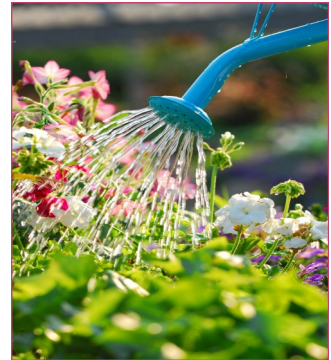


July 24 - 26, 2015

The  
**Home & Garden Expo**  
of Oklahoma



The **LARGEST**  
completely **FREE** July  
home & garden show in  
northeast Oklahoma!



**Exhibitor  
Service  
Manual**

Professionally Produced by: **COXMEDIA**  
GROUP Tulsa

# The Home & Garden Expo of Oklahoma

Dear Exhibitor,

We're very excited about the 7th Annual "Home & Garden Expo of Oklahoma" and hope you are as well. After our very successful "Green Country Home & Garden Show" in January, we're back and ready with an even bigger show that also features FREE admission and FREE parking.

This is your Exhibitor Service Manual for the show. It contains important information with regards to your participation in the show, such as rules and regulations concerning exhibit set-up and dismantling and payments. Please read the information contained inside carefully so there are no surprises while you're setting up. This manual is considered part of your space rental contract, therefore it is important that you read and understand its contents.

Remember, the design of your booth is very important. A strong element of design enhances the overall show experience for all our visitors. It also significantly increases recognition of your product or service, which in turn, can lead to increased sales. If you need booth design ideas, we would be happy to lend our expertise to assist you. Feel free to contact our Show Office at any time.

It's with great enthusiasm that we look forward to working with you toward the success of your participation.

Let me know if you have any questions after reading the manual. Have a great week!

Sincerely,



**Steve McDonald**  
Event Coordinator  
Cox Radio, Inc. -Tulsa  
7136 S. Yale Ave, #500  
Tulsa, OK 74136  
(918) 493-8531 (Office)  
(918) 493-5357 (Fax)  
Email: [Steve.McDonald@CoxInc.Com](mailto:Steve.McDonald@CoxInc.Com)

## SHOW SPONSORS:





**EXHIBITOR SERVICE MANUAL**

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Tulsa, Oklahoma**

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### IMPORTANT DATES

DATE	ITEM
June 17, 2015	Deadline for full payment on all booth fees.
July 21-23, 2015	Move-in for the “Home & Garden Expo of Oklahoma” in the River Spirit Expo - upper level.
July 24-26, 2015	Show dates for the “Home & Garden Expo of Oklahoma”.

***Save Time & Money***

***Read the Manual Today!***



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### General Show Information

**Event Location:** River Spirit Expo (Upper Level only)  
4145 E. 21st Street  
Tulsa, Oklahoma 74112

**Event Dates/Hours:** Friday, July 24th 12:00pm - 8:00pm  
Saturday, July 25th 10:00am - 8:00pm  
Sunday, July 26th 11:00am - 5:00pm

**Move-in Dates/Times:** Tuesday, July 21st 8:00am - 6:00pm  
Wednesday, July 22nd 8:00am - 6:00pm  
Thursday, July 23rd \*\* 8:00am - 6:00pm  
(\*8x8 & 10x10 booth exhibitors only for simple set up.  
Exhibitor may not be able to drive close to booth location.)

**Move-Out Dates/Times:** Sunday, July 26th 5:00pm - 10:00pm  
Monday, July 27th 8:00am - 12:00pm

**All items and banners (hung from the ceiling) must be removed by Noon.  
Any items left after Noon will be done so at the exhibitor's risk.**

#### Show Management:

**Show Producer:** Steve McDonald (918) 493-8531 (office)  
**Assistant Show Producer:** Lisa Burkman (918) 523-2003 (office)



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### ASSIGNMENT OF EXHIBITION SPACE

Booth space will be assigned by Cox Radio, Inc. Show Management, with due consideration to an exhibitor's preferences based upon date of receipt of completed application and the required deposit. Show Management retains the right to re-assign booth space as need to maintain the integrity of the show.

### BOOTHS

Booth partitions will be furnished without charge. The height of the back wall is 8 feet and the height of the side rails (where applicable) is 3 feet from the floor. All exhibits must fit within the booth space. Each 8x8 and 10x10 booth comes with pipe & drape, wastebasket and booth identification sign. Each 10x10 booth space includes one (1) covered and skirted 6-foot table and two (2) folding chairs (at no charge to the exhibitor). Past show experience has shown that most exhibitors in this show do not use the table and chairs. If you wish to use them though, a table reservation form will be sent out by Event 1 (the Show Decorator) in order to have tables ready at move in. You can fill out the form and send back to Event 1.

