



ORAEXPO.COM

2024 ORA EXPO

OKLAHOMA CITY CONVENTION CENTER

AUGUST 28-29, 2024

PRESENTED BY



OKLAHOMA TRAVEL
INDUSTRY ASSOCIATION



OKLAHOMA
RESTAURANT
ASSOCIATION



OKLAHOMA HOTEL
& LODGING ASSOCIATION

WHY THE ORA EXPO?

For an incredible 84 years, the Oklahoma Restaurant Association has been the leader of Oklahoma’s vibrant culinary, hospitality, and tourism industry. Now nestled in the heart of downtown Oklahoma City, the ORA Expo’s legacy is a testament to uniting industry professionals with the crème de la crème suppliers.

Immerse yourself in the dynamic energy of downtown Oklahoma City at the ORA Expo—an unrivaled showcase of innovation and connection. This isn’t just an expo; it’s a journey into the beating heart of the industry where attendees enter a bustling hub of opportunities. Step into the excitement where trade expos transform into extraordinary sales spectacles. The ORA Expo is not just a platform; it’s your ticket to engaging with decision-makers face-to-face and sealing deals on the spot. Imagine the power of your sales team encountering more potential buyers in two days than they could reach through months of phone calls or personal visits.

And here’s the real magic: Your products and services take center stage, allowing customers to do more than just see—they touch, taste, feel, and experience the essence of what you have to offer. It’s not just an exposition; it’s an immersion, creating a competitive advantage that lingers long after the event lights dim. Join us in downtown Oklahoma City, where the pulse of the industry beats strongest, and innovation takes center stage.

2,000+
ATTENDEES

HOURS OF
COMPETITION
ENTERTAINMENT

MULTIPLE
SPEAKER
PRESENTATIONS

150
EXHIBITORS

HOURS & LOCATION

August 28 • 9AM - 5PM

August 29 • 10AM - 3PM

Oklahoma City Convention Center

100 Mick Cornett Drive, Okla. City, OK 73109

YOUR AUDIENCE

The ORA Expo offers a unique opportunity to connect with an extensive target audience of over 2,000 hospitality professionals, making it one of the largest private-industry trade expos in the state. This event fosters a conducive atmosphere that encourages relationship-building through networking and various promotional avenues. What sets this expo apart is its exclusive focus on the private industry, ensuring that your audience consists primarily of decision-makers with significant purchasing authority. Targeted attendees are invited from only the following hospitality groups:

- Oklahoma Restaurant Association members
- Oklahoma Hotel and Lodging Association members
- Oklahoma Travel Industry Association members
- Non-member Food Service and Hotel Operators licensed by the Oklahoma State Department of Health
- Mixed Beverage License Holders
- Oklahoma Dietary
- Culinary Arts Professionals
- Nursing Home Administrators
- Hospital Food Service Administrators
- Club Owners Association members
- University Food Service Operators
- Convenience Store Operators
- Bowling Proprietors

Check out oraexpo.com to view this year’s schedule.



OKLAHOMA
RESTAURANT
ASSOCIATION



OKLAHOMA HOSPITALITY LEADERS DINNER

August 28 • 6:00-8:30 pm
OKC Convention Center

New in 2024:

Join with leaders in Oklahoma’s third-largest industry as we gather to network and celebrate hospitality!

The leadership of the Oklahoma Restaurant Association, the Oklahoma Hotel & Lodging Association, and the Oklahoma Travel Industry Association along with fellow hospitality members will be among those in attendance.

Exhibitors receive complimentary registration to experience the evening! **Pre-registration is required**

Exhibitor seats are allocated as follows:

1 comp seat for a 1-2 booth exhibitor	3 comp seats for a 5-6 booth exhibitor
2 comp seats for a 3-4 booth exhibitor	4 comp seats for a 7-8 booth exhibitor
5 comp seats for a 9-10 booth exhibitor	

All additional seats @ published registration rates



RESERVE YOUR BOOTH TODAY!

