



Healthy Home<sup>®</sup> & Wellness Expo  
*A Green Living Event<sup>™</sup>*  
Exhibitors Guide



Dear Exhibitor,

Welcome to the 4<sup>th</sup> Annual Healthy Home & Wellness Expo in the Cox Pavilion at the Oklahoma State Fairgrounds, April 11, 12 and 13<sup>th</sup>, 2008.

We are pleased you are participating in the Expo this year! The exhibitor information manual has been provided to help you prepare for a successful Expo.

Enclosed are Expo information sheets, instruction and some helpful hints that will help you have a successful experience. We will be having a film crew come to each booth during the Expo to interview your company and to help your company reach customers all over the World! Please read over the hints provided to get them most out of this added value!

Also included is contact information for each of our official service contractors. Please contact them in advance, so you may benefit from their advance discount prices.

We look forward to welcoming you personally to the 2008 Healthy Home & Wellness Expo.

Best Regards,

Tom Hoshall  
Director

## Calendar and Timeline

### **Move in**

The Fairgrounds will be open for installation of exhibits as follows:

*Landscapers only – call 888-773-4668 for early move-in permission*

Friday April 11 at 6 a.m.

*All set up must be completed by 3pm. on Friday April 11*

If you must make arrangements to set up prior to 6:00a.m., please do so at the Expo desk in the Cox Pavilion or call Tom Hoshall at 405/410-1837 in advance. Installation of exhibits must be complete by Noon and final setup must be complete by 3pm.

### **Expo Hours**

Friday – April 11 3pm – 8pm

Saturday – April 12, 9am – 8pm,

Sunday – April 13, 10am – 6pm

### **Admission Prices**

Adults tickets - \$3.00

Children 12 and under – free

### **Move out**

No dismantling of exhibits may take place while Expo is in progress. Please cooperate and keep your exhibit intact until the Expo closes and visitors have departed. Breakdown of exhibits are as follows:

Sunday, April 13, 6:05p.m. – 9:00pm

Monday, April 14, 8:00a.m. – Noon

- Attendees will be in the building until the Expo closes at 6:00p.m.
- Any exhibitor who begins teardown prior to 6:00p.m. will be noted and will affect your renewal status for 2009 Expo.

*Please have a representative from Your Company at your exhibit by 8:00a.m. April 14<sup>th</sup>, as it is impossible for security to watch all merchandise being packed for removal.*

## General Information – Listed Alphabetically

### ***Advertising***

Advertising will not be allowed outside of booth space

### ***Balloons***

No helium tanks or helium balloons will be allowed in the building

### ***Booth Guidelines***

You may obtain exhibitor materials; tables, carpet, chairs from Conventions & More at 949-0641.

- Linear Booths (10x10 or 10x20, etc.) may be built to maximum height of 8 ft. Any signage must be displayed below the 8ft. height, 5 ft. from back wall. The next 5ft. may not exceed 3ft.
- Pipe & Drape will be provided by Expo management in the linear booths only.
- Bulk Spaces (islands) are open on all four sides. No pipe and drape included.
- Any pipe and drape used in bulk space is the financial responsibility of the exhibitor
- All boxes, wires, storage materials, etc. must be kept out of sight. It is the responsibility of exhibitors to provide pipe and drape to cover these items.
- Tables used in exhibits must be professionally draped to the floor

### ***Cleaning***

Expo Management will arrange for sweeping and cleaning of aisles, but exhibitors will be responsible for keeping their booth clean and vacuumed.

### ***Credentials***

EXHIBITOR PASSES: Each exhibitor will be provided with Exhibitor passes based accordingly:

Series 100 booths will receive 4 EXPO passes

Series 200 booths will receive 8 EXPO passes

Series 300 and 400 booths will receive 10 EXPO passes

Passes must be picked up by 3 pm Friday, April 11.

### ***Decoration***

Included in your booth space is a name sign that will be provided to you at no cost.

All materials used for decoration of displays must be flame proof.

Unfinished tables must be draped to the floor – please do not use duct tape!

### ***Electricity***

Notification for electricity must be made with exhibitor agreement. Exhibitors must provide a 16-gauge or larger extension cord (this is not a standard extension cord).

