

# Oklahoma Consumer and Trade Marketing Program

The Oklahoma Consumer & Trade Marketing team works internationally, nationally and within the state to promote Oklahoma tourism to more than 3 million people each year. Each event they attend has been carefully selected to target geographic areas and audiences that have high interest in Oklahoma tourism. There are a variety of opportunities to partner with the team by exhibiting at shows with them or sending materials.

## OKLAHOMA EXHIBITIONS

15 national events per year (average)

Travel show participation is available each year on a first-come, first-served basis. Opportunities vary by show but regularly include Brochure Co-op, Table Co-op, Sponsorship and Individual Exhibitor. Availability is limited.

Fee: *Varies by show*

## CONSUMER SHOW VIDEO OPTION

The Oklahoma booth/pavilion 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. The Oklahoma Tourism & Recreation Department will combine partner-provided videos to create a composite of Oklahoma travel opportunities.

## AMERICAN BUS ASSOCIATION (ABA) PARTICIPATION

This partnership includes the opportunity for a sponsor to work at the Oklahoma booth at the ABA Marketplace, give away 200 small promotional items at the booth, play a 30-second video spot on a loop with other sponsor videos, and be included on the official state profile sheet and prospect list. Please note that only registered delegates can work the booth.

Partner Commitment: *\$1,000 DMO and \$500 non-DMO*

## OKLAHOMA CORPORATE ROAD SHOWS

6 statewide events per year (average)

Join the team at these mini-travel shows held to encourage in-state travel. Road shows take place around the year at corporate offices of major Oklahoma employers with at least 500 employees. Opportunities include Brochure and/or Coupon Distribution, Individual Exhibitor, Video Ad and Event Sponsorship. Availability is limited.

Participation fees: *\$175 for Individual Exhibitor; \$75 for Brochure Co-op; \$50 for 30-Second Video Ad.*

**3 MILLION+**  
Travelers reached annually

## GROUP TRAVEL TRADE PROGRAM (JULY-JUNE)

Reach active group travel planners through the team's group travel trade show attendance. Program benefits include prospect lists and meeting notes from approximately 100-150 appointments each year, inclusion in OTRD ad in Group Travel Leader and/or Select Traveler magazines and inclusion on official state profile sheet distributed at each approved travel trade show.

Annual participation fee: *\$800*

## OTRD PROMOTIONAL BAG SPONSORSHIP PROGRAM

Get your logo on thousands of reusable, non-woven totes that are distributed at travel shows, road shows and other Oklahoma Tourism & Recreation Department events. Annual quantity: 15,000+. Availability is limited.

Annual participation fee: *\$525.*

## LEARN MORE

Visit [TravelOK.com/Industry](http://TravelOK.com/Industry) for additional information and sign-up forms.

### Questions? Please contact:

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