2026 Exhibitor Handbook

Tulsa HOME SHOWS

SPRING HOME & OUTDOOR LIVING expo

This document and the attached booth rules are binding parts of the Exhibitor Agreement.

SPRING HOME & OUTDOOR LIVING EXPO IS PROUDLY MANAGED BY TULSA HOME SHOWS.
EACH EXHIBITOR IS RESPONSIBLE FOR READING AND UNDERSTANDING THIS HANDBOOK.
THE INFORMATION IN THIS HANDBOOK MAY CHANGE BEFORE SHOW TIME.
CHECK YOUR EMAIL OR TULSAHOMESHOWS.COM FOR ANY POSSIBLE UPDATE NOTICES.

QUICK REFERENCE ITEMS:

Show Location

SageNet Center at Expo Square
4145 E. 21st St.
Tulsa, OK 74114

Show Dates & Hours

Friday, April 17th	10am to 6pm
Saturday, April 18th	10am to 6pm
Sunday, April 19th	10am to 4pm

Move-In Dates & Hours

All Exhibitors must check in at the show office before moving in. ***See the following for your move-in day.***

Tuesday, April 14th **2pm to 8pm** **SHOW OFFICE OPENS AT NOON**
- Restricted to *LARGE Exhibitors (400SF or more), vehicle/trailer displays, forklift needs, or extended construction.*
- *Pipe & drape may not be ready until 5pm.*

Wednesday, April 15th **9am to 8pm** **DRIVING ON SHOW FLOOR ALLOWED**
SMALL Exhibitors (less than 400SF) *Pipe & Drape is not guaranteed to be in place until 2pm.*
Any remaining Exhibitor that wishes to drive materials to their booth to unload.

Thursday, April 16th **9am to 8pm** **NO DRIVING ON SHOW FLOOR AFTER 12PM**
All remaining Exhibitors.

Friday, April 17th **8am to 9am** **$100 LATE FEE for Friday initial check-ins, unless pre-approved for emergencies.**

Move-Out Dates & Hours

Sunday, April 19th **4pm to 8pm** **AND** **Monday, April 20th** **8am to 12pm**

Building Access

Overhead doors on the west and south sides. See Map on page 5.

Show Decorator

Furnishings Rental, Forklift Services, Ceiling Signage, Offsite Drayage

Schedule and prepay by noon Tuesday, April 14th. Early discount by noon Friday, April 3rd. Download forms from TulsaHomeShows.com.

Midwest Decorating
918-584-0988
orders@midwest-expo.com

Tulsa Home Shows Management Team

Frank Sawyer	918-605-5480	frank@tulsahomeshows.com	Show Director
Tomye Sawyer	918-640-4964	tomye@pritulsa.com	Show Manager
Jenni King	918-931-1842	jenni@tulsahomeshows.com	Show Coordinator

Wi-Fi

Free for exhibitors; password provided at check-in.

Vendor Parking

West of the SageNet Center, away from the building to prioritize attendee spaces. *See map on page 5.*

Safety & Convenience

All rules in this handbook aim to ensure the safety and convenience of exhibitors, staff, and attendees. Your full compliance is required for a smooth event.

Check-In Process

- Check in no later than noon on Thursday, April 16th, and before moving materials in.
- If you can't check in by noon Thursday, text your name, company name and your estimated arrival time to 918-605-5480.
- If you don't notify us, in advance, of your plan to check-in after noon on Thursday, we will try once to reach you by phone or text. If those attempts fail, you will be deemed a no-show and are subject to the $500 no-show fee.
- Cancelations after Wednesday, April 8th are considered no-shows and are subject to the $500 no-show fee.
- No-show exhibitors forfeit their space which management may reassign, repurpose or resell as needed to fill the show.
- Pay any balance in cash at the show office (no checks or cards).
- Receive exhibitor badges: 2 for 10x10 booths or smaller; 4 for larger. Extra badges: $5 each in cash.
- Complete any final signatures.

Move-In & Set-Up Guidelines

Be courteous: Keep docks, doors, and aisles clear for all exhibitors. No parking on ramps, docks, or in doorways.

Tuesday, April 14th, 2pm-8pm
Show office opens at noon. Drive-in allowed for pre-approved large setups only. Unload and remove transport vehicles promptly; remove non-display vehicles. Forklift available if pre-ordered.

Wednesday, April 15th, 9am–8pm
Drive-in allowed all day. Use pre-ordered forklift from 9am–5pm.

Thursday, April 16th, 9am–8pm
Drive-in until 12pm. After, park outside and transfer materials manually, or use pre-ordered forklift from 9am–5pm.

Friday, April 17th, 8am–9am
Minor setups only; no initial move-ins without pre-approval and late fee. No forklift service. Show opens at 10am.

Direct Shipments of Booth Materials May Be Sent To the Expo Square Warehouse:

<Your Company Name>	Accepted:
Spring Home & Outdoor Living Expo	Monday - Friday
4000 E. 15th Street	between 8:30am - 11:30am and
Tulsa, OK 74112	12:30pm - 4:00pm ONLY.

- Use show decorator for drayage. See their contact info on page 1.
- Questions? Call 918-744-1113 ext. 2151.

Move-Out & Tear-Down Guidelines

Exercise patience for safe, orderly exit.

