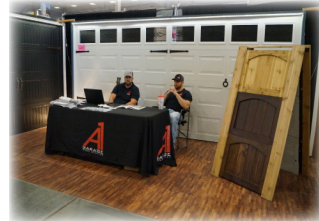


OKLAHOMA STATE FAIR

Display & Presentation Standards

BASIC REQUIREMENTS

- Skirting needs to be nicely pressed, evenly draped and must go to the floor hiding anything stored underneath.
- Signage must be professional; we do not allow handwritten signs.
- Product needs to be organized and displayed attractively on tables and shelving.
- Colors and materials need thoughtful consideration.



FOOD CONCESSIONS FENCING



All outdoor food concessions must fence back of house storage and prep areas, as well as the open spaces to the sides/between stands to keep the public on the right path. As you can see, the materials used for the fencing or screening are widely varied, but the best choices are those which complement the colors, theme or individual style of the trailer or tent setup.



INDOOR SPACE



Endcaps are designated as “prime spaces” due to the exposure they provide. Because of this prominence, they are reserved for displays that are more elaborate than those meeting just the basic requirements. Prime

spaces are those in our most upscale buildings: the Bennett Event Center and Centennial Building. No drape will be provided for displays and substantial backdrops are required. The entire display should revolve around a central theme that incorporates the same idea of color schemes, product appropriate decor, lighting and any other elements.



Required for all indoor space

- Quality flooring, as seen in the photos, might include sheet vinyl, carpeting, area rugs and/or soft cork flooring.
- Semi-permanent backdrop, a few examples seen in the photos, includes grid work,
- customized drapes and fence panels.

The sky's the limit - bring us your BEST!

OUTDOOR PRESENTATIONS



Products and businesses of all shapes and sizes can be exhibited outside - the key is having a “roof” over your head. The ones shown here are top notch when it comes to creativity, attractive layout and professional appearance.

The ability to grab attention is necessary to ALL successful outdoor exhibits. Notice the attractive flowers and shrubs, the extra large signage and bright colors. And don't forget the lights for evenings at the State Fair - without bright lights, the public may wonder if you're open. The photo shows a standard tent setup can be taken to another level with the addition of a colorful, professional banner.

Be sure to address ALL sides of the space - this is actually the side and rear view of the building which has been dressed up because it could be seen by the public.



Oklahoma State Fair, Inc.

3001 General Pershing Boulevard Oklahoma City, OK 73107
 Phone: 405-948-6739 | Fax: 405-948-6828 | okstatefair.com
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