



November 8 - November 9, 2017  
WinStar Convention Center  
777 Casino Ave, Thackerville, OK 73459

Oklahoma Turfgrass Research Foundation



Oklahoma Water Resources Center



Oklahoma Nursery and Landscape Association



## Exhibitor Packet

### Schedule of Events

#### Tuesday, November 7

- 7:00 am Guided Striper Tour @ Lake Texoma
- 8:00 - 12:00 decorator set up in Main Ballroom and Atrium, WinStar Convention Center
- 9:00 am Scramble Golf Tournament @ WinStar Golf Club
- 1:00 - 8:00 exhibitor set up in Main Ballroom and Atrium, WinStar Convention Center
- 3:30 pm Tour and Dinner at Noble Research Institute in Ardmore, OK

#### Wednesday, November 8

- 8:00 am registration opens
- 9:00 am Welcome / Keynote Address in Junior Ballrooms A-D
- 10:00 am Trade Show opens in Main Ballroom and Atrium
- 10:15 am education sessions begin in Junior Ballrooms A and B/C/D
- 3:00 pm Green Industry Celebration (happy hour, awards and live auction)
- 7:00 pm evening education sessions begin in Junior Ballrooms B/C/D

#### Thursday, November 9

- 8:00 am registration opens
- 9:00 am Trade Show opens in Main Ballroom and Atrium  
education sessions begin in Junior Ballrooms A/B and C/D
- 3:45 pm Awards and Drawing (exhibitor awards, grand prize door prize drawing)
- 4:00 pm exhibitor tear down

water and coffee will be available in the atrium throughout all three days of the conference

**EXHIBITOR PERSONNEL & TOUR / ACTIVITIES REGISTRATION WILL OPEN ON SEPTEMBER 1ST**



November 8 - November 9, 2017  
 WinStar Convention Center  
 777 Casino Ave, Thackerville, OK 73459



## Sponsorship, Advertising and Donor Opportunities

Sponsorships	convention guide	signage	advertisements in newsletters sent Sept - Nov and membership guide
<b>Green Industry Celebration</b>			
silver (\$150)	name is listed	name listed on table cards	name in newsletter & guide
gold (\$250)	name & logo are listed	name & logo on table cards	logo in newsletter & guide
platinum (\$500)	logo is shown on cover	logo on table centerpieces	full ad, 1/2 pg directory ad
diamond (\$1000)	logo is shown on cover	logo on centerpieces & koozies	large ad, full pg directory ad
<b>Education</b>			
silver (\$150)	name is listed	name on podium in room	name in newsletter & guide
gold (\$250)	logo is listed	logo on podium in room	logo in newsletter & guide
<b>Hospitality</b>			
silver (\$150)	name is listed	name on signs by all food/drinks	name in newsletter & guide
gold (\$250)	logo is listed	logo on signs by all food/drinks	logo in newsletter & guide
<b>Ice Sponsor (\$300)</b>			
sponsor the purchase of the ice used for tree & plant material watering	logo is shown on cover	logo on ice containers	full ad, 1/2 pg directory ad
<b>Bag Sponsor (\$500)</b>			
sponsor the purchase of fabric bags give to all attendees	logo is shown on cover	logo printed on fabric bags	large ad, full pg directory ad
<b>Lanyard Sponsor (\$750)</b>			
sponsor the purchase of name badge lanyards give to all participants	logo is shown on cover	logo printed on lanyards	large ad, full pg directory ad

Advertising			
<b>ONLA Membership Directory:</b> filled with information about our organization and a directory of all ONLA members			
full page ad (3.25" wide x 8" tall)	\$100.00	half page ad (3.25" wide x 4" tall)	\$ 60.00
<b>Oklahoma Grows Conference + Trade Show Guide:</b> details about the show, schedule, education and sponsor/donor listings			
quarter-page ad (3.75" wide x 4.5" tall)	\$ 75.00	business card-sized ad	\$ 50.00

**Donating**

Donate **door prizes** to entice our attendees! If they can win, they will stay!

Donate **auction items** that will bring top bids to support ONLA scholarships given to Oklahoma horticulture students.

Donate your unsold **plant material and supplies** to the 4-H and FFA students who assist with exhibitor set-up and tear-down.

