, Telephone, & Internet**

These services are provided by State Fair Park

**Private wireless networks and hard wired internet services-**

OKC State Fair Park- 405-948-6700--[wireless@okstatefair.com](mailto:wireless@okstatefair.com)

405-242-0104—on site troubleshooting assistance

**Telephone-** OKC State Fair Park- 405-948-6700

**Electric**—order form located in the online exhibitor kit: <http://homeshowokc.com/Exhibitor-Kit>

Return to the Show Admin or fax to 512-813-5347 **(before March 14, 2020)**

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# 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 24	Bulk space over 400 sq. ft.	1:00pm - 6:00pm
Wednesday, March 25		8:00am - 6:00pm
Thursday, March 26	<b>Rollup doors close at 3 pm</b> NO driving on the floor after this	8:00am - 6:00pm
<b>**Drive in passes will be needed for exhibitors located in the Bennett Event Center. Passes are mailed out with exhibitor tickets the first week of March. You must have a drive in pass in your vehicle PRIOR to lining up for move in**</b>		

If you need to make arrangements to set up after 6:00pm, please do so at the Show Office or with the Floor Manager in your building. Installation of exhibits MUST be completed by 10:00 am on Friday.

**After 3:00 pm on Thursday, absolutely NO vehicles will be allowed on the show floor as the aisle carpet will be installed.**

## Move-Out

Sunday, March 29	6:05pm- 10:00pm
Monday, March 30	8:00am- Noon

No dismantling or removal of exhibits or exhibit material will be permitted before 6:05pm on Sunday, March, 29 2020. Any exhibitor who begins to tear down before 6:00 pm will be noted which will affect your renewal status for the 2021 show.

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

Aisle carpet will be removed between 6pm and 6:30pm. Please work only in your exhibit space and keep the aisles clear.

**Your display must be entirely removed by NOON, Monday, March 30, 2020.**

This includes any residue left on the floor (visqueen, tape, and mulch/dirt) AND any materials staged outside the facility.

## SHOW HOURS

Friday	March 27, 2020	Noon - 9:00pm
Saturday	March 28, 2020	10:00am - 9:00pm
Sunday	March 29, 2020	10:00am - 6:00pm

**Exhibitors may enter the show one hour before opening.**

There will be **NO** pushcarts of any kind on the floor during open show hours.

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## SHOW OFFICE

Show staff and Decorator services can all be found in The Bennett Event Center. Marketplace Events and Fernexpo will be located there for move in/out and throughout the show.

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## EXHIBITOR BADGES

Exhibitor badges are NOT mailed out prior to the show. Badges can be picked up in the Show Office during move-in and during show hours. Plastic badge holders are provided. Exhibitor badges are not required during move in but must be on your person during all show hours for entry into the buildings.

6 exhibitor badges are provided for up to 599 square feet of space purchased. 10 badges provided for booths 600 square feet and over.

If you have different staff members working your booth on different days, you are encouraged to drop off your badge each night in the Show Office, so that your company does not run out of badges during the show.

**EXHIBITOR BADGES MUST NOT BE USED AS ADMISSION TICKETS AND CANNOT BE LEFT AT WILL CALL.**

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## COMPLIMENTARY TICKETS

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

If you need additional tickets, these can be purchased at a discounted price of \$5.00 each. [Click this link](#) to see the form, or visit [Exhibitor Kit](#) online to download.

**COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW.**

Use your tickets to invite potential customers to the show, as a thank you to good customers, and for friends and family.

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## WILL CALL

Will Call will be located in the front lobby of the Bennett Event Center.

Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME for your guests.

**EXHIBITOR BADGES ARE FOR EXHIBITORS, THEY ARE NOT TICKETS TO THE SHOW. THEY SHOULD NOT BE GIVEN TO ATTENDEES OR PEOPLE WORKING IN YOUR BOOTH.**

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## MARKETING OPPORTUNITIES FOR EXHIBITORS

Please visit our website [www.homeshowokc.com](http://www.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.

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## DECORATOR SERVICES

Fernexpo is the show decorator and provides carpet, tables, chairs, cleaning, signage, etc. They also provide forklift services. Please order these items/services directly from them. To learn more about their services visit [www.Fernexpo.com](http://www.Fernexpo.com) or the Decorator Manual which will be available on our online exhibitor kit.

