

# TULSA APARTMENT ASSOCIATION

# TRADE SHOW



## Game NIGHT



THURSDAY, APRIL 11 | 4 to 7PM | EXCHANGE CENTER @ EXPO SQUARE

## SCHEDULE

<b>8:00am</b>	Move-In Begins	<b>4:00pm</b>	<b>Trade Show Floor Opens</b>
<b>10:00am</b>	Deadline for Vehicles to be Setup in Booths	<b>5:30pm</b>	\$250 Cash Prize Giveaway (x2)
<b>1:30pm</b>	<b>Deadline to have Booth Setup Complete</b>	<b>6:45pm</b>	\$250 Cash Prize Giveaway (x2)
<b>2:00pm</b>	Fair Housing Education Session Begins	<b>7:00pm</b>	<b>Trade Show Floor Closes</b>
<b>4:00pm</b>	Education Session Ends	<b>7:15pm</b>	Tear-Down Begins

## GENERAL INFORMATION

### Location:

The TAA Trade Show will be held at the Exchange Center at Expo Square (4145 East 21st Street, Tulsa, OK)

### Booth Size:

Booth size is 10ft x 10ft with 8ft pipe & black drape at the back and 3ft pipe & black drape on the sides. *Host sponsor booths are customized and will vary.*

### Included with Booth:

The booth space includes one table (you choose 6ft or 8ft) with a black tablecloth and two chairs, unless you stated that you didn't need these items when you completed the booth setup information form. Electricity is available for your booth upon request. There is no additional charge for electricity, but we need to know in advance on your booth setup information form if you will need access to electricity. You must bring your own extension cords and power strips. Any cords that could pose as a trip hazard will need to be covered or taped down. *Complete the Booth Setup Info Form by April 5<sup>th</sup> to ensure you have everything you need. ([www.taaonline.org/boothsetup](http://www.taaonline.org/boothsetup))*

### Set-up & Tear-down:

Set-up and tear-down will take place on April 11<sup>th</sup> only. Booths need to be set-up by 1:30pm. The Education Session prior to the Trade Show will be in the same space as the booths, so booth setup will not be allowed during the time of our Education Session (1:30-4:00) to prevent disruptions. Exhibitors should plan to be at their booth by 3:30pm to be ready for the Trade Show floor to open at 4pm. Everything must be torn-down and cleared out that evening.

There is street-level access on the West side of the Exchange Center. If you have large items to unload, or a vehicle to display, you can drive in to unload. You must arrive before 10am if you need to drive a vehicle into the building. *If you are concerned about not having enough time to set-up your booth on April 11<sup>th</sup>, please contact Cherice at [cmorris@taaonline.org](mailto:cmorris@taaonline.org) or 918-747-6217 to discuss options for additional set-up time.*

### Shipments:

If you need to ship items for your trade show booth, please address your shipping label as follows: EXPO SQUARE-CHP, (CONTACT NAME & COMPANY NAME)-TAA TRADE SHOW, 4000 E. 15th Street, Tulsa, OK 74112. Packages will be declined if the shipping label is incomplete. Arrangements can be made for return shipments. Return shipments must have a shipping label with barcode on them and scheduled for pickup on April 12<sup>th</sup> or 15<sup>th</sup>.

### Vehicle Display:

If you are displaying a vehicle in your booth the vehicle must fit inside your booth space and you are required to have the battery cables disconnected, gas caps locked or taped and the vehicle cannot move during the event. Please notify us in advance if you plan to have a vehicle in your booth.

### Prohibited Items:

Propane, bottled gas or butane are not permitted inside the Exchange Center. No candles or any open flame will be permitted. Outside food & beverages are not permitted—see "Food & Beverage" section for more information.