### ***Fire and Building Regulations***

Please follow the following safety rules;

- All draping material must be flame retardant
- All plantings, foundations, etc. should have waterproof plastic material underneath.
- All sales of food items and novelties must be arranged through the facilities exclusive concessionaire.
- Exhibits are not allowed to block or obstruct firefighting equipment or emergency exits.
- Please refer to Fire Marshall Regulations for detailed information.
- No Helium balloons are allowed!

### ***Food Service / Health Permits***

Please call Erik Hassy at Fairgrounds Food Service for information regarding rules and regulations for selling and sampling food at the Expo. 405/948-6792

### ***Forklift Services***

Forklifts can be rented from Freedom Decoration. Healthy Home & Wellness Expo does not have a forklift.

### ***Furniture***

You must furnish your own booth furniture or obtain furniture from approved HHL vendor.

### ***Insurance***

In addition to policy requirements set forth in the Exhibitors Agreement, exhibitors should have a rider on their insurance policies covering travel to and from the Expo. Exhibitors should be aware that neither Expo Management, Security Contractor nor the Fairgrounds are responsible for any losses incurred as a result from exhibiting at the Expo.

### ***Location***

The State Fairgrounds of Oklahoma City is located at 333 Gordon Cooper, Oklahoma City, OK 73107.

- From I-44 West, take NW 10<sup>th</sup> Street Eastbound Exit. Follow the Eastbound exit to the first stoplight, (89er Drive) and turn right. Turn left at first sign and you will enter the Fairgrounds at Gate 22.
- Take I-35 North into South Oklahoma City to the I-240 Westbound Exit. Follow I-240 Westbound and it will curve to the right and change to I-44 Westbound. Proceed on I-44 Westbound until you reach NW 10<sup>th</sup> Street Eastbound Exit. Follow the Eastbound exit to the first stoplight (89er Drive) and turn right. Turn left at the first stop sign and you will enter the Fairgrounds at Gate 22.

### ***Manning Exhibit***

Every exhibitor is responsible for having his/her display staffed at all times. We suggest a member of your staff be present at your display area during move-out.

### ***Paging Policy***

There will be no paging during Expo hours . (We only page for emergencies and lost, small children).

### ***Parking***

Parking at Fairgrounds is free for exhibitors and guests on a first-come first serve basis. There is no area designated for exhibitor parking, however, please make every effort to park cars, trucks and trailers on the Southwest Corner of the grounds, to leave more parking for attendees.

### ***Press Office***

During the Expo Kasey Simonich with Peak Media will maintain a presence at the Expo. Exhibitors are urged to have press information there and to report visiting VIP's, new products or other newsworthy items. You may contact Kasey Simonich at 923-1000 or [Kasey@peak-media.net](mailto:Kasey@peak-media.net).

### ***Product Selling & Sales Receipts***

Receipts should be given to customers purchasing items during the Expo. This is an additional security measure and will eliminate embarrassment to the customer who may be asked to present proof of purchase when leaving the Expo.

### ***Security***

While Expo Management will exercise reasonable care in safeguarding your property, neither Expo Management, the Facility nor Security Contractor assumes any responsibility for such property. Exhibitors are required to have insurance for any loss that may occur before, during or after the Expo.

### ***Service Contractor Center***

The Expo Exhibitor Service Center will be located ...

### ***Shipments***

Advance Shipments should be sent to the Expo contractor. Please call 888-773-4668 to schedule in advance

Shipments made directly to the Fairgrounds must arrive no earlier than the first day of move-in (April 11<sup>th</sup>) and the exhibitor must be present to accept delivery. All shipments must have Expo name (Healthy Home & Wellness Expo), Company name and booth number. Expo management is NOT responsible for accepting shipments for exhibitors. Exhibitors are responsible for providing a forklift when necessary to unload shipments. A forklift can be rented from Freeman Decorating for \$50 per ½ hour.

### ***Expo Office***

Our experienced Expo staff is available to assist you. If you need help during the Expo, please visit the Expo office located in the Northeast Corner of the Cox Pavilion.

### ***Signs***

- Signs in linear (pipe and drape) booths must not exceed the 8ft. height of the Pipe & Drape.
- Exhibitor may not affix signs to drapery or any wall.
- Signs over pipe and drape booths must be one sided, and not face into another exhibitor's booth.
- No handwritten signs are allowed – use professional signs only

***Tax Rate***

Tax rate on Fairground property is 8.375%

***Telephone Service***

Telephone service for your booth can be ordered through the Fairgrounds, please contact, Rosie Taylor at 405/948-6704.

