

2023 OKLAHOMA STATE FAIR

World Showcase Exhibitor Handbook



Table of Contents

Application Process	1
Non-Food or Outreach Exhibitors	1
Food Exhibitors.....	2
Admissions & Parking.....	2
Booth Rent.....	3
Insurance & Licenses	3
General Rules and Procedures for All Exhibitors.....	3
Move-in.....	4
Move-out	5
Restocking.....	5
Sales Tax	5

EXHIBITOR CONTACTS:

Suzy Cason
Director, Space Sales
Founda Dutton
Coordinator, Space Sales

WorldShowcase@okstatefair.com

Phone: 405-948-6739

Fax: 405-948-6828

Welcome

For the purposes of this event, any entity occupying a booth, in any capacity, will be considered an “Exhibitor” and be held to the rules and guidelines herein and on the special event contract. “Demonstrators” or “Entertainers” will be limited to specifically designated specialty areas or the stage.

If you are a Demonstrator or Entertainer, please see the applicable information on the okstatefair.com website.

Event Description

A free to the public, four-day special event, produced by the Oklahoma State Fair (“OSF”), celebrating multiculturalism and diversity thru ethnically distinct shopping, art, food, education and entertainment from around the globe. Exhibitors, Demonstrators and Entertainers alike will reach thousands of Fairgoers with their unique wares and activities.

Event Dates

During the 2023 Oklahoma State Fair:

Event Operating Hours:	Thursday, Sept. 14,	10 a.m. – 9 p.m.
	Friday, Sept. 15,	10 a.m. – 10 p.m.
	Saturday, Sept. 16,	10 a.m. – 10 p.m.
	Sunday, Sept. 17,	10 a.m. – 9 p.m.

Application Process

Becoming an Exhibitor

To be considered, applicants must:

1. fill out the application completely. Applications submitted with all requested information and materials by the jury deadline of will be given priority. Applications received after the jury deadline will be added to the wait list and considered as space is available. All applicants will be notified, by email, as to their application status: accepted, declined or wait-listed.
2. represent an identifiable international region/country of origin outside of the 50 United States and District of Columbia.
3. locally handmade or import handmade artisan items representative of the designated international region/country of origin. Pre-manufactured, mass-produced or commercial products will NOT be considered except under unique circumstances.
4. list ALL products or food desired for sale or marketing. This list will be used to create an approved items list for a contract, should one be offered. Items not on a contract may not occupy any vendor space.
 - a. Broad descriptions, such as “novelties,” will not be accepted. Please include a document or send an email with additional information if the application does not provide enough space for desired items.
 - b. Selection to participate will be made with the very best efforts to ensure balance and region representation as the area has a limited number of booths available.
5. provide photo images of the items to be sold, if a vendor, or the booth design, if a marketing or information only Exhibitor.
6. understand and adhere to all rules and regulations. Additionally, it is the responsibility of the Exhibitor to acquire any professional licenses which may be required in the regular course of doing business in Oklahoma City and/or the State of Oklahoma.

Non-Food or Outreach Exhibitors

1. will receive a letter of invitation, if accepted to participate, noting the following requirements that must be received by the deadline on the invite in order to receive an official contract. Invitations will be void if all requirements are not properly received by the invitation deadline:
 - a. Rent in full; see below for rates
 - b. Certificate of Liability Insurance as per the requirements below OR \$75 to be enrolled in the Oklahoma State Fair TULIP coverage program for General Liability Insurance
 - c. Proof of Workers' Compensation Insurance, proof of exemption from the State of Oklahoma or via the Family of Five or Fewer Act OR \$175 and the appropriate application to be enrolled in the Comp Source temporary event policy
 - d. Proof of a permanent or temporary Oklahoma Sales Tax ID #
2. must participate for all four full days.
3. will be provided back and side drape, but no other booth equipment. Any tables, chairs or other needs must be provided by the Exhibitor.
4. will receive admission credentials for two persons each day and one parking pass for a VIP area. Any other admissions must be paid for by the Exhibitor. There is only one parking space in the VIP area for each booth, no exceptions.
5. must abide by the General Rules as listed below and any other guidelines as provided by Oklahoma State Fair management.