### CONDUCT

Show Management reserves the right to stop or remove from the Expo Square any exhibitor, or their representative, performing any act or practice that within the opinion of Show Management is objectionable or detracts from the dignity of the show. Each exhibitor must keep spaces clean and exhibits manned. Each booth must be manned AT ALL TIMES during show hours by at least one person.

### CHILDREN AND ANIMALS

For safety and liability reasons, please do not bring children or animals to the Expo Square Building during move-in or load-out. Animals are not permitted inside the Expo Square Building. Service animals to assist the physically disabled are allowed, but the proper license to demonstrate need of the animal should be available for review. All service animals must be leashed.

### CLEAN-UP

Exhibitors should place trash cans in the aisle before leaving each night. The Expo Square personnel will NOT enter an exhibitor's booth to clean or empty trash containers or wastebaskets.



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### DAMAGE TO FACILITIES

A charge of \$100 per sign affixed to any interior painted surface will be assessed, plus the cost of repairs to the surface to cover the cost of returning facilities to original condition.

Exhibitors will NOT be permitted to:

- Tape, nail or otherwise affix anything to pillars or walls
- Place stickers on floor, wall or pillars or distribute from booth as a promotional item
- Bring any equipment into the building that has the potential to cause damage

### DIRECTIONS TO THE FAIRGROUNDS

The Expo Square Building is located on the Tulsa State Fairgrounds on 21<sup>st</sup> Street between Yale and Harvard Avenues. Use Gate 12 to enter the fairgrounds off 21<sup>st</sup> Street. Parking can be found on both the north and south sides of the Expo Square Building. If you need additional directions, please call the Tulsa Fairgrounds at (918) 744-1113.

### DEPOSITS

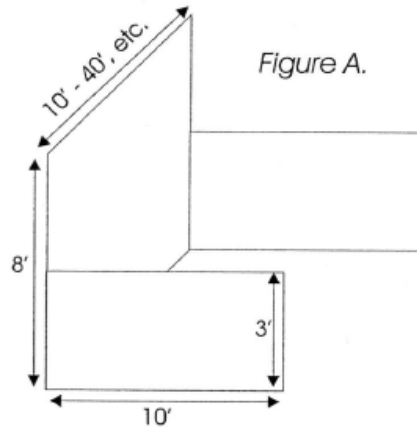
All reservation deposit money will be retained by Show Management in the event the exhibitor fails to fulfill the contract. **DEPOSITS ARE NON-REFUNDABLE.**

### DISPLAY RESTRICTIONS/GOOD NEIGHBOR POLICY

Exhibits should be designed to fit into a 10x10 space that includes base plates for the pipe and drape. Therefore, please build back walls no longer than 9'6" for a 10' x 10' space. Exhibit fixtures, components and identification signs are permitted to a maximum height of 8' and may be extended a maximum of 5' out from the back wall of your display. Exhibits exceeding 8' must have approval from show management no later than 30 days prior to the show and, if allowed, backsides of the display over 8' high and exposed sidewalls over 3' high must be completely finished, (i.e. painted, draped, etc.) (See Figure "A" on page 8)

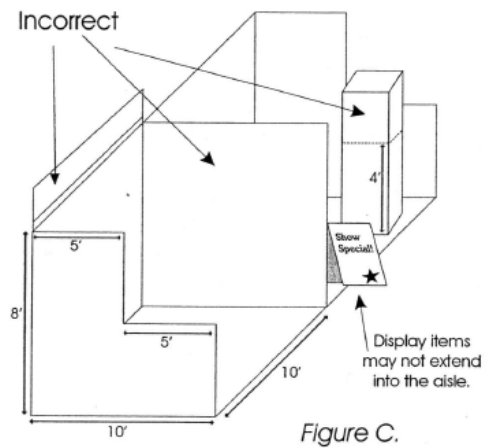
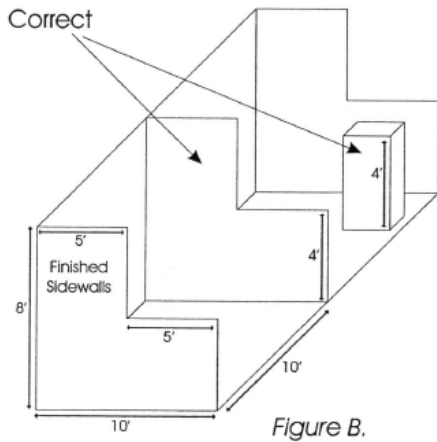
Fixtures should not exceed 4' in height in the front 5' of your exhibit, unless they are at least 10' from neighboring exhibits. Any portion of the exhibit bordering another booth must have the backside of that portion finished.

