



# 2010 EXHIBITOR NEWS & "know how"

OKLAHOMA STATE FAIR

## THE START OF A NEW YEAR MEANS IT'S ALSO RENEWAL INVITATION TIME!

With this newsletter you will also find an official invitation to renew your space for the 2010 Oklahoma State Fair! We're already in the midst of preparing the best show possible with numerous special attractions, entertainment, competitions, food, shopping, and more.

We hope you've already marked September 16-26 on your 2010 calendars to join us again for another fantastic year. In order to reserve your space, we need you to submit the required information **NO LATER THAN MARCH 1**. Please refer to the following list to make sure you don't forget anything. We'll look forward to hearing from you soon!

Dana Palmer - Sr. Manager, Commercial Space Sales

## RENEWAL INVITATION CHECKLIST

- Note any requests for changes to your space on the bright green Renewal Invitation Form.
- Review your customer contact information and make any necessary corrections. The "listed" phone number will be released upon request and the "other" number will be kept private for internal use only. Please add your email address also if we do not already have it.
- NEW THIS YEAR** - your "print name" can be different for each individual location; make any desired changes now.
- Please be aware that your business name, which will appear on your contract, must match the name under which all insurance policies are issued.
- Review your product listing; ensure it is accurate and complete. Only those approved items will be allowed in your booth. Check the product category; this is how you will be listed in official State Fair publications.
- Enclose your payment which will be a 50% deposit, less any deposits on file. **DON'T FORGET TO SIGN THE FORM!**

cut out along the dotted line

### 2010 OKLAHOMA STATE FAIR® "IMPORTANT DATES TO REMEMBER"

**March 1:** Deadline to return Renewal Invitations with 50% deposit. Spaces left unclaimed will be released and offered to other applicants. Cancellations must be made in writing; after this date, refunds will be assessed a cancellation fee of \$100 or 5% of booth rent, whichever is greater.

**May 15:** Contracts and Service Order Forms will be mailed to those exhibitors with assigned space and deposits on file.

**July 1:** Contracts are due and must include the following:

- 1) Remaining balance due for booth rent PAID IN FULL
- 2) Contract must be SIGNED by authorized agent
- 3) Workers' Compensation (form of exemption, certificate of coverage OR order to purchase through OSF)
- 4) General Liability Certificate with additional insureds:
  - Oklahoma State Fair, Inc.
  - City of Oklahoma City
  - Oklahoma City Public Property Authority

**Without full payment, space assignments are not secured and will be made available to others.** No refunds will be issued after this date unless the full space is resold. Requests must be made in writing and, if eligible, will be subject to a cancellation fee of \$200 or 10% of rent, whichever is greater.

**August 2:** Service Order Forms are due and will not be processed without full payment. After this date: late fees will be assessed on all service orders; refunds on cancelled services are not guaranteed; and refunds will no longer be issued for any space cancellations.

**September 8-11:** Outdoor exhibitor move-in begins the 8th; Indoor exhibitor move-in begins the 11th.

**September 16-26:** 2010 Oklahoma State Fair!

**September 28:** Exhibitors on percentage MUST report final day sales and settle accounts.

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## PREPARATIONS ARE UNDERWAY FOR THE 2010 OKLAHOMA STATE FAIR®

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Despite a rain plagued and cool temperature start, the 2009 Oklahoma State Fair was deemed to be a success. As much as it rained the first few days, we were fortunate in the fact that the rain came mostly during non-operating hours, and, by the time the gates opened, we were done with rain for the day. The Oklahoma State Fair staff is hard at work planning the 2010 event. The 11-day presentation continues this year, running September 16-26, 2010 at State Fair Park in Oklahoma City.

Disney On Ice kicks off the first weekend of the State Fair with their presentation of *Disney On Ice presents Let's Celebrate!* The ten-show production opens on Thursday, September 16 and runs through Tuesday, September 21.

Feld Entertainment's newest ice production features a magical montage of Disney characters celebrating holidays and festivals from around the world. *Disney On Ice presents Let's Celebrate!* will be the first time audiences see Princess Tiana and Prince Naveen, live on ice, from the upcoming film, Walt Disney Pictures' *The Princess and the Frog*. In a fun-packed, ice extravaganza, more than 50 characters from 16 Disney stories will converge and take audiences on a thrilling world tour to exotic destinations like Brazil for a Carnivale parade, Hawaii for a luau party and Japan for a Cherry Blossom festival.

We got an early start last fall when staff members attended the annual IAFE Convention in Las Vegas. In addition to reviewing the options for grounds entertainment, we also made a few offers for the musical talent to be presented on both the Toyota Stage and in the Arena for the Xtreme Bulls Tour. We are currently awaiting confirmation on those offers and will announce our talent line-up later in the year. Again this year, we will present two nights of "Bull Riding Only" on the last Friday and Saturday nights.

Since the conclusion of the 2009 Great State of a Fair, we have replaced all the box seats in the Jim Norick State Fair Arena. There are three construction projects that are scheduled to be completed by the time September rolls around. The first project, and one that has already begun, is the continuation of Land Rush Street south, all the way to Reno Avenue. We will also be straightening Del Mar Gardens as it makes its way south from the Arena. As part of this project, they will also be adding expanded turn lanes,

both onto and off of the property, at the corner of Reno and Del Mar Gardens. Shortly, we will begin the hardscape and paving project on the north end of Gordon Cooper Boulevard, in front of Barns 4 and 5.

**You may obtain information, as it becomes available, by following us on Facebook and Twitter or visiting us at [www.okstatefair.com](http://www.okstatefair.com) on the Internet. *InFAIRmation*, the official newsletter of the Oklahoma State Fair, and State Fair Park, is now available as a free on-line publication. It includes pertinent information about our State Fair that may be of interest to you. Subscribe by visiting us at [www.okstatefair.com](http://www.okstatefair.com) and complete the "Subscribe" link.**

### SURVEY RESULTS

To all of you who took advantage of the recent survey we sent to you by sharing your thoughts, suggestions and honest opinions -- we say "Thank you!" **Please be sure and answer one final question which you'll find on the back page of the bright green renewal form.** And while we have begun the process of evaluating the results, it may still take awhile to digest the information, research possible solutions, and make informed decisions. As any adjustments or policy changes are implemented, we'll make sure you're all aware of them.

### FOOD & BEER VENDORS

We will continue with our established rules and guidelines concerning leased cash registers and sales reporting. There will be no changes to beer overrides for 2010. If there are any changes to beverage pricing, we will provide that information as soon as it is available. For pre-approved beer vendors, proof of liquor liability must be provided.

### INSURANCE REQUIREMENTS

In addition to providing proof of General Liability insurance, all exhibitors must comply with Oklahoma Labor Laws by having valid Workers' Compensation insurance coverage for all employees. This may be purchased through the State Insurance Fund via the Oklahoma State Fair, Inc., if necessary.