## INTERNET ACCESS

A wireless connection will be available with a password. Password will be given to exhibitors on the day of the event. If you need a dedicated internet connection, you will need to bring your own hotspot device, or you can order a dedicated internet connection with Expo Square (the estimated cost is \$450). To order, email [cmorris@taaonline.org](mailto:cmorris@taaonline.org) by April 5<sup>th</sup> to get exact pricing and place your order for this specialized internet service.

## ATTENDANCE

We are anticipating 300-400 to attend our Trade Show this year. There is no charge for residential property management professionals (including non-members) to attend. Residential property management professionals are owners, property management company and apartment community staff. Supplier members must be exhibiting to attend. An attendee list will be emailed to all exhibitors after the trade show.

## EXHIBITOR PASSES

Please email [nkrouse@taaonline.org](mailto:nkrouse@taaonline.org) the names of the individuals who will be working your booth during the trade show by Friday, April 5<sup>th</sup>. We will have an exhibitor pass prepared for them the day of the trade show. Each booth comes with 4 exhibitor passes. If you plan to have more than 4 individuals working your booth you can register for additional exhibitor passes (\$50 each) at [www.taaonline.org/events/tradeshows24](http://www.taaonline.org/events/tradeshows24).

## FOOD & BEVERAGE

The Exchange Center (Expo Square) does not allow outside food and beverages, however they have agreed to allow small items like candy or specialized items like non-chilled bottled water labeled with your company logo.

If you would like to serve food and/or beverages at your booth, please contact Katie Hood with SERVEGROUP at [khoo@servegroup.com](mailto:khoo@servegroup.com) or 918-748-0111 x2062 by Thursday, April 4<sup>th</sup>.

Complimentary appetizers and water stations will be setup on the trade show floor.

Bars will be setup on the trade show floor, and they will accept cash, credit card or drink tickets.

You will receive information via email about purchasing drink tickets once we have that available. You will be able to purchase drink tickets during setup on the day of the Trade Show. We will invoice you for drink tickets purchased.

## EXHIBITOR PRIZE GIVEAWAYS

All exhibitors are welcome (and encouraged) to give away prizes! Please email [cmorris@taaonline.org](mailto:cmorris@taaonline.org) to let us know what you plan to give away at your booth so we can use in marketing for the Trade Show. Host Sponsors can have one prize giveaway announced live on the TAA Facebook page during the Trade Show, and any additional prize giveaways can be posted on social media. Gold Sponsors can have one prize giveaway posted on social media during the Trade Show, and any additional prize giveaways will be posted later. Silver & Bronze Sponsors can have their prize giveaways posted on TAA social media platforms, but will be responsible for taking pictures of the winners and sending the picture along with the winner's name and prize details to [cmorris@taaonline.org](mailto:cmorris@taaonline.org). Exhibitors that are not sponsors of the Trade Show are responsible for setting up how to give away their prizes and contacting the winner.

## BEST BOOTH CONTEST

We encourage you to incorporate our board game theme into your booth setup & décor. Booths will be judged by a group of unbiased people and will be based on your adherence to the theme, overall appearance of the booth & the staff working the booth. Prizes will be awarded to the top three booths. Prize options will be a free Trade booth at our next trade show, the opportunity to do a presentation at a TAA Board meeting, or the opportunity to have a video shared on TAA social media platforms. 1<sup>st</sup> place gets first choice of the prizes, and 2<sup>nd</sup> place chooses next.

## GAME CARDS & CASH PRIZE GIVEAWAYS

Four lucky TAA Trade Show attendees will win a \$250 cash prize. There will be a cash give away at 5:30pm and 6:45pm. In order to be eligible to win the \$250 cash prize, attendees must have pre-registered for the Trade Show, be a member of TAA, visit participating booths and receive a stamp on their game card, and be present to win. Only attendees who are members and pre-registered will have a game card to be stamped. At the two giveaway times we will draw two names and text them to let them know they won and to come claim their prize.

**Questions?** Please contact Cherice Morris at 918-747-6217 or [cmorris@taaonline.org](mailto:cmorris@taaonline.org).