Exhibit display fixtures, signs, banners, etc. may not extend into the aisle.



**THE GOOD NEIGHBOR POLICY:**

Each exhibitor is entitled to a reasonable sight-line from the aisle, regardless of the size of the exhibit. Please be aware of your neighbors and do not design an exhibit that blocks them in.



**DISTRIBUTION OF ADVERTISING MATERIAL**

Printed material, handouts, business cards, etc. may be distributed by exhibitors from their space only. No promotional material may be distributed from any other part of the building, without previous written permission by Show Management.





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### ELECTRICAL SERVICE

Reasonable access to standard 110v electrical service is included at no extra charge with your booth price. You will need to provide your own 16-gauge extension cords and power strips. Most exhibitors will be no more than 30 feet away from the nearest electrical outlet and we also suggest bringing a power strip. 220v service will have to be ordered through Show Management. Unauthorized use of electrical outlets is prohibited and will be checked during the show. Please realize that there **MAY** be an electrical box located in your booth that nearby exhibitors will need to use to power items in their booths. Be a “good neighbor” in regards to allowing your neighboring exhibitors reasonable access to electricity.

### EXHIBITOR’S HOSPITALITY LOUNGE

The Exhibitor’s Hospitality Lounge will be provided compliments of Show Management **DURING SHOW HOURS ON FRIDAY, SATURDAY & SUNDAY ONLY**. The exhibitor’s lounge will be located in a show office just east of the main south entrance (look for the signs). It will offer **EXHIBITORS AND WORKING STAFF ONLY** a place to sit and enjoy a drink, snack or meal away from the public. Coffee, ice water and snacks will be available in the Exhibitor’s Lounge at no charge to the exhibitors. You’ll be on your own as far as meals for each day.

### FOOD AND BEVERAGE

Remember that ALL food and beverage service must be conducted with Expo Square. Exhibitors cannot sell food and beverages on Expo Square grounds. If an exhibitor wants to distribute drink samples, they must be no more than 2 ounces. Food samples such as chili, ice cream or meat can be a maximum of 1 ounce. All food and drink sampling can incur additional charge per size of booth from the Fairgrounds. Exhibitor must comply with all Tulsa City-County Health Dept. requirements (i.e: permits, hand-washing facilities, etc.) Also, outside food or beverages are prohibited.

### FORK LIFT

A forklift will be available Tuesday, July 21st and Wednesday, July 22nd for set-up. It will also be available for dismantling on Monday, July 27th from 8:00am until 12:00pm noon. Please contact the Show Decorator for forklift service.

### HELIUM BALLOONS

If you give out helium-filled balloons, you will be subject to an additional fee to remove balloons from the ceiling per Expo Square should one have to be removed from the ceiling.



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### INSURANCE AND LIABILITY

**All exhibitors must submit proof of a minimum of \$1,000,000 general liability insurance and at least \$500,000 Workers' Compensation insurance (if applicable).** Permission to participate in "The Home & Garden Expo of Oklahoma" as an exhibitor is given on the express understanding that Cox Radio, Inc. and Tulsa Public Facilities Authority, its employees, agents and volunteers do not accept responsibility for any damage, loss or theft to property that belongs to the exhibitor.

**Prior to set-up, every exhibitor is required to submit proof of insurance.** Insurance should be general liability insurance of a minimum of \$1,000,000.00 and name **Cox Radio, Inc. (7136 S. Yale Ave, Suite 500, Tulsa, OK 74136)** and **Tulsa Public Facilities Authority (4145 E. 21st St., Tulsa, OK 74112)**, as additional insureds. **If this proof of insurance is not received, you will NOT be allowed in the building to set up your display.** If you do not have this coverage in place, Cox Radio, Inc. has made arrangements so that all of our exhibitors can instantly acquire this coverage at significant savings from Rain Protection Insurance. Your cost will be just \$79 for the entire week of the show. You can email the Show Producer for the link or check the producer's "show emails" that are sent out starting approximately 10 weeks before event.

While there is security onsite during the show from setup to tear-down, exhibitors are advised to make their own arrangements to insure and secure their property. Exhibitors are liable for any damage caused to paths, roads, plants, tents, and structures or to other exhibitors' property.