Food Exhibitors

1. will pay no booth rent. There is no rental cost for Food Exhibitors to participate. The World Showcase will host a *Passport to Taste* each day:
 - Thursday, 4 – 9 p.m.
 - Friday, 4 – 9 p.m.
 - Saturday, 1 – 9 p.m.
 - Sunday, 1 – 9 p.m.

The public will be able to redeem “passport coupons” for sample or bite-sized food items that should have a rough value of \$2 per serving. The State Fair will sell coupons to the general public, and Food Exhibitors who participate for a Thursday or Friday session will be guaranteed \$100 or \$2 for each coupon redeemed, whichever is greater. Exhibitors who participate for a Saturday or Sunday session will be guaranteed \$200 or \$2 for each coupon redeemed, whichever is greater. Thousands of Fairgoers will pass through this area daily. Exhibitors may apply to participate in more than one day of the Showcase; each session will be tallied and paid independently. Payments for participating will be made after the conclusion of the Fair, but coupon receipts will be tallied daily. Exhibitors may market their permanent food location or mobile truck and hand out coupons or other information regarding their business in addition to providing tastings. The number of daily booths is limited, so apply early.

2. will receive a letter of invitation, if accepted to participate, noting the following requirements that must be received by the deadline on the invite in order to receive an official contract. Invitations will be void if all requirements are not properly received by the invitation deadline:
 - a. Certificate of Liability Insurance as per the requirements below OR \$75 to be enrolled in the Oklahoma State Fair TULIP coverage program for General Liability Insurance
 - b. Proof of Workers’ Compensation Insurance, proof of exemption from the State of Oklahoma or via the Family of Five or Fewer Act OR \$175 and the appropriate application to be enrolled in the Comp Source temporary event policy
3. will **not** be permitted to sell drinks unless they are unique and specifically pre-approved by the Jury Committee and are of the “sample” size. (no bottled water, sodas, regular juices, or energy drinks and absolutely no alcohol)
4. will be provided a booth (either 10x10 or slightly larger) from which to serve, with back drape (8’ high), side drape (3’ high) and one skirted table for the front of the booth and one plain table for the back of the booth from which to serve and finalize the prep for approved menu items. A communal handwashing station will be provided by OSF. All other equipment, such as microwaves, serving utensils, utensils the public will need to eat the item (i.e. spoons for soups etc.), hand gloves, small refrigeration, etc. must be brought in by Exhibitor.
5. who have a mobile kitchen may be provided onsite outdoor space to cook in order to keep up with public demand. Exhibitors cooking offsite will be provided one pass to come and go thru the restocking gate to the building to resupply as needed. Cooking, using gas, deep fryers, standard ovens, open flames or other such devices, will not be permitted inside the building.
6. will leave their spaces clean at the end of the daily tasting or cleaning fees may be deducted from participation payment.
7. must abide by the General Rules as listed below and any other guidelines as provided by Oklahoma State Fair management.

Admissions & Parking

1. Each Exhibitor will receive TWO (2) Season Gate Passes (allowing one person per each pass admission thru the outside gate each day) and ONE (1) Paid Parking Permit (good for parking in the VIP parking lot at Gate 3). Only one VIP parking space per booth will be available. All other parking passes available for purchase will be for the general public parking lots. There is plenty of free parking available off of NW 10th Street or Reno as well.

2. Exhibitor employees require admission for the event dates: Thursday, Sept. 14 thru Sunday, Sept. 17. Exhibitors needing more than two persons thru the gate each day must buy additional gate tickets or passes either online, in advance at okstatefair.com or walk-up at the outside gate.
 - o Admission and parking credentials are NOT required on the move-in day, Wednesday, Sept. 13.

Booth Rent

Once contracted and paid, booth rent is non-refundable.

Direct Sales Exhibitor / Outreach Exhibitor

\$300 per 10x10 booth; \$150 for each additional 10x10 contiguous booth

Food Exhibitors participating in the *Passport to Taste* sessions do not pay for booth rent. These Exhibitors will be paid for food tastes via a coupon system (see above under Food Exhibitors).