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## PARKING

**Parking is FREE** and available at various lots around the State Fair Park buildings on a first come first serve basis. **Restocking trailers** will park in the lot on the North side of the Bennett Event Center and the Pavilion. **Empty trailers** will park south of the BEC across the railroad tracks in the general, empty parking.

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## UTILITIES AND SERVICES POLICY

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

In the Bennett Event Center 500 Watts/110 Volt electricity is provided every 30 feet for linear exhibit spaces in the floor and on posts. **Exhibitors must provide a 16-gauge or larger extension cord (this is NOT a standard extension cord).**

Exhibitors in 20 x 20 or larger bulk spaces may plug in to a nearby outlet if one is available. 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 to something other than 110 volts you will need to purchase additional electric. Please fill out the electrical form with payment prior to the show. Please send to the Show Admin or fax to 512-813-5347 before March 20, 2020.**

# 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 32". The drape color is black. Tables, chairs, electricity etc. **are not included** with the cost of your exhibit booth.

## 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.**

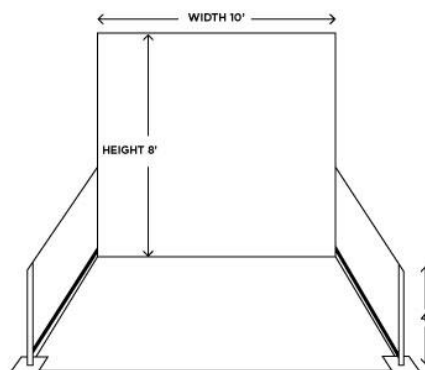
**TENTS AND CANOPIES ARE NOT PERMITTED.**

## Booth Guidelines

Exhibitors are allowed to build their booth to the maximum height of 10 feet. This includes back wall and sidewalls. If your display includes a sign attached to the back wall, you must get approval from show management and the following rules apply:

- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE
- Sign must be single sided, professionally finished on the back side and no PVC pipe allowed.

If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires or frames must be visible to your neighbor. Unfinished sides will be covered at the exhibitor's expense



## FLOORING

Flooring is not included in the cost of your exhibit booth. **It is mandatory that all exhibit booths are carpeted or have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage.** Carpeting, Astroturf, hardwood, 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 each and every carpet prior to opening the show. Please make sure to take care of this. **Duct tape is not permitted. Complimentary double sided tape is available in the show office!**

Visqueen 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.

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## TABLE COVERINGS

It is mandatory that all tables are properly 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 table cloths, sheets, shower curtains or any type of "makeshift" table cloths is not permitted.** We strictly enforce this and will skirt all incorrectly skirted tables at the exhibitor's expense.

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



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## Signage

All inline booths can use S-hooks to hang banners under 8' 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 and not block neighbor's site lines.

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.

Rigging services are available for exhibitors in 20'x20' booth spaces or larger. Sign needs 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.



## 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 **2 weeks prior to show** and submit to James Johnson- Vice President Food & Beverage at [james.johnson@okstatefair.com](mailto:james.johnson@okstatefair.com). Form can be found in the online exhibitor kit.

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## AUDIO/SOUND/MUSIC

Use of audio equipment, microphones and musical instruments are permitted, however sound levels must be kept at a volume that Show Management deems reasonable. Violators will receive one warning. 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.

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## 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 gas in the vehicle.
  - 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.
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## 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.

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## 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> or visit our website, and at the bottom of the page click on "Exhibitor Kit" for more information.

**The deadline to apply is March 1, 2020**

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## 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.

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## 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.

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## Additional Building Information

- Emergency Exit doors are NOT to be propped open. Please use the specified doors for entry and exit
- Construction of exhibit booths/materials that require sawing, chopping, painting/varnishing 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 said 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

# 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 Wednesday, March 18, 2020. To avoid delay (and save money), call or write your orders before you move in. **All orders with full payment (including tax) must be received by Monday, March 9, 2020 to receive discount pricing.**

## February 13-March 18, 2020 Label each piece as follows:

To: Exhibiting Company Name/Booth# \_\_\_\_\_  
For: Oklahoma City Home & Garden Show 2020  
c/o FernExpo  
YRC Freight  
8000 SW 15th St Oklahoma City, OK 73127

## **DIRECT SHIPMENTS: Direct shipments to the show will be accepted on/or after Tuesday, March 24, 2020**

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**(Shipments cannot arrive before 8:00am)** and should be marked as follows:

To: Exhibiting Company Name/Booth# \_\_\_\_\_  
For: OKC Home + Outdoor Living Show 2020  
c/o Fern Exposition  
State Fair Park—The 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 24, 2019) and the exhibitor must be present to accept delivery. For more information on shipping to/from the show, please contact Hubbell/Tyner Exhibitor Services at 651-917-2632.