### NO ALCOHOL/NO SMOKING POLICIES

It is show policy that exhibitors (and their staff) are prohibited from consuming alcohol in their exhibit spaces during show hours and at any time during move-in/move-out.

All buildings on the Tulsa Fairgrounds (including the Expo Square Building) are non-smoking. This also includes vapor/electric cigarettes. Exhibitors wishing to smoke may do so by using the exit doors on the SOUTH or NORTH sides of the building.

### PARKING & ENTRANCE TO THE SHOW

Parking is FREE on the Tulsa Fairgrounds with space for more than 7,000 vehicles. Due to possible construction, traffic and parking patterns may change. During show days, exhibitors must park in the spaces WEST of the River Spirit Expo Building. This leaves the spaces both north and south of the building (the main public entrance) available for show attendees to utilize.

### PAYMENT FOR BOOTH/ADVERTISING

Event show payments can only be accepted with MasterCard, Visa, American Express, money orders, cashiers checks or personal/business checks payable to Cox Radio, Inc. Credit card payments are made online. Visit [www.emgpayments.com](http://www.emgpayments.com) to pay by credit card. Please see your account executive or contact the Show Producer for assistance. **NO CASH WILL BE ACCEPTED.**



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### SALES TAX

Exhibitors selling merchandise at the show must have a valid Oklahoma Sales Tax Permit (with a 6-digit number). If so, you will report sales tax collected as part of your standard monthly recap to the Oklahoma Tax Commission.

If you are selling merchandise at the show and do NOT have an Oklahoma Sales Tax Permit, you still must collect sales tax on each purchase. You must collect and pay **8.517% sales tax** on all purchases, which is 4.5% Oklahoma state tax, 3.00% city of Tulsa tax and 1.017% Tulsa County tax. A sales tax report must be filed after the end of the show and submitted, along with all sales tax due, to the Oklahoma Tax Commission.

If you are acquiring leads rather than selling directly, you do not need a license but you still must fill out the Oklahoma Tax Commission form and state you were not selling, but acknowledging your participation in the event. Show Management will send a list of all exhibitors to the Oklahoma Tax Commission immediately following the show. For more information on collecting and reporting sales tax, contact the Oklahoma Tax Commission at (405) 522-4324.

### SECURITY

*Nothing will ruin a successful exposition experience more than the loss or theft of expensive equipment or products. Here are some basic steps you can take to prevent theft:*

1. Show Management, the building operator, the general contractor, and the security company provide a measure of protection, such as providing perimeter security, but only you and your staff are responsible for your valuables.
2. Escort your merchandise and/or goods to your booth if at all possible. The greatest risk of theft or loss occurs during set-up or tear-down. Be especially alert during these times.
3. Treat especially valuable goods (such as prototypes) as irreplaceable. If they are one-of-a-kind, hire your own security. Under no circumstances should such goods ever be left unattended. VCR's, televisions, computers and other electronic devices are particularly vulnerable to theft.
4. At the close of business each day, cover all display tables. This establishes a barrier to curiosity-seekers and keeps other would-be thieves from selecting items to steal at a later time. Store excess supplies and merchandise with the material handling contractor or in a facility outside the hall. Never store your excess merchandise or supplies under tables or displays. That's the first place a thief will look!
5. During tear down, stay with your exhibit until your empty cartons are delivered and your goods are packed, sealed and properly labeled.
6. Obtain proper insurance coverage for your goods, including transit to and from the show site. **Our insurance does not cover your display, your product or your company.**



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7. Show Management will not allow any exhibitors or their workers to enter the Expo Building after close of the show each day. During move-in, all exhibitors and workers will be asked to leave the building at 11:00pm each night. Exhibitors and workers will not be allowed into the Expo Square Building until 8:00am on move in days (Tuesday, Wednesday and Thursday) and the first show day (Friday), at 9:00am on Saturday and 10:00am on Sunday. Exhibitors may enter the building at 8:00am on Monday (move out day).

To help us secure the building as best to our ability we ask that you cooperate with these rules regarding people in the building.

### SET-UP/MOVE-IN SPECIFICS

**You must check in at the “Exhibitor Check In Desk” first before setting up. Only exhibitors who have paid their booth rental fees in full and who have provided proper proof of insurance may begin moving displays into place. Please refer to the Move-In Schedule provided by the Show Producer prior to event.** Load-in and load-out should be through the designated overhead doors on the WEST and SOUTH sides of the building. Glass lobby doors on the north and south sides are for carry-in items only. Exhibitors are permitted to drive into the building to unload quickly, but vehicles that are not a part of the exhibit must exit due to safety requirements and the cleanup schedule. Vehicles may not return to the building for move-out until all show attendees have exited and Show Management approves such move outs.