Insurance & Licenses

1. Each Exhibitor must provide a valid certificate of General Liability insurance, **matching the contracted name of the Exhibitor** in an amount not less than \$1 million per occurrence **inclusive of product liability and the additional insureds of Oklahoma State Fair, Inc., City of Oklahoma City and OKC Public Property Authority.**
2. Each Exhibitor must provide proof of or procure Workers' Compensation insurance meeting the State of Oklahoma requirements by:
 - a. Submitting a certificate of current coverage OR
 - b. Submitting proof of exemption form from the State of Oklahoma) OR
 - c. Submitting proof of exemption on the Family of Five or Fewer Form OR
 - d. Enrolling in the CompSource Oklahoma program by completing and submitting the required form and a fee of \$175. Forms are located on our website at okstatefair.com.
3. Exhibitors who sell food may be required to provide additional licenses and/or submit additional fees.

General Rules and Procedures for All Exhibitors

1. Non-food and Outreach Exhibitors must commit to all four days of the World Showcase and be open during all posted operating hours. Food Exhibitors may select specific *Passport to Taste* events in which they desire to participate.
2. Booths are not transferrable, nor may they be sublet in whole or part.
3. Booths will be assigned by contract.
4. Exhibitors are responsible for providing all of their own equipment with the exception of an 8' back drape and 3' side drapes provided by OSF (or tables as described for Food Exhibitors participating in the tastings). Exhibitor may not remove pipe and drape without the express written consent of OSF. Damage to any equipment provided by OSF will be billed to the Exhibitor.
5. Booths or equipment or product therein may not be taller than 8' at any point.
6. Booths should be eye-catching, representative of the international region or foreign country, organized and tidy with attractive signage that clearly identifies the company name. OSF reserves the right to provide a sign that will hang with clips from the back drape noting the country the booth represents for public awareness that may not be covered or removed by Exhibitor.
7. All equipment and products must fit in the booth; nothing may extend into the aisles.
8. Exhibitors may not move or remove any equipment placed in the special event area by OSF (i.e. benches, signage, etc.)

9. Exhibitors may not giveaway anything with an adhesive (i.e. stickers). Balloons of any kind are prohibited.
10. This is a family-friendly event. Exhibitors may not display, sell or wear anything that is indecent, obscene, lewd or publicly offensive as determined by OSF in its sole discretion.
11. Exhibitors are responsible for their own trash. DO NOT place product trash, boxes, etc. in the public trash receptacles. Take that trash to the compactor/dumpster just outside the building. OSF will provide public cleaning services such as aisle mopping and seating area cleaning.
12. Exhibitors may not use sound amplification. Any other sound emitting from Exhibitor's space may be prohibited particularly if it interferes with any educational or entertainment performances.
13. Pop up tents or booth coverings may be governed by the Fire Marshal and subject to fees and permits if of a certain size. Exhibitors desiring to use such materials should inquire to OSF for more information.
14. Exhibitors may not place advertising, product, signage or other materials in any other place at OKC Fairgrounds including parking lots.
15. Fire Code must be adhered to at all times including the distribution of electricity which prohibits daisy-chaining power strips. Electric plugs must be shared by all Exhibitors. Exhibitors found to be using more plugs than they ordered may be required to unplug additional cords and/or be charged additional fees.
16. Pets are not welcome in Exhibitor booths.
17. Firearms or other dangerous weapons are not permitted. Per Oklahoma State Statute Title 21, Section 1290.22 (D) 3, carrying a concealed or unconcealed firearm is prohibited at the OKC Fairgrounds during the Oklahoma State Fair.
18. Security is onsite and generally available during the event; however, it is the responsibility of each Exhibitor to carefully secure its own wares and equipment. Security cameras are in use and recording at all times. Any booths with dressing rooms should put drape over the top of the dressing area.
19. Wi-Fi is available and free. Wired Internet if necessary is available for a fee. Orders must be requested and paid for prior to move-in.
20. Oklahoma State Fair will not accept any shipments for Exhibitor product. Any shipments will be rejected.
21. All staff working Exhibitor's booth must be aware of OSF policies and procedures and always conduct themselves in a professional and courteous manner. Violations may result in the closure of the booth and loss of any fees paid and future privileges or invitations.
22. The Oklahoma State Fair is a rain or shine event. Exhibitors are expected to open unless officially informed otherwise by OSF management staff.
23. Participation in the World Showcase indicates Exhibitor's consent and authorization to use and reproduce in print or electronically any photos, images or videos for any publicity purpose.