Contact Becky Sellers at [info@oknla.org](mailto:info@oknla.org) or 405-945-6737 to take advantage of these opportunities!



November 8 - November 9, 2017  
WinStar Convention Center  
777 Casino Ave, Thackerville, OK 73459



## Exhibitor Policies and Procedures

### Exhibitor Information Reception

All exhibitors receive the **Exhibit Space Reservation Form** upon request of exhibit space. Deadline to submit exhibitor information via the exhibit space reservation form is **September 30, 2017**. Failure to submit by this date may result in incorrect or incomplete information printed in the convention guide, membership directory, exhibit space signage, advertising and other marketing materials.

The **exhibitor packet** will be distributed to all exhibitors on July 10, 2017 via email using email addresses provided on the exhibitor space reservation form that was completed at the time that the exhibit space was reserved.

**Exhibit personnel** are limited to those who are employed by the exhibiting company. There is no limit to the number of exhibit personnel allowed to register. However, it is expected that each exhibiting company will register a reasonable number of exhibit personnel based on the size of the exhibit space and their responsibilities throughout the event.

**Sponsorships, advertising and other opportunities** are on a first-come, first-served basis.

### Exhibit Space Specifications

Exhibit spaces are a standard 10' x 10' block. Each space is defined by an 8' tall curtain along the back of the space and 3' tall curtains on either side of the space. No curtains may be relocated or removed unless they are in the middle of an exhibitor's multiple-exhibit-space area or on an aisle of an end-cap (corner) exhibit space. Ceiling height is 27', not taking into consideration any chandeliers or other fixtures. No materials may extend into the aisle or into neighboring exhibit spaces.

Materials may extend above your exhibit space, provided they do not interfere with lighting fixtures or other structural aspects of the trade show venue or encroach into the area above the neighboring exhibit spaces.

### Exhibit Space Furnishings + complimentary electrical and WiFi service

Each 10' x 10' exhibit space shall include, at no additional charge, a covered six-foot table, two chairs, wastebasket and a sign bearing the name and location of the company. Ice will be available for plant material & tree watering.

Also included is one basic 10 amp service outlet, up to 1200 watts and in-house WiFi. Additional power/ amperage over 10 amps and/or dedicated WiFi service is available through **WinStar Group Sales**.



November 8 - November 9, 2017  
 WinStar Convention Center  
 777 Casino Ave, Thackerville, OK 73459

Oklahoma Turfgrass Research Foundation



Oklahoma Water Resources Center



Oklahoma Nursery and Landscape Association



## Exhibitor Policies and Procedures, page 2

### Trade Show Hours

Move In	Tuesday, November 7	1:00 pm - 8:00 pm
Trade Show Hours	Wednesday, November 8	10:00 am - 5:00 pm
Trade Show Hours	Thursday, November 9	9:00 am - 4:00 pm
Move Out	Thursday, November 9	4:00 pm - 6:00 pm

### Exhibit Space Requirements

Exhibitors are required to wear exhibitor badges while on the trade show floor and in conference areas. All noise and activities are expected to be managed and controlled in a way that does not interfere with other exhibitors. Demonstrations are to be kept inside the exhibit space. Aisles shall not be blocked at any time during trade show hours.

### Exhibitor Move-In and Move-Out

Exhibitor move-in begins at 1:00 p.m. on Tuesday, November 7. The WinStar Convention Center is located on the east side of the WinStar World Casino complex. Parking is available in the surface lot adjacent to the Convention Center (north of the hotel) for no additional charge. Entrance to the Main Ballroom and Atrium areas may be accessed from the Casino and Hotel areas or the main exterior entrance. Exhibitors with hand-held materials, please utilize the surface lot and east main entrance doors. Exhibitors with trucks and trailers, please utilize the loading docks on the south side of the Convention Center. First to arrive is the first to unload. Please be courteous of other drivers by unloading safely and in a timely manner. Please do not leave vehicles unattended or in loading areas once you have completed unloading. Overhead doors will be accessible during move-in and move-out.

**Event 1** is the decorator and trade show equipment supplier for Oklahoma Grows.

Equipment for use during move-in and move-out is strictly controlled and overseen by Event 1. Please see the ONLA vendor packet at [www.event1inc.net](http://www.event1inc.net) for complete information.