# CONTACTS—AT A GLANCE

## Service/Item

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

**Electric**

**Forklift Service**

**Telephone/Wired Internet**

**General State Fair Park Information**

**General Information / Health Permits**

**Fire Code Regulations**

## Supplier

**Fern Expo  
(763)458-7212**

**Send Orders to Show Admin  
Fax- 512-813-5347**

**Fern Expo  
(763)458-7212**

**OKC State Fair Park  
(405) 948-6700  
phones@okstatefair.com**

**OKC State Fair Park  
(405) 948-6700**

**State Fair Park Food &  
Beverage  
James Johnson  
(405) 948-6740**

**Fire Marshall Office  
(405) 297-3584**

# HOTEL INFORMATION

To assist you in planning your accommodations for the Show, we're including a list of hotels in the area. Please make your reservations directly with the hotel.

## **Double Tree by Hilton (OKC Airport)**

4410 SW 19th St  
Oklahoma City, OK 73108  
(405) 688-3300

## **Embassy Suites**

1815 South Meridian  
Oklahoma City, OK 73108  
(405) 682-6000

## **Clarion Hotel**

737 South Meridian Ave  
Oklahoma City, OK  
(405) 942-8511

## **AmeriSuites**

1818 S Meridian  
Oklahoma City, OK 73108  
(405) 682-3900

## **Marriott (NW Expwy)**

3233 NW Expressway  
Oklahoma City, OK 73112  
(405) 842-6633

## **Hampton Inn**

1905 S Meridian  
Oklahoma City, OK 73108  
(405) 682-2080

## **Motel 6**

820 S Meridian  
Oklahoma City, OK 73108  
(405) 946-6662

## **Residence Inn by Marriott**

Crossroads Mall  
1111 East I-240 Service Rd.  
Oklahoma City, OK 73139  
(405) 634-9696

## **Best Western**

6101 N Santa Fe  
Oklahoma City, OK 73118  
(405) 848-1919

## **Holiday Inn Hotel & Suites**

6200 N. Robinson Ave.  
Oklahoma City, OK 73118  
(800) 682-0049

**The hotels listed are within easy access of the Oklahoma City State Fair Park.  
A room block has not been secured with any of the above listed hotels.**

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## **FIRE MARSHAL RULES & REGULATIONS**

**The Fire Marshal will be on site and will strictly enforce compliance.**

The International Fire Code 2003 as amended and adopted by the City of Oklahoma City requires **all** commercial food service establishments with cooking appliances to provide a kitchen hood that complies with the requirements of the International Mechanical Code 2003 for collecting and removing grease vapors and smoke. Further, any Exhibitor in a building with an enclosed commercial kitchen exhaust hood and duct system is required to have an automatic fire-extinguishing system installed in accordance with this code as follows:

**601.1 SCOPE:** The provisions of this chapter shall apply to the installation, operation and maintenance of fuel-fired appliances and heating systems, emergency and standby power systems, electrical systems, elevator recall, stationary lead-acid battery systems and commercial kitchen hoods.

**602.1 COMMERCIAL COOKING APPLIANCES:** Appliances used in commercial food service establishment for steam, fumes, smoke, or odors that are required to be removed through a local exhaust ventilation system. Such appliances include deep fat fryers, upright broilers, griddles, broilers, (char broilers), ovens, barbecues, rotisseries, and similar appliances. **For the purpose of this definition, a food service establishment shall include any BUILDING or a portion thereof used for the preparation and serving of food.**

All Class K fire extinguishers, BC fire extinguishers, and automatic fire-extinguishing systems need to be inspected on an annual basis. Extinguisher training is offered in conjunction with food handler classes. Exhibitors are encouraged to participate.

