

BENNETT EVENT CENTER CIRCULAR LED DISPLAYS SALES SHEET

Thank you for renting the Bennett Event Center at State Fair Park. The Bennett Event Center is equipped with eight (8) round LED screens and two (2) oval LED screens in the Expo Hall. The Bennett Event Center Lobby contains two (2) additional round LED screens. **Regardless of whether or not you choose to take advantage of this marketing opportunity, all of the LED screens will be running for the duration of your event.**

1. There are two (2) ways to purchase the circular LED screens during your event. They are as follows:

a. 'Per-Slot' Option: \$50 per slot across all ten (10) Expo Hall LED screens per day. The default slot duration is 30 seconds for a still image; motion graphic run time may vary between 15 and 60 seconds.

OR

b. 'Broadcast' Option: \$2,500 for all ten (10) Expo Hall LED screens per day. **Please Note:** this option is primarily for live-streaming content throughout the hall.

2. Either of the above options allows for these units to be resold to your clients and/or vendors. In reselling your inventory, you must adhere to all Rules & Regulations as outlined in the State Fair Park handbook. **This includes not reselling to any competing sponsors of State Fair Park.**
3. The remaining slots will be used by State Fair Park, at our discretion, for marketing opportunities for upcoming and/or current State Fair Park events, the annual Oklahoma State Fair and/or our sponsors.
4. All materials and communications need to be routed through the event promoter. There should be no direct contact between State Fair Park and the developer of the content unless specifically agreed upon in writing by both State Fair Park and the event promoter.
5. Please refer to the "Bennett Event Center Circular LED Displays Spec Sheet" for how the content needs to be provided to us. **Please Note:** these screens do not have audio capabilities.
6. All content must be received by State Fair Park, in a usable format, no later than two (2) business days prior to the start of the event. In the event that this deadline is not met, the event promoter will forfeit that portion of the inventory not received while still being responsible for payment.
7. We prefer you provide us with "camera-ready art," but in the event you need assistance in developing content, we offer this service at a rate of \$175 per hour. If you choose to use State Fair Park to develop your content, please allow a minimum of five (5) business days, prior to the start of your show, to complete the work.
8. At the conclusion of your event, we will provide you with a complete Post Event Summary, detailing the frequency your content was displayed.
9. If you choose to participate in this program, a simple Letter of Agreement will be issued to the event promoter. This will allow us to place the specified amount, of the option you choose, on your final settlement.
10. If you have any questions regarding this program, please contact Scott Munz at 405-948-6737 (direct) or smunz@okstatefair.com.