



I. EVENT DATES & OPERATING HOURS

1. Event runs September 13 - 23, 2012
2. **Minimum Operating Hours** (*all booths must remain open and manned during these hours*):
Open: All Exhibits open daily at 10 a.m.
Close: Building Exhibits close at 9:00 p.m. Sunday-Thursday, 10:00 p.m. Friday & Saturday
Outside Exhibits close at 9:30 p.m. Sunday-Thursday, 10:30 p.m. Friday & Saturday

II. APPLICATION AND SELECTION PROCESS

1. Incomplete applications will not be considered. Complete applications must include all requested information:
 - a. A complete listing of products and services (or menu items with pricing). Oklahoma State Fair, Inc. (OSF) will use this list to approve your contracted merchandise and/or menu items. (Please be very specific. Terms such as etc., miscellaneous or accessories will be considered incomplete product descriptions.)
 - b. A photograph or artist's rendition of your booth design. Photographs will not be returned. (We highly encourage use of email attachments for submission of photos or images, when possible.)
 - c. The selection process is based on uniqueness of products/services, booth design, availability of space and appropriateness of product type for available space.
 - d. **DO NOT SEND ANY PAYMENT WITH THE APPLICATION. (Full payment is due upon space assignment.)**
2. If selected as a new exhibitor, leased space includes only the area stipulated in the contract. OSF management will determine the exact and final location of the exhibit space. (Upon acceptance of application and subsequent booth assignment, full payment will then be due to hold the space.)

III. INSURANCE REQUIREMENTS

1. **General Liability Insurance:** Certificate of insurance must be in the amount of \$1,000,000 bodily injury and property damage combined single limit, including product liability. Insurance should be placed with a company or companies having an AM Best rating of A- or better denoting the Oklahoma State Fair, Inc., City of Oklahoma City, and Oklahoma City Public Property Authority as additional insured.
(On the insurance certificate, the insured name must be the same name as appears on your OSF contract.)
2. **Workers' Compensation Insurance:** Every Exhibitor must have a valid Workers' Compensation policy in accordance with Oklahoma Law that covers all employees while working at the Oklahoma State Fair. Exhibitors are given the opportunity to purchase this insurance through the State Insurance Fund via OSF, if necessary. (Cost for this coverage in 2011 was \$125; current year rates will be publicized in May, 2012.)
3. **Liquor Liability Coverage:** Beer vending stands are very limited and closely monitored. Occasionally, OSF will have a need to replace or add a beer vending position. If you have received pre-qualification status from OSF, you must provide proof of liquor liability coverage to receive final approval to become a beer vendor.

IV. GENERAL INFORMATION

1. ALL exhibitors should present a professional image using creative and innovative methods of design for booth presentation. **More elaborate, semi-permanent displays are REQUIRED in the Centennial Building and Oklahoma Expo Hall.** (Photo examples of appropriate displays are available upon request.)
2. Indoor booths are restricted to eight feet in height (including all product/signage) unless an exception to exceed eight feet has been requested and granted by OSF management.
3. One 110-volt/20 amp electrical outlet is included in the space fee. Additional power may be supplied to some exhibit spaces if ordered and paid for in advance, at the exhibitor's expense.
4. Water and drainage are not supplied but may be available in some locations at exhibitor's expense.
5. The various logos of the Oklahoma State Fair, Inc. are property of OSF and may NOT be used under any circumstances without prior written permission from OSF - this includes sample items.
6. Oklahoma City tax rate as of January 1: The sales tax rate that an Exhibitor may charge is 8.375%.
7. All Food/Beverage Vendors and Pay-to-Play Attractions are required to record sales with an OSF approved Cash Register. Sales are required to be reported daily including register tape backup.
8. No adhesives of any nature, promotional or other, may be given away without written permission.
9. Petitioner groups will NOT be allowed to operate on the grounds at any time, under any circumstance.

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V. 2012 RATE SCHEDULE

TYPE OF SPACE	INDOOR RATE	OUTDOOR RATE
Standard Commercial Exhibit Space		
• In-Line Space	\$9.00/sq. ft.	\$5.00/sq. ft.
• End-Cap, Corner or Premium Space	\$10.00/sq. ft.	\$6.00/sq. ft.
Food Vendors & Pay-To-Play Attractions	(whichever is greater)	(whichever is greater)
• In-Line Space	\$8.00/sq. ft. versus 22.5%	\$4.00/sq. ft. versus 20%
• End-Cap, Corner or Premium Space	\$10.00/sq. ft. versus 22.5%	\$6.00/sq. ft. versus 20%
Government Organizations (non-food)		
• In-Line Space	\$8.00/sq. ft.	\$4.00/sq. ft.
• End-Cap, Corner or Premium Space	\$9.00/sq. ft.	\$5.00/sq. ft.

All products, props and supplies (including trailer hitches, tents, etc.) must fit entirely within the contracted booth space.

- **Pay-to-Play Attractions:** Prices vary and may be subject to a guarantee and/or a percentage of sales.
- **Traveling/Corporate Sampling Booths:** Prices vary according to location, size and length of stay.
- **Oklahoma Expo Hall:** A special building for Oklahoma companies is available, featuring unique vignettes to showcase and highlight a variety of our state's resources. Exhibitors must meet strict requirements for this building.
- **Discounted Bulk Space:** There are several outdoor areas available for large displays and are offered at reduced rates. OSF reserves the right to restrict bulk exhibitor space to a **minimum of 1,500 square feet** in these special discounted areas. Discount rates are offered per square foot and are available in various areas throughout the park. Discount rates include, but are not limited to, the following: **\$1.00, \$1.75, \$2.50 and \$4.00**. Discounted space is assigned and sold at the discretion of OSF management and, as with all other assignments, placement is determined by product, display and availability of space. (**NOTE: Bulk exhibit space is intended for large products such as equipment, machinery, mobile homes, boats, RVs, portable buildings, etc. Food Vendors do not qualify.**)

VI. SPACE RENTAL RATES INCLUDE THE FOLLOWING:

1. One 110-volt/20 amp electrical outlet
2. Gate admission tickets and parking permits as follows:

If Booth Location size is:	Total Individual Tickets	No. of Parking Permits
1 – 299 sq. ft.	22	1
300 – 599 sq. ft.	33	2
600 – 899 sq. ft.	44	3
900 – 1500 sq. ft.	55	4
1501+ sq. ft.	66	4

(One ticket per person, per day, is required for gate admission.)

If an exhibitor has multiple, separately located exhibit spaces, this chart treats each location **independently** with regard to gate admission tickets and parking. (Example: If an exhibitor has two, separately located 20 x 10 booths, the exhibitor will receive 22 gate admission tickets and 1 parking permit *for each location*, for a **total** of **44** tickets and **2** parking permits.)

If needed, exhibitors will have the opportunity to order additional parking permits and discounted gate admission tickets. Gate admission tickets will only be available at the discounted price *prior to Opening Day*, but parking permits and season pass booklets may be purchased at any time throughout the Fair.

(NOTE: Parking permits do NOT guarantee availability of parking space.)