### **SPECIAL FIRE MARSHAL COOKING REGULATIONS**

1. Cooking in tents or other membrane structures will be allowed under the authority of Section 104.9 (Alternative Materials and Methods) of the International Fire Code – 2003 as adopted by the City of Oklahoma City, the Authority having jurisdiction provided the following conditions are met:
  - a. Minimum separation between cooking equipment and fuel sources will be ten (10) feet.
  - b. Minimum distance between any tents/membrane structures and other tents/membrane structures or other structures will be ten (10) feet.
  - c. BC fire extinguisher(s) will be provided in all tents/membrane structures and personnel trained in the use of extinguishers present at all times. Cooking equipment involving vegetable or animal oils and fats shall be protected by a Class K rated portable extinguisher.
  - d. Cooking equipment shall be placed no less than ten (10) feet from exits/means of egress in any tent/membrane structure.
  - e. Cooking equipment shall be placed a minimum of three (3) feet from any portion of the tent/membrane structure OR a fire resistant barrier approved by the Fire Marshal shall be installed between cooking equipment and tent/membrane structure.

### **GENERAL FIRE MARSHAL RULES & REGULATIONS**

1. No display or exhibit shall interfere with or block any exit light, exit or exit-access. All exits shall be unlocked to permit egress at all times.
2. Access to fire extinguishers or fire-fighting equipment shall be kept clear at all times.
3. Combustible material, not on display, shall be limited to a one-day supply.
4. Exhibit booths, curtains, drapes or decorative material shall be constructed of limited combustible material or treated with a flame retardant. Flame retardant-treated materials shall be documented and verified by the Fire Marshal's Office.
5. Open flame devices are prohibited (i.e. candles and sternos). Vegetative materials for decoration are also prohibited (i.e. branches, straw and hay) unless flame retardant material is applied. Flame retardant-treated materials shall be documented and will be verified by the Fire Marshal's office.
6. Natural, cut trees shall be prohibited inside any building where the public is admitted or invited. Live trees with root system, i.e. balled, planted or potted, are permitted provided a distance of three feet is maintained from limb to limb. Vegetative material shall not interfere with means of egress and exits.

7. Gas-fired or food-warming devices shall be approved by the Fire Marshal's Office.
8. Exhibitor needs to obtain a permit if they will be using flammable compressed gas. (\$25 one time permit or \$100 annual permit)
9. Any cooking facility shall have at least one 20 BC fire extinguisher and one K class if cooking with animal and/or vegetable fat.

**There are NO tents allowed in the buildings during the Home + Outdoor Living Show.**

14. No sawdust, shavings or hay will be allowed under tent or in buildings.
15. Under tent: Loose chairs in assembly style must be hooked together.
16. Smoking is prohibited where ordered by the Fire Marshal's Office (i.e. under any tent and in all buildings).
17. Vehicles shall not be fueled inside any building or started during Event hours.
18. Fuel tank openings shall be locked or sealed to prevent vapor release or tampering.
19. At least one battery cable shall be removed from each set of batteries during the exhibit and shall not be limited to vehicles, RVs, boats, etc.
20. Portable generators; in any building is prohibited unless approved by both OSF and Fire Marshal's Office.
21. Use of hay/straw in any indoor or outdoor display is prohibited due to its combustibility. Fake/costume hay bales maybe used as a supplement because they are flame retardant.
22. Fire lanes shall be clear at all times. Fire hydrants and fire protection system connections shall have clear access with no obstructions.
23. Portable storage buildings on display inside buildings shall comply with the International Fire Code 2003 Section 903.3.3 which states: Automatic sprinklers shall be installed with due regard to obstructions that will delay activation or obstruct the water distribution patterns. Automatic sprinklers shall be installed in or under kiosks, display booths, concession stands, or equipment that exceeds four feet in width.
24. Effective March 1, 2009, a variance may be allowed to requirements of the code specified above in places of public assembly where no other hazards exist AND all of the following requirements are met:
  - a. When the structure has a fully operational sprinkler system **AND** the system has a current green tag issued by a licensed sprinkler Contractor.
  - b. When the obstruction is temporary in nature and area of obstruction is equal to **1,000 square feet or less**. For this application, temporary will be defined as any obstruction in a sprinkled building for 30 days or less. This variance, when allowed, shall apply to this referenced code section. All other provisions of the fire code, city ordinances and rulings of the Fire Marshal's Office remain applicable. Current requirements for arena and barn areas of State Fair Park shall remain in effect.
25. Vehicles, boats, trailers and similar exhibited products having over 100 square feet of roofed area shall be equipped with smoke detectors.

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

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