	Member:	Non-Member:
Standard (10' x 10') Inline	\$1,444	\$1,612
Standard (10' x 10') Corner	\$1,612	\$1,785

CUSTOM-SIZED BOOTHS AVAILABLE

To reserve your space, go to oraexpo.com, or contact please contact BreAnna Cosme, Manager, Expo Sales/Relations & Events at breanna@okrestaurants.com or (405) 942-8181 or (800) 375-8181

Your booth fee includes:

- One complimentary seat at the Oklahoma Hospitality Industry Dinner on August 28 at 6:00 pm at the OKC Convention Center (pre-registration required)
 - 10'w X 8'h Exhibit space, pipe and drape.
 - Drape & Pipe: (5 Panels per Section), 10' w section of 3' h side
 - 1—6' Spandex Clothed Table, 2—Folding Chairs, 1—Small Waste Basket,
 - 1—Custom Two-Line Black & White Business Identification Sign
- (This package is not available to booths that are 20'x20' or larger in size)

CHOOSE AN EXPANDED MARKETING OPPORTUNITY

• Featured Headline Partner \$2,000

Includes:

- Your logo featured on an EXPO aisle sign (front or back at Expo's discretion). Your business will be an exclusive feature in one ORA linked social media post leading up to the ORA Expo.
- Your logo will be featured in the onsite Headliner Partner digital marketing display.
- Your partnership will be promoted through our digital marketing efforts in ORA A' la Carte e-News, on oraexpo.com and in pre-event and post-event marketing through our ORA Restaurateur magazine.

• ORA Culinary Cook-off and ORA Cocktail Shakedown Competition Partner

A host of great partnership opportunities are available.

• 2' x 2' Vinyl Floor Graphic: \$160 each

Expertly printed floor graphics can enhance your sales as much as all of the other components of a carefully curated Expo environment. Let ORA help create a unique space - on the floor - for you to market to Expo attendees. Floor graphics will be placed on the aisle of your booth. You'll need a high-resolution graphic in JPG, PNG, AI, EPS or PDF format. All graphics are due to ORA no later than July 30th. Floor graphics must be full color/200 dpi.

In accordance with your Expo agreement, only vinyl floor graphics/decals purchased through the ORA will be approved for use.

Contact Patti Colley about the full option of ORA Expo partnership opportunities at 405.942.8181 or patti@okrestaurants.com for information.

