

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

# EXHIBITOR MANUAL

March 22-24, 2024  
OKC Fairgrounds  
Bennett Event Center



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

Please share this manual with those responsible for your participation in the show.

**HomeShowOKC.com**

**MARKETPLACE | EVENTS**  
Largest Home Show Producer in North America

# SHOW MANAGEMENT & CONTACTS

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

## Marketplace Events

2000 Auburn Drive, Suite 200

Beachwood, OH 44122

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

### Mari Franco

#### Show Manager

P: 786-564-4124

[MariF@MPeshows.com](mailto:MariF@MPeshows.com)

### Ashley McKenzie Sandwisch

#### Show Coordinator

P: 704-969-6818

[AshleyM@MPeshows.com](mailto:AshleyM@MPeshows.com)

### Noelle Coker

#### Exhibit Sales Consultant

Companies #'s, A-L

P: 440-591-6969

[NoelleC@MPeshows.com](mailto:NoelleC@MPeshows.com)

### Anthony Davis

#### Exhibit Sales Consultant

Companies M-Z

P: 405-832-9090

[AnthonyD@MPeshows.com](mailto:AnthonyD@MPeshows.com)

During move-in, show hours & move-out, Show Management will maintain an office in the Bennett Event Center off the show floor. The show office is located near the South lobby entrance doors by the main entrance. Look for the Show Office sign.

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## SHOW FACILITY

### OKC Fairgrounds - Bennett Event Center

3101 Gordon Cooper Blvd.

Oklahoma City, OK 73107

P: 405-948-6700 or 405-948-6704

<http://www.okstatefair.com>

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## SHOW DECORATOR & SERVICES

## **\*NEW DECORATOR\***

GEMS 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.gemsevents.com](http://www.gemsevents.com) or the Decorator Manual which is available in our online exhibitor kit. **NEW: Please contact Jill Zinkus with GEMS to set up your login information so you can order.**

### GEMS

Contact Jill Zinkus for your login information, 214-388-5722 ext. 1 or email [Jill@gemsevents.com](mailto:Jill@gemsevents.com)

### **ORDER EARLY TO TAKE ADVANTAGE OF DISCOUNTED RATES!**

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

Forklift Service - **\*No outside forklifts are allowed – all forklift service must go through GEMS for a fee\***

GEMS will have a service desk location onsite during move-in and move-out for onsite assistance.

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# MOVE-IN | MOVE-OUT DAYS AND HOURS

## ALL ACCOUNTS MUST BE PAID IN FULL BEFORE YOU MOVE IN.

For safety reasons, no one under the age of 18 allowed in building during move in/move out.

### Move-In:

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

Tuesday, March 19	By appointment only	NOON - 6:00 pm
Wednesday, March 20	No vehicles in the building after 5pm	8:00 am - 6:00 pm
Thursday, March 21	<b>Rollup doors close at NOON</b> NO driving on the floor after 1:00 pm	8:00 am - 6:00 pm

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

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

### Move-Out:

Sunday, March 24	5:05pm - 10:00 pm
Monday, March 25	8:00 am - Noon

No dismantling/removal of exhibits will be permitted before 5:05 pm on Sunday. 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 25, 2024.**

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

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## SHOW HOURS

Friday	March 22, 2024	Noon – 8:00pm
Saturday	March 23, 2024	10:00am – 8:00pm
Sunday	March 24, 2024	11:00am – 5:00pm

Exhibitors may enter the show one hour before opening.

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# HEALTH DEPARTMENT INSPECTION

All exhibitors sampling or selling/distributing an edible item must have a food thermometer and be in their booth at 10:00 AM on Friday (Opening Day) and must remain until checked by the Department of Health. Exhibitors without annual health permits must purchase one that morning during inspection. All Sampling must be pre-approved no later than **Friday, March 4, 2024** by OKC Fairgrounds. Please see instructions on page 8 for sampling and insurance requirements.

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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. **During show days and hours please pick up your badges at the Exhibitor Check-In/Will Call Desk in the South 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. Ten 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 Exhibitor Check-In Desk so that your company does not run out of badges during the show.

EXHIBITOR BADGES MAY NOT BE USED AS ADMISSION TICKETS.

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## 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 PERMITTED 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.

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## WILL CALL

Will Call will be in South lobby of the Bennett Event Center at the Will Call/Exhibitor Check-In Desk. Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME for your guests.

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## MARKETING OPPORTUNITIES FOR EXHIBITORS

Please contact your sales consultant 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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## SOCIAL MEDIA

Follow & tag the OKC Home + Outdoor Living Show on social media before and during the show! Include [#OKCHomeShow](#) and [#OKCHomeOutdoorShow](#) on your posts. Tag us on Facebook [@OklahomaCityHomeShows](#) and on Instagram [@OKCHomeShows](#).

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## PARKING

Parking is available for free at various lots around the OKC Fairgrounds buildings on a first-come first-serve basis.

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## UTILITIES AND SERVICES POLICY

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

### **Internet:**

Private wireless networks and hard-wired internet services can be ordered through the OKC Fairgrounds by calling 405-242-0104 or emailing [wireless@okstatefair.com](mailto:wireless@okstatefair.com). Hard-Wired Internet must be ordered at least 14 days in advance of move-in.