**All exhibits and vehicles must be removed by 12:00pm on Monday, July 27, 2015. No exhibits can be removed before the show ends at 5:00pm on Sunday, July 26, 2015. If you are found breaking down and moving out, you will jeopardize further participation in our events.**

For the purpose of efficiency, if your exhibit requires that you use one of the overhead doors, please utilize the door that is CLOSEST to your booth to help avoid congestion in the aisles. Refer to the booth layout diagram to determine which door is closest to your booth.

All 8x8 and 10x10 simple set-up booth exhibitors will be able to move in on Thursday, July 23rd, 2015 starting at 8:00am, unless otherwise noted on move in schedule. Please refer to the show Move-In Schedule for your designated move in date/time. You are asked to carry or cart items in. Show Management will have several carts/dollies available on a first come, first served basis at no charge to the exhibitor at move in time only.

**NO INITIAL MOVE IN WILL BE PERMITTED ON FRIDAY, JULY 24TH!** You must check in and move your items in prior to Friday, July 24th. You are welcome to come back and finish decorating your booth on Friday morning or make any final touches necessary then.



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### SHOW DECORATOR

Event 1, Inc. is the official show decorator of the “Home & Garden Expo of Oklahoma”. Event 1 has rental information on items such as booth carpet, extra draped tables, extra chairs, custom signs & banners, etc. which you may want to rent on their website. If you have any questions, please contact Event 1, Inc. at (918) 245-8006 or online at [www.event1inc.net](http://www.event1inc.net).

### SHOW LOGO

If you would like to use “The Home & Garden Expo of Oklahoma” logo on your company’s website, it’s available in several different formats. To request a copy of the show logo, send an email request to [Steve.McDonald@CoxInc.com](mailto:Steve.McDonald@CoxInc.com) and we’ll send you one.

### SHOW MANAGEMENT OFFICE

At the River Spirit Expo building, Show Management will have an office located next to the main entrance on the south side of the building. If Show Management is out on the show floor, you may contact Show Producer Steve McDonald by cell at (918) 521-1324.

### SIGNS & BOOTH COLORS

A 6”x 48” ID sign is provided as part of your booth. Please use only professionally made signs. Booth drapery colors will be **blue and white** (subject to change) for the Home & Garden Expo

### SOLICITATION

Solicitation by non-exhibitors is a disruption to those who have paid for the opportunity to market their company at the show. Please let Show Management know immediately if you are solicited, or if you observe soliciting or selling by anyone other than exhibitors. You may call our Show Producer at (918) 521-1324 to report solicitors, or find someone in a STAFF shirt to report such a situation.

### TELEPHONE SERVICE

Phone service for your booth is available and must be ordered no later than **July 5, 2015** to receive the best rate. You can find a telephone service order form on page 18 of this manual. The completed form should be returned to Ryan Marrs/Expo Square by FAX to (918) 376-6039 or by mail to the address listed on the order form.



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### UNOCCUPIED SPACE

An exhibitor who has not set up his booth or notified Show Management by Thursday, July 23rd at 3:00pm that they will be late, will forfeit their space and any monies paid for that space. At this time, Show Management can re-sell this same space or use it in any manner for the good of the show.

### VEHICLES

All motorized vehicles on the show floor are required by the State of Oklahoma to have battery cables disconnected and gas caps locked or taped. Only vehicles used for the show are allowed to remain inside the building. **Vehicles cannot move during public event (show) hours.** Following the show, vehicles will not be permitted to enter or exit the building until the public has exited.

If you are using your vehicle to drive into the building during set-up, you will be allowed to drive to your booth (or nearby), unload your booth items, then immediately drive your vehicle out of the building and park it. Vehicles will NOT be allowed to remain in the building any longer than is absolutely necessary. Show Management reserves the right to have any vehicle that's not part of a display booth removed from the building to keep aisles clear for other exhibitors. There will be LIMITED access by vehicles in the building on Thursday, July 23rd.

### WIRELESS INTERNET SERVICE

WiFi usage at the Expo Square is on a pay-to-use system. To utilize this service, connect to the open "Expo Square Premium" network, which will have prompts for the user. Then you can choose to try the wireless for 30 minutes free (to make sure it's working on your device), and select a service plan. Every device will have to pay to use the service. The payment plan will accept MasterCard, Visa, and American Express. Once a user has signed in, they are provided with a support email address.