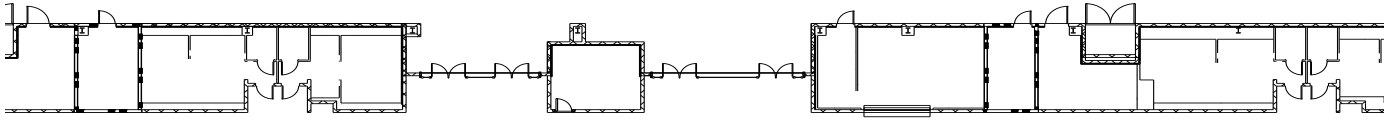


Your Logo Here →

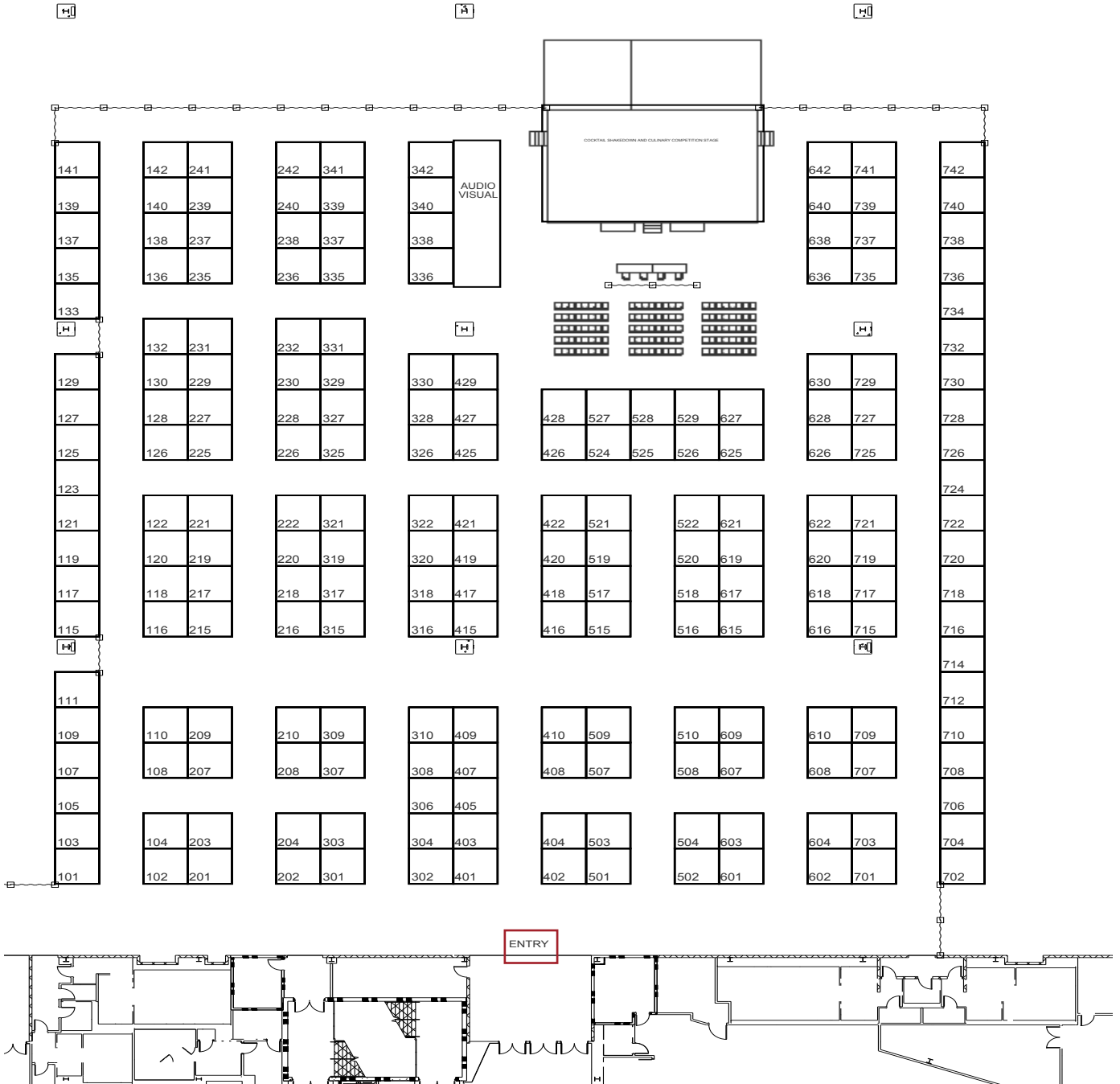
2024 ORA Expo

Wednesday, Aug. 28 - Thursday, Aug 29, 2024

Oklahoma City Convention Center, Oklahoma



LOADING DOCKS





2024 Exhibitor Contract

ORA Expo

August 28-29, 2024

Oklahoma City Convention Center

CONTRACT FOR EXHIBIT SPACE

We, the undersigned, contract for (____)10x10 booth(s) number(s)_____. It is understood that booth assignments will be made in the order of receipt of the signed contract and that selection is determined on a basis of first come, first served, of the booths available, but that insofar as possible first choice will be granted. We agree to abide by the regulations affecting the 2024 ORA Expo.

THE EXHIBIT SPACE

Each exhibit space is 10' x 10' enclosed on three sides with the back 8' high and sides 3' high. All booths are fully draped and hung on metal frame; a 7" x 44" sign is furnished (limited to 30 letters). Electrical needs, plumbing needs and furnishings cost extra and are not furnished as a part of contracted booth fee. Exhibitors requiring water, electricity or drain outlets will have to pay rental to the appropriate party, as well as for the labor necessary for installation and removal. Drains can only be installed as indicated on the floor plan.

PAYMENT

A 50% non-refundable deposit is **required** on all booth reservations by **March 15, 2024**. Remainder of the booth rental must be received by the Oklahoma Restaurant Association no later than May 15, 2024, or contracted booths will be subject to resale. No refunds will be made after May 31, 2024. Any exhibitor who fails to make full payment for said booth on or before May 15, 2024 shall forfeit his or her rights to same and will be held responsible for the full amount of the contract. Any exhibiting company that fails to notify ORA Show Management of cancellations (resulting in an empty booth on exhibit floor) will be liable for full amount of booth rental. Exhibitor will continue to be liable for the full amount of booth fees for cancellations after May 15, 2024.

For rental of said space, we, the undersigned, agree to pay the sum of \$_____, in a satisfactory manner as outlined above, to the Oklahoma Restaurant Association, 3800 N. Portland, Oklahoma City, OK 73112.

Billing Information (if different)

Contact: _____

Address _____

City, State, Zip _____

Phone _____

E-Mail _____

Product or Service to be Exhibited (For display in the Show Guide):

BUSINESS INFORMATION:

Company _____

Representative _____

Address _____

City, State, Zip _____

Phone _____

Toll-Free _____

FAX _____

Mobile _____

E-Mail _____

Website _____

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE ORA EXPO AS PRINTED HEREIN AND WHICH ARE PART OF THIS AGREEMENT.

