

Oklahoma Consumer & Trade Marketing



Say hello to more 4,000 Oklahoma employees



ANNUAL PROGRAM REACH



PEOPLE IN-STATE, NATIONALLY & INTERNATIONALLY

Group Travel Insights from

100+

group travel meetings per year

Oklahoma Tourism Insights

30+

community visits each year



OTRD ACTIVELY WORKS WITH 50+ TOUR OPERATORS ANNUALLY IN INTERNATIONAL TARGET MARKETS

Oklahoma Consumer & Trade Marketing (OC&TM)

Across Oklahoma, the United States and the world at large, the Oklahoma Consumer & Trade Marketing team will reach over 3 million people in just one year, utilizing various marketing channels. And the best part? Wherever they go and whatever they do is in direct response to people who have said they want to learn more about Oklahoma's tourism and travel options. In some cases, you can choose to go with them and in others, you can simply send your materials and enjoy the results from the comfort of your business or office. Either way, you win!

OKLAHOMA EXHIBITIONS

15 national events per year

Travel show participation is available each year on a first-come, first-served basis. Opportunities include: Brochure Co-op, Table Co-op, Sponsorship or Individual Exhibitor. Opportunities vary by show. Limited availability. Fees vary by show.

CONSUMER SHOW VIDEO OPTION

Oklahoma Tourism and Recreation Department will run a continuous loop of Oklahoma ads for an opportunity to receive extra exposure. A 1-minute HD video will be played on a loop with other sponsors' videos in the Oklahoma booth/pavilion. The video spots provided by the partner will be combined by the Tourism Department to create a composite of "Come See for Yourself" opportunities.

AMERICAN BUS ASSOCIATION PARTICIPATION

Partnership includes: Opportunity for sponsor to work at the Oklahoma booth (only applies if you are a registered delegate), permission to give away 200 small promotional items at the booth, a :30 video spot played on a loop with other sponsor videos, inclusion on the official state profile sheet and prospect list. Partner Commitment: \$1,000 DMO and \$500 non-DMO.

2019 TRAVEL PROFESSIONAL RESOURCE GUIDE DIRECT MAIL

Participation offers many benefits to partners interested in developing and promoting to the group market. Partner participation includes: Digital profile sheet, OTRD coordinating printing, collating, binding and mailing to a database of approximately 650 group travel trade professionals and an inclusion of select itineraries. Annual participation cost: \$1,350.

OKLAHOMA CORPORATE ROAD SHOWS

6 statewide events per year (average)

A mini-travel show to encourage in-state travel. Held at corporate offices of major employers around the state with a minimum of 500 employees. Opportunities include: Brochure and/or Coupon Distribution, Individual Exhibitor, Video Ad or Event Sponsorship. Limited availability. Participation fees: \$175 for Individual Exhibitor; \$75 for Brochure Co-op; \$50 for :30 Video Ad. Sponsorship fees available upon request.

GROUP TRAVEL TRADE PROGRAM (JULY-JUNE)

Reach active group travel planners through annual OC&TM efforts. Program benefits include: Prospect list and meeting notes from approximately 100-150 appointments each year, inclusion in OTRD ad in Group Travel Leader and Select Traveler magazines, inclusion on OTRD state profile sheet distributed at each approved travel trade show. Annual participation fee: \$800.

OTRD PROMOTIONAL BAG SPONSORSHIP PROGRAM

Your logo on thousands of reusable non-woven totes! Annual quantity: 15,000+. Limited sponsorship space. Annual participation fee: \$525.

LEARN MORE

Additional information and sign-up forms available at TravelOK.com/Industry.

Questions? Please contact:

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