If you have any more questions please feel free to call (918) 744-1113, ext. 2081.

#### **Available prices for Premium Network:**

Free Trial (30 minutes, 10.0 Mbps/3.0 Mbps)  
\$2.00 per hour (3.0 Mbps / 1.0 Mbps)  
\$6.00 per day (3.0 Mbps / 1.0 Mbps)  
\$10.00 per day (10.0 Mbps / 3.0 Mbps)  
\$20.00 per week (3.0 Mbps / 1.0 Mbps)  
\$40.00 per week (10.0 Mbps / 3.0 Mbps)



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### **FREQUENTLY ASKED QUESTIONS:**

**Q: What is the "Home & Garden Expo of Oklahoma"?**

A: It's the largest FREE summertime home & garden show in northeast Oklahoma. See over 250 exhibitors showcasing their selection of home, lawn and garden-related products and services. Representatives from leading companies as well as local retailers and service providers from this area will be on hand to answer questions and conduct product demonstrations. New products in the marketplace that will save time and money will be offered, displayed and demonstrated by home professionals throughout the show.

From the top of the roof to the basement walls, to the water garden in the back to the mailbox in the front, the "Home & Garden Expo of Oklahoma" has something for EVERY homeowner!

**Q: How much does it cost to attend?**

A: Admission and parking at the "Home & Garden Expo of Oklahoma" is FREE.

**Q: Is there close parking available?**

A: There is plenty of FREE parking in the outside lots just north and south of the River Spirit Expo building for attendees. Exhibitors are asked to park on the west side to allow plenty of parking for attendees.

**Q: Are food and refreshments available?**

A: Yes. Expo Square operates a concession stand during show hours where you can purchase standard fare for lunch or snacks. Remember, outside food and drinks are NOT allowed in the River Spirit Expo building.

**Q: Is it necessary that I have insurance?**

A: Yes. Every exhibitor must submit sufficient proof of insurance to Show Management. Insurance must be for a **minimum \$1,000,000 General Liability at least \$500,000 Workers' Compensation coverage** and list **Cox Radio, Inc.** and **Tulsa Public Facilities Authority**, as additional insureds. **Exhibitors will not be allowed to start set up without valid insurance in our possession.** If your regular business insurance cannot amend your insurance plan, contact the show office for information on a low-cost show insurance alternative.

**Q: Will booth signage be provided?**

A: Exhibitors must provide their own signage. Signs for 10x10 booths should be approximately 9-1/2 feet long and 3-4 feet wide. Hand written signs are not permitted. If you do not have a sign, a full-color banner can be purchased from the Show Decorator (Event 1, Inc.) or from any sign shop.



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**Q. When can I load in?**

A. All exhibitors will receive load-in dates and times via email from the Show Producer approximately 2-3 weeks prior to move-in week. If your designated time does not work for you, please contact Show Producer Steve McDonald at (918) 493-8531 or at [Steve.McDonald@CoxInc.com](mailto:Steve.McDonald@CoxInc.com) to request an alternate time. We will do everything we can to accommodate your request. It is the exhibitor's responsibility to be at the assigned specified load-in time and day. Priority will be given to those who arrive at their scheduled time.

**Q. Does my booth have a back wall and side walls?**

A. Booths that have another booth (or outside building wall) behind them will have a back wall. Booths that do not have a booth behind them may not have a back wall. There will be 3' high dividers between each booth that is not beside (behind) an end cap type booth. In that case, the booth may have an 8' wall on the side(s). To enable visitors a clear sight line down a row of booths, please ensure your display does not exceed 4' high at the front of your booth.

**Q. Will there be a forklift available on site?**

A. Yes, there will be a forklift on site to help exhibitors unload. Items must be on a pallet. Loose items will not be moved.

If you have any other Home & Garden Expo questions, please call the Cox Radio show office at (918) 523-2067 or (918) 493-8531 (BEFORE July 20th only).

**Show Management shall have full power to interpret or amend these rules. Wherever these rules do not apply, Show Management reserves the right to make such rulings as may appear to be in the best interest of the show. The exhibitor agrees to abide by such rulings. The decision of Show Management is final in any disagreement between exhibitors.**

**We succeed when you succeed so...**

**HAVE A GREAT SHOW!!!**



YALE AVENUE

15th STREET

21st STREET