Authorized Signature _____

Please Print Name _____ Date _____

Discount & Payment Options:

	ORA Member approx 10% discount	Non-Member
<input type="checkbox"/> Single booth rate (inline)	\$1,444.00	\$1,612.00
(corner)	\$1,612.00	\$1,785.00
<input type="checkbox"/> 5% Early Pay Discount (inline)	\$1,371.80	\$1,531.40
(by Feb. 28, 2024) (corner)	\$1,531.40	\$1,695.75
<input type="checkbox"/> Multi-Booth Discount (6 or more) + 5% off		+ 5% off

50% Deposit Due - March 15, 2024

Balance Due - May 15, 2024

Credit Card: Check VISA MasterCard

Discover AMEX

CC# _____ Exp. _____

Signature _____ Sec Code _____

ADDITIONAL MARKETING OPTIONS:

Featured Headline Partner - \$2,000 or \$2,250 w/dinner

Logo'd Floor Vinyl - \$160 each # _____ vinyls

For more opportunities, refer to the ORA Expo Partner Forms

All Selected Marketing Options will be added to your Exhibitor Contract & Invoice or if applicable, your annual Partnership billing.

ORA EXPO CONTRACT • ADDITIONAL TERMS

REGULATIONS

We agree to abide by the regulations affecting the 2024 ORA EXPO.

1. Exhibit space shall not be sublet or offered for use by any exhibitor without the approval of the convention management of the Oklahoma Restaurant Association.
2. Exhibit shall not block or interfere with the direct visibility of an adjoining exhibit. Displays must not extend higher than 8' in the back, 42" at the sides beginning 5' from the front. Additionally, exhibits adjoining digital display/video columns cannot extend higher than 10' above the floor in order not to impeded the Expo Hall's digital display(s).
3. Exhibit shall not contain any material of a lewd, immoral or offensive nature.
4. No exhibit is permitted which does not have at least one person in attendance at all times. Solicitation or distribution of literature is not allowed except in the exhibitor's leased area.
5. Exhibitor shall not be permitted to interfere with the orderly procedure of another exhibitor.
6. Exhibit shall not be dismantled until the closing time of the final day of the exposition without permission from show management.
7. Exhibitor shall not be permitted to erect an exhibit without having made full remittance of space rental.
8. Any grievance during the exposition shall be directed first to the show management.
9. Exhibit booth personnel shall wear an identifying badge at all times on the exhibit floor.
10. Exhibitors shall not encourage the attendance of those persons whose primary interest and vocations are not directly related to the foodservice, hotel, travel, or tourism industries or non-exhibiting purveyors.
11. Exhibitors shall exercise maximum care in the prevention of fire and to avoid the loss of valuable properties, which are a part of the exhibit. Exhibitors must conform to state and city fire prevention codes.
12. Exhibitors are prohibited from operating a hospitality headquarters or cocktail party during scheduled association evening functions.
13. This contract is subject to all conditions under which the Oklahoma City Convention Center is made available to the Oklahoma Restaurant Association, and the right is reserved to cancel the exhibit space assignment of any exhibitor. All points not covered herein are subject to settlement by the Oklahoma Restaurant Association; and the Association reserves the right to make such changes, amendments, and additions to the rules or floor plan as shall be necessary.
14. Exhibits are to be left in place through the closing hour of the final day of the show on Aug. 29, 2024. All exhibit material must be removed from the exhibit hall after the close of the show through 7:00 p.m. Thursday, Aug 29, 2024. Show Management is hereby authorized to remove, at Exhibitor's expense and without liability for loss or damage, any material occupying exhibit space after this time.

15. It is expressly understood that being an exhibitor at the ORA EXPO does not guarantee product/service exclusivity or endorsement on behalf of the sponsoring or managing entities.
16. Any exhibitor of any beer, wine, liquor, or any other alcoholic beverages must observe all rules, regulations and policies of Show Management and any representative or other management agency which may be designated by said facility management to have jurisdiction, priority or permission to control the sale, dispensation, and/or exhibition of said beverages. Exhibitor assumes all responsibility for obtaining knowledge of all rules, regulations and policies and failure to observe said rules may result in expulsion from the show and forfeiture of any and all booth payments.
17. ORA EXPO Management makes no representations or warranties, express or implied, regarding the number of persons who will attend the event or regarding any other matters.
18. ORA EXPO Management reserves the right to re-name or relocate the Event or change the dates on which it is held.
19. In accordance with Expo guidelines, only vinyl floor mats purchased through the ORA will be placed on the Expo floor.
20. By exhibiting at the Event, Exhibitor grants to ORA a fully-paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of the Exhibitor in any directory (print, electronic, or other media) listing the exhibiting companies at the Event and to use such names in ORA promotional materials. ORA shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. ORA may take photographs of Exhibitor's booth space, exhibit and personnel during, before, or after the open hours of the Event and use such photographs for any purpose.
21. Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