***VIP Tickets***

Additional VIP tickets can be made in advance by calling the Main office at 888-773-4668.

***Wireless Internet***

Wireless internet can be ordered from the Fairgrounds office, and is available in the Cox Pavilion, and the RV Park.

# The Healthy Home & Wellness Expo

## “It’s All About Energy and Green Living”

## Exhibitor Checklist

For your convenience, we have included this Exhibitor Checklist of items you may need for your booth. To take advantage of available discounts, please order in advance. Additionally please keep copies of all your orders and bring them to the Expo.

### To Be Ordered

Booth Furnishings  
(Carpet, Tables, Pipe & Drape, etc.)

Conventions & More  
Victor Saldivar  
405/949-0641  
405/949-5557 fax

Electric

On site at Expo Office

Forklift Service

Conventions & More  
Victor Saldivar  
405/949-0641  
405/949-5557 fax

Telephone

OKC Fairgrounds  
Rosie Taylor  
405/948-6704

General Fairground Info

OKC Fairgrounds  
405/948-6704

General Info. / Health Permits

Fairground Food Service  
Erik Hassy  
405/948-6792

Fire Code Regulations

Fire Marshall  
William McCaine  
Major Kim Woodring  
405/297-3594

Wireless Internet

OKC Fairgrounds  
Rosie Taylor  
405/948-6704

4<sup>th</sup> Annual Healthy Home & Wellness Expo  
Local Hotel Information

To assist you in planning your accommodations for the Expo, we're including a list of hotels in the area. Please make sure you make your reservations direct with the hotel.

AmeriSuites  
1818 S. Meridian  
Oklahoma City, OK 73108  
405/682-3900

Hampton Inn  
1905 S. Meridian  
Oklahoma City, OK 73108  
405/682-2080

Biltmore Hotel  
401 S Meridian  
Oklahoma City, OK 73128  
405/947-6781

Motel 6  
820 S. Meridian  
Oklahoma City, OK 73108  
405/946-6662

Embassy Suites  
1815 S. Meridian  
Oklahoma City, OK 73108  
405/682-6000

Residence Inn by Marriott  
Crossroads Mall  
1111 East I-240 Service Rd.  
Oklahoma City, OK 73139  
405-634-9696

Marriott (NW Expressway)  
3233 NW Expressway  
Oklahoma City, OK 73112  
405/842-6633

Best Western  
6101 N. Santa Fe  
Oklahoma City, OK 73118  
405/848-1919

Holiday Inn Hotel & Suites  
6200 N. Robinson Ave  
Oklahoma City, OK 73118  
800/682-0049

The hotels listed are within easy access of the Oklahoma City Fairgrounds. A room block has NOT been secured with any of the above listed hotels.

## Video Tip Guide

We appreciate your business! The Healthy Home & Wellness Expo wants to help you tell even more people about your exciting idea!

We have put together a **helpful guide** to help you get the most out of your time with our video crew that will be visiting your booth during the expo! This video will allow you to showcase your product on TV and possibly worldwide!



1. **The best person to describe your product to your customer is YOU!** Your passion for what you have created comes through the camera. Customers trust a person who is speaking about their own business, product or service.

2. When planning what to wear you should **wear your company logo** on your clothes, if you have one – if not, then be sure to stay away from small stripes, loud colors and busy prints on your shirt or tie. The effect this has on camera can be distracting to a viewer.

3. Think about a testimonial you can give about your product – do you have an **interesting story** that made you passionate creating your product or service that is **relatable to your target?** *i.e. A child with asthma or mold growing in a house your mother lived in?* This makes you more relatable to your customers.

4. Try not to use industry “inside lingo” when describing things on camera. **Consumers don’t understand acronyms or lingo** like you do. Keep it simple!

5. If using **statistics** to describe your product make sure they are easy to interpret. *9 out of 10 homes have... or 95% of people suffer from...* The higher the statistic the more people will pay attention. Don’t inflate your numbers; only use if they are really large. 2 out of 10 people won’t stand out

6. **Turn off phones**, radios and noise you can control to keep from being distracting to viewers.

7. Finally, **relax** – treat your time in front of the camera the same you would a customer who came into your booth. The camera just provides an opportunity to talk to many consumers at one time.