- **No breakdown before 4pm Sunday, April 19th.** Wait for all-clear on PA. Doors open by 4:30pm.
- **If an Exhibitor takes down any part of its exhibit or initiates a move-out before 4pm Sunday, the Exhibitor will be barred from future THS events and must pay THS $500 in liquidated damages, as actual damages are difficult to determine.**
- Use time after closing to pack within your booth. Prioritize small exhibitors for exit to allow pipe & drape removal.
- Don't bring vehicles inside until completely pre-packed for transport. Forklift info on page 1.
- Remove all materials by 12pm Monday, April 20th, or they may be discarded and charged a fee. Use trash containers.

Booth Design Rules

Full guidelines downloadable from TulsaHomeShows.com; follows IAEE 2014 standards.

- Pipe & drape provided (black; 8ft back, 3ft sides). No side drape on corners unless requested.
- Provide your own professional signage.
- Bring your own tables/chairs/carpet or order from show decorator.
- Displays/walls: No blocking neighbors within 5ft of aisle (max 4ft high unless 10ft from adjacent booths). Back walls up to 10ft, but finish/paint any part over 8ft (no visible graphics/logos on back). Cover unfinished materials.
- In disputes, IAEE guidelines prevail for professional appearance regarding how a particular Exhibitor's booth should be arranged, these guidelines will be used to settle the dispute.

Overhead Sign Hanging

Order from show decorator; limited to space directly over your booth.

Electrical Service
- One 110V duplex outlet within 50ft (free). Bring 14-gauge extension cords/power strips.
- Power boxes may be in your booth—allow neighbor access. One per booth island.

Children & Other Animals
- No children or pets during set-up/tear-down (safety/liability).
- Service animals allowed (leashed/crated).
- Other animals: Pre-approved for exhibits/demos or inventory only.

Damages
- No nailing/taping to walls/floors/pillars. No adhesive stickers/markers as giveaways. Charges for removal/repairs.

Booth Assignment & Fulfillment
- Assigned by management, considering preferences but with right to reassign.
- No move-in until fully paid and checked in.

Helium-Filled Balloons
- Prohibited; removal fees apply.
- Non-inflated or air-filled balloons on sticks OK.

Smoking
- No smoking or vaping inside. Use designated outdoor areas away from the entrances.

Staffing and Conduct
- Staff booths during all show hours (unless pre-arranged).
- Dress and act professionally. Management may remove inappropriate individuals.

Vehicles
- Display vehicles: Disconnect batteries, lock/tape/empty gas caps. No movement during show. Start only after PA clearance post-show. .

Signage and Solicitation
- Confine to contracted space. No extensions into aisles/other booths.
- No outside solicitation except approved sponsorships.

Concessions
- No outside food/drinks. Purchase from on-site stand.

Exhibitor Lounge
- East of south entry. Quiet spot for breaks; bring concession food. Clean up after use.

Food and Drink Sampling
- Pay fees/complete paperwork. Max 2oz samples.
- Comply with Tulsa County health dept. rules. No on-site sales/consumption. No bathroom clean-up.

Noise Levels
- No excessive noise/distractions. Management decides; non-compliance may lead to removal (no refund).

Liability and Security
- Provide proof of insurance before move-in.
- Show/facility insurance doesn't cover exhibitors. Insure your property/liability.
- You're liable for damages to others/facility.

Taxes and Licenses
- Obtain required permits/licenses. Collect/pay all taxes/fees.

Expo RV Park
- $50/night with hook-ups. Reserve: 918-744-1113 x2154. See map on page 5.

Special Issues

- **Floor Tape:** Use approved tape only (available in office for a fee). Residue cleanup charged by Expo.
- **Health Protocols:** Follow current CDC/Tulsa County guidelines. Masks not required, but respect others.

Tips for a Successful Show - Best Practices

Visit https://www.tulsahomeshows.com/best-practices for a comprehensive review of over 35 year's worth of learnings by our show director, Frank. There are currently over a dozen different major topics posted. Below are some specific tips to help you generate the best return on your show investment. But, please read all of them and watch for more to come before your next event with Tulsa Home Shows or elsewhere:

- **Pre-Show Marketing:** Promote your participation on social media and website. Use complimentary e-tickets to invite potential customers to your booth—email beginning 4 weeks in advance to drive traffic to your booth.

- **Booth Presentation:** Highlight new/trending products with special lighting or plants for visual appeal. Ensure staff wear unified company attire (e.g., shirts/hats) for a professional look. Avoid eating, reading, or using phones in the booth— focus on engaging visitors and not being distracted by co-workers or technology.

- **Space Management:** Make sure your booth space is large enough to encourage visitors to enter and stay for awhile. Once they step into your booth (hopefully on flooring softer than the concrete aisle), they are at least 10 times more likely to make a higher quality and lasting engagement. This will encourage higher conversion levels.

- **Lead Collection Strategies:** Use contests or giveaways (free of obligation, with clear terms) to gather attendee info. Limit literature to reasonable quantities; use digital tools for efficient follow-up post-show.

- **Staff Training:** Train team on attendee engagement—greet warmly, ask open-ended questions, and demonstrate products. Schedule enough staff to cover breaks without leaving the booth unattended.

- **Post-Show Follow-Up:** Contact leads within 48 hours via email or call to nurture relationships and convert to sales. Track ROI by noting booth traffic and conversions.

- **Sustainability Practices:** Use eco-friendly materials for displays and reduce waste— e.g., reusable signage and minimal packaging to align with modern attendee expectations. This saves on your show expenses too!

- **Who's Your Prospect?:** When you are initiating an engagement and again later after the engagement has begun, remember that the person you are talking to may not have a current or foreseeable need for your product or service. But, they may know of dozens of friends, family, neighbors, co-workers, etc. that do have a need. So, always remember to ask, "who do you know that I can help?"

SageNet Center Move-In & Parking Map