### **Electricity:**

**Please note there is a charge for all electrical needs. Basic electric connection of 500 Watts/110V will have a \$50 charge & advanced electrical will be a \$100 charge. All exhibitors requiring electricity need to order it with Show Management. Please email full electric requirements to [AshleyM@MPEShows.com](mailto:AshleyM@MPEShows.com).**

In the Bennett Event Center building, electric outlets are in the floor and on posts. Exhibitors must provide a 16-gauge or larger grounded extension cord (this is NOT a standard extension cord). 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. 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 purchasing basic power) you will need to purchase advanced electric.

*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.*

**Please send standard and advanced electric orders to Ashley McKenzie at [AshleyM@MPEShows.com](mailto:AshleyM@MPEShows.com) no later than Friday, March 15, 2024. You must pay for electrical orders in advance.**

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# 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.

## **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.**

## **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 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.

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.

**TENTS AND CANOPIES ARE NOT PERMITTED.**

**HELIUM BALLOONS ARE NOT PERMITTED PER OKC FAIRGROUNDS.**

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## **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 CARPET 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 OKC Fairgrounds 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.



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## 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.

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## 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.

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## VEHICLES IN EXHIBITS

**If you plan on having a vehicle in your booth as part of your display during the show, 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 in the Show Office for the duration of the show.**
- All vehicle batteries must be disconnected, and cables taped after inspection by Fire Marshall



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## 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. Any water used for mixing or sampling must be Aquafina brand. Any questions regarding sampling and approval should be submitted to Dana Gilbert, [dgilbert@okstatefair.com](mailto:dgilbert@okstatefair.com). Please read the following requirements regarding documents needing to be submitted and the deadline.

### **Requirements for Exhibitors Selling or Distributing Consumable Items:**

**The sampling form & insurance requirements apply to all exhibitors selling or distributing a consumable item even if not sampling. The deadline for your sampling form & Certificate of Insurance (COI) is Monday, March 4, 2024.** This is a hard deadline with the OKC Fairgrounds. You will NOT be allowed to exhibit if you fail to submit the required documents by the due date.

Approval Steps:

1. Visit <https://okstatefair.wufoo.com/forms/z1azj8ns0cfmqnu/> and complete the sampling form.
2. Email Certificate of Insurance to your Sales Consultant or [AshleyM@MPeshows.com](mailto:AshleyM@MPeshows.com). The following must be listed on the COI as additionally insured:
  - Oklahoma State Fair, Inc.
  - City of Oklahoma City
  - Oklahoma City Public Authority
  - The Oklahoma City Home + Garden Show OR The OKC Home + Outdoor Living Show (Please be sure to have the correct Event name for each COI.)
3. Contact Oklahoma County Health Department to apply & pay for a Temporary Health Vendor Permit for licensing and inspection. Any questions on licensing and permits can be answered by calling the Oklahoma State Department of Health at (405) 425-4327 or emailing [CHSLicensing@health.ok.gov](mailto:CHSLicensing@health.ok.gov). You can pay the \$100 fee online at [www.occhd.org/payment](http://www.occhd.org/payment).
4. Be in your booth space with a food thermometer by 10 AM on Friday (Opening Day) for the health department inspection.
5. Please read Requirements for Exhibitors Selling or Distributing Consumable Items document on the exhibitor kit.

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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 Risk Strategies Domestic Exhibitor Insurance. Applications can be filled out online at <https://domex.undtec.com/?domex=yes>.

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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. We will send a list of all exhibitors to the Oklahoma Tax Commission prior to show time, and they will send you an email the Friday prior to the show regarding the pin and account numbers you will need to report your sales. Please direct all questions regarding taxes and that email to Chrishelle Bruner at the Oklahoma Tax Commission, (405) 522-6273 or [SpecialEvents@tax.ok.gov](mailto:SpecialEvents@tax.ok.gov).

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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.
  - 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 HELIUM BALLOONS
  - Carts, dollies and general load-in/load-out or restocking are prohibited from any of the glass-doored lobbies – no exceptions.
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# FIRE MARSHALL RULES & REGULATIONS

No open flame or propane tanks may be in the building per the OKC Fire Marshall.

**Anything with a solid roof area of 100 square feet or more that people enter must have a working smoke detector and fire extinguisher per the Fire Marshall. (Such as sheds, greenhouses, sunrooms, etc.). Exhibitors must provide these items for their booth, they are NOT provided or included in the booth.**

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

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

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## 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 **Thursday, March 14, 2024**. To avoid delay (and save money), call or write your orders before you move in.

### **Deadline of March 14, 2024 - Label each piece as follows:**

To: Exhibiting Company Name/Booth# \_\_\_\_\_

For: The OKC Home + Outdoor Living Show 2024 c/o GEMS  
12684 International Parkway  
Dallas, TX 75228

### **DIRECT SHIPMENTS:**

**Direct shipments to the show will be accepted March 19 - March 21**

**(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 2024 c/o GEMS  
OKC Fairgrounds—Bennett Event Center  
3101 Gordon Cooper Blvd.  
Oklahoma City, OK 73107

For more information on shipping to/from the show, and applicable drayage costs, please contact GEMS at 214-388-5722 ext. 1.