Students from local 4-H and FFA chapters will be on hand assisting exhibitors with move-in. Please be thoughtful to the students and other exhibitors in the amount of time that their assistance is utilized.

Personal equipment used by exhibitors is limited to hand trucks, plant carts and similar equipment. No motorized equipment is allowed inside WinStar Convention Center.

The entire interior of WinStar Convention Center is carpeted. All trees, plant materials, etc. must have plastic placed beneath such material to protect the carpeting.



November 8 - November 9, 2017  
WinStar Convention Center  
777 Casino Ave, Thackerville, OK 73459

Oklahoma Turfgrass Research Foundation



Oklahoma Water Resources Center



Oklahoma Nursery and Landscape Association



## Exhibitor Policies and Procedures, page 3

### Exhibitor Move-In and Move-Out, continued

All exhibitors must have all of their materials moved into their exhibit spaces no later than 8:00 p.m. on Tuesday, November 7 without permission from Becky Sellers, Executive Director. Exhibitors may return to their exhibit spaces on Wednesday morning, November 8, beginning at 8:00 a.m. for final preparations.

Exhibitor move-out begins no earlier than 4:00 p.m. on Thursday, November 7. Move-out assistance from local 4-H and FFA students will again be available.

### Material Freight Handling/Drayage Services

Please ensure all packages and or freight being shipped to WinStar Convention Center shows the following information on the shipping label, or, in some other prominent location on the package, crate or pallet:

**WinStar Convention Center  
Back Loading Dock- Attn: Group Sales  
21585 Blackjack Road  
Thackerville, OK 73459  
580-276-8675**

**Oklahoma Grows November 7-9, 2017**

**HOLD FOR: COMPANY NAME, CLIENTS NAME, BOOTH #, & PHONE NUMBER**

All shipments can be delivered Friday, November 3, 2017. Due to a minimum amount of storage space, Convention Center will not accept deliveries prior to November 3. If shipments are received prior to November 3, additional charges and storage fees will be assessed. Exhibitors will be responsible for tear down of equipment and packaging. Exhibitors must have a pre-paid shipping label for return freight and will need to confirm pick up with a freight forwarder. Shipments left in Convention Center after Friday, November 10 may be disposed of by Convention Center labor.

### Security

WinStar Convention Center will be secured after the conclusion of the event each night. Exhibitors assume sole responsibility for the security of their materials and products at all times. Exhibitors are encouraged to insure, at their own expense, their property against loss or theft. They are further encouraged to personally secure any items that may be of added concern (laptop computers, tablets, small electronics, etc.) both during and outside of trade show hours.



November 8 - November 9, 2017  
 WinStar Convention Center  
 777 Casino Ave, Thackerville, OK 73459



## Exhibitor Policies and Procedures, page 4

### Solicitation

Solicitation throughout the venue during the course of the convention and trade show by persons other than exhibitors is prohibited. Persons in violation will be asked to leave the premises immediately. Please report all suspected violations to an ONLA Board Member.

### Food and Beverages

All food and beverages served on the premises must be provided by ONLA as a hospitality service during the convention and trade show or sold through Cox Convention Center Concessions. ONLA is under contract regarding the catering and sales of food and beverage during the event.

Exhibitors who wish to serve food and beverages from their exhibit space must contact the ONLA Office to make arrangements for service with these vendors.

### Additional

WinStar Group Sales offers additional services. Please contact them at 580-276-8675.

20 amp service outlet, up to 2400 watts	\$50.00 each
additional service outlet, 10 amp	\$35.00 each
additional service outlet, 20 amp	\$55.00 each
surge strip, 5 outlets	\$25.00 each
dedicated wifi	\$50.00 per day
banner bug	\$85.00 each
banner	\$55.00 each
poster & sign holder	\$35.00 each
Chauvet battery powered LED up-lighting	\$35.00 each
laptop	\$30.00 each
black lounge furniture, chair	\$35.00 each
black lounge furniture, couch	\$75.00 each

*\* for banner bugs, banners and posters, graphics will need to be received a minimum 30 days prior to the event in JPEG format. Furniture dimensions vary based on style, please contact Group Sales with questions and for availability of items.*

Event 1 also offers similar services. Please see details at [www.event1inc.net](http://www.event1inc.net).



## Resort Map

