

EXHIBITING HINTS

Booth Design and Staffing

Hire a professional designer when possible. Use professionally printed signs and avoid using hand printed signs. Determine what might interest the patron and present it simply and directly. Some type of motion or on-the-spot demonstration is always effective. Strive to have an attractive booth. To be cost effective, plan to use your display with minor modifications at other fairs or trade shows. Plan to accommodate patrons in your space without blocking the aisle or other vendors. Avoid storing equipment and products in your booth. Take advantage of the storage space behind the pipe and drape, when provided. Storage boxes and product are unsightly if not hidden from view. Utilize your space efficiently. When using sound equipment, please be considerate of those around you.

Display literature in an organized manner; on a table or in a rack. Let the patron pick it up if interested.

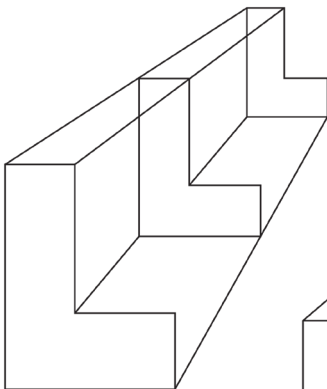
Post your Refund/Exchange or No Refund Policies.

When hiring staff, insist on a sharp appearance as they will be representing you and the Tulsa State Fair. It is your responsibility to make sure they are fully oriented with the rules and regulations of the fair. Make sure they have a working knowledge of your product.

Please emphasize courtesy to everyone and avoid all offensive situations, address all concerns and problems with the Building Managers, Midway Manager or Commercial Space Sales Supervisor.

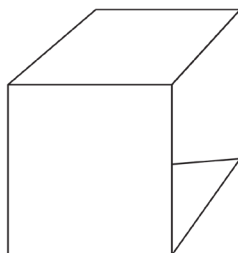
Arrangement and Character of Booth

When arranging your exhibit, it must not obstruct the view of the other exhibits around you. Signs or partitions placed around any exhibit or that are part of any exhibit shall not be more than 8 feet high and shall not extend beyond the space allotted. Signs and partitions are permitted to extend 1/2 of the depth of the exhibit area from the back of the booth with a 8 foot height limitation; including signage. The remaining front portion of the exhibit area may not extend over 4 feet in height. If you have a 20 x 20 booth you can come out 10 feet from the back wall at the 8 foot height restriction; including signage. All exhibits must be acceptable to the Commercial Space Sales Office. Any exhibit extending higher than the 8 foot height limit must have prior approval from the Commercial Space Sales Office.



◀ Design #1 Correct Set-Up

Correct set-up allows each vendor equal visibility. The height restriction is 8' including signage. Sidewalls can go half the depth of the booth at the 8' height level and drop down to 4' for the remainder of the booth.



◀ Design #2 Incorrect Set-Up

Incorrect set-up will block your neighbors and other vendors in your row. Please re-design your booth, this set-up will not be allowed. Please see Design #1 for correct set-up.



There are many opportunities to make your location appealing to the fair patron. Play off the fair theme, use landscaping, add seating. Always greet your customer with a smile and be attentive.



Special Points of Interest

- Decide what you want to do
- Establish exhibit objectives
- Sales
- Attract new customers
- Introduce a product
- Improve public image
- Theme your booth