Move-in

1. **Wednesday, Sept. 13, 8 a.m. – 9 p.m.** (must be set by 9 p.m.)
2. **Mandatory Non-Food & Outreach Exhibitor meeting will be held at 2 p.m. this day for all Non-Food and Outreach booth Exhibitors. At least one person from each booth must be in attendance. You will receive your Exhibitor packet, admission credentials and important instructions at this time.**
3. Exhibitors may drive-in to the OKC Fairgrounds on move-in day; however, parking in and around all buildings is severely limited so it is suggested to park at the gate and handcart to the building (see map provided with contract).
4. **Food Exhibitors must arrive by 2 p.m. for Thursday or Friday tasting sessions or by 11 a.m. for Saturday or Sunday tasting sessions to have time to set up and attend the mandatory session orientation 30 minutes prior to the tasting session opening. Food Exhibitors may come earlier if desired.**
 - a. Arrival instructions for Food Exhibitors will be issued via email closer to the event. This includes information on how to receive tickets and parking credentials.

Move-out

1. **Sunday, Sept. 17**, 9 p.m. – 11 p.m. by handcart ONLY; must be out by 11 p.m.
2. Exhibitors must stay open until 9 p.m. the last day of the World Showcase. After 9 p.m. and until 11 p.m., Exhibitors may handcart their goods out the roll up door of the building ONLY. No other doors may be used. This is to prevent theft or damage in this area while the rest of the Fair is still open. This area will close to move-out at 11 p.m., no exceptions.
3. Exhibitors must be completely moved out by 11 p.m. Sunday night. Any product or equipment left after this time will be surrendered to Oklahoma State Fair.
4. Vehicles are limited to the same hours as restocking on move-out day.
5. Exhibitors who leave damage or excessive trash will not be eligible for future events.

Restocking

1. It is understood that Exhibitors may need to restock their product daily. OSF restocking policies allow for vehicles to drive in an approved, **drive-thru** gate (some gates are pedestrian only) first thing in the morning as long as the vehicle is gone from the event area by no later than 9:30 a.m. Any restocking or deliveries to booths spaces after this time must be done by handcart.
 - a. Only vehicles with the VIP/Gate 3 parking tag will be permitted to use Gate 3 for daily restocking and parking. Any other parking passes will be rerouted to other parking lots, and merchandise or Exhibitor supplies will have to be brought in by handcart from those gates.
 - b. Tickets are required for admission daily during the Oklahoma State Fair. Exhibitors will be issued two passes, each one allowing one person per day to be admitted. Exhibitors needing more admissions than this must buy tickets in advance or at the gate upon arrival each day.

Sales Tax

1. The tax for sales made during the World Showcase is 8.625% and must be reported and paid to the Oklahoma Tax Commission (“OTC”). The OTC will be onsite to assist Non-Food Exhibitors with this process. Non-Food Exhibitors should be prepared to present proof of or obtain a Sales Tax ID # for this purpose as part of the application process.
2. **All Non-Food Exhibitors, whether selling goods or not**, must complete Form 827-O (available at okstatefair.com on the World Showcase page). If no products or services are to be sold, that should be indicated on the form. Also, if Exhibitor already has a valid OK Sales Tax Permit, that should be included.
3. Food Exhibitors will not need to present a Sales Tax ID # or complete Form 827-O. The Oklahoma State Fair will be responsible for selling food coupons on behalf of Food Exhibitors and, thus, accepts any Sales Tax responsibilities.
4. OTC representatives will be onsite during the last day(s) of this special event for Non-Food Exhibitors to file and make payment. NO CASH will be accepted.