

# EXHIBITOR KIT

## BASSMASTER CLASSIC



- Expo Information • Tulsa Facts • Parking Map • Taxes and Credentials
- Freeman Expo Services • Electrical and Internet Ordering Forms • Frequently Asked Questions

# Table of Contents

- 3. Welcome Letter
- 4. Tulsa/General Information
- 5. Classic Venues
- 6. B.A.S.S. Contact Sheet
- 7. Freeman (Expo Decorator) Information
- 10. General Expo Information

## MUST READ SECTION

- 11. Rules & Regulations – Cancellations & Credentials
- 12. Rules & Regulations – General Booths
- 13. Rules & Regulations – Signage, Logos, Vehicles
- 14. Rules & Regulations – Misc., Sound
- 15. Parking + Parking Map link
- 16. Credentials & Sales Tax Info
- 17. Frequently Asked Questions

Dear Exhibitors,

Welcome to the 2024 Bassmaster Classic Outdoors Expo.

On behalf of B.A.S.S., I want to thank you for your participation in the 54th Bassmaster Classic and we are grateful that you decided to be a part of the biggest expo in freshwater fishing as we return to Tulsa for the third time.

I don't often brag about our success; I prefer to let the results speak for themselves but there is an achievement we accomplished last year that is worth sharing. The 2023 Bassmaster Classic was nominated for and won *Best Professional Event* at the 2023 *SportsTravel Awards*. We could not have achieved this without you and your support. Thank you.

We received feedback regarding the queuing system at the Marshalling Yard, Move-in, and cost transparency. For a show of our size, the move-in process requires intricate coordination between multiple parties and it's imperative that you use this guide to familiarize yourself with the move-in procedure ahead of time.

To learn more, please review the Move-in slide on page 9. This kit explains in detail all the rules and regulations of the show as well as commonly asked questions.

The following are some of the key items in the 2024 E-Kit to note:

- Our Show Decorator, Freeman, is returning. They are one of the largest and most well-known exhibition companies in the country and we are happy to continue our partnership with them. Please review their welcome profile & updated information page on pages 7-9
- Please pay special attention to the Rules and Regulations starting on page 11. Several important rules are highlighted in that section. Let us know if you have any questions.
- Credentials will be requested on the Map Your Show exhibitor dashboard. In order to improve safety and the overall set-up experience for everyone involved, each 10x10 booth is allowed 5 credentials. Please see page 16 for additional details.
- Please pay attention to the other helpful links available to you on [www.bassmaster.com/expo](http://www.bassmaster.com/expo)

Thank you again for being part of the most prestigious event in fishing. I look forward to seeing you in Tulsa.

Eric Lopez  
Director of Event Operations, B.A.S.S.



# Tulsa Info

## Tulsa

**The 2024 Classic** is the 54th event & will be the third time it is in Tulsa

**Population:**  
Exceeds 400,000  
With a regional  
population of 1.3 MM

**2016 Tulsa Attendance**  
(all events):  
107,065

VISIT  
TULSA

**Tulsa International  
Airport (TUL)**  
All Major Airlines

## Historical Weather Data

Average High/Low – 65/42

# Classic Venues

6 Mins/.3 Miles



## Expo

*Cox Business Convention Center*

100 Civic Center  
Tulsa, OK 74103



## Weigh-in



*BOK Center*

200 South Denver Ave W  
Tulsa, OK 74103

# BASSMASTER CLASSIC



1 Hr 25 Mins/92 Miles



## Take Off

*Wolf Creek Park*  
963 N. 16<sup>th</sup> St.  
Grove, OK 74344

# Contact Information

## B.A.S.S. Sales Team

Tim Carini  
631-807-6309  
Sponsor/Media Sales  
[Tcarini@basmaster.com](mailto:Tcarini@basmaster.com)

Katie Hagan  
251-621-9748  
Exhibit Sales – General  
[khagan@basmaster.com](mailto:khagan@basmaster.com)

Questions about  
Booth Placement  
and Sales?  
Talk to us!

John Hudson  
205-313-0928  
Sponsor/Sales Relations  
[jhudson@basmaster.com](mailto:jhudson@basmaster.com)

Jeff Hopkins  
630-967-4905  
Sales Manager  
[jhopkins@basmaster.com](mailto:jhopkins@basmaster.com)

## B.A.S.S. Ops Team

Ben Ashby  
205-313-0905  
Manager, Event Operations  
[bashby@basmaster.com](mailto:bashby@basmaster.com)

Eric Lopez  
Director, Event Operations  
[elopez@basmaster.com](mailto:elopez@basmaster.com)

Jesse Dolan  
205-313-0923  
Associate, Events and Host  
Activations  
[jdolan@basmaster.com](mailto:jdolan@basmaster.com)

## Expo Decorator, Freeman

Marissa Mastalerz  
[Marissa.Mastalerz@freeman.com](mailto:Marissa.Mastalerz@freeman.com)

Talk to me about **General Show Questions** and **Booth Logistics!**

# Freeman Exhibitor Services

Use the links below to access the Freeman Ordering Forms and complete your Bassmaster Classic Booth!

- [Products & Services](#) (Flooring, Furnishings, etc)
- [Shipping & Material Handling](#)
- [Labor](#) (Sign hanging, Forklift, etc)
  
- [Electrical](#) (These services are ordered and provided by the Cox Business Convention Center)
- [Internet](#)
  
- [Freeman Quick Facts](#)
- [Forms & Brochures](#)

## Strategy that drives value

- Marketing Strategy
- Audience Acquisition
- Audience Research & Segmentation
- Event Performance Audits
- Experience Design
- Measurement & ROI
- Portfolio Planning
- Social Media Strategy
- Sponsorship Design

## Creative that inspires

- Branding
- Content Development
- Experience Design
- Graphic Design
- Exhibit Design
- Production & Scenic Design
- Presentation Support
- Video & Animation
- Entertainment & Guest Speakers

## Event Technology that engages

- Virtual and Hybrid Events
- Event Platforms
- Virtual Trade Show Booths
- VR & AR Technology
- Website Development
- Interactive Walls
- Email Campaigns & Social Media
- Customs Apps
- Wayfinding
- Presentation Management

## Audio Visual that transforms

- AV & Production Technology
- Network Services
- Video Solutions
- Projection Mapping
- Broadcast Pre- & Post-Production
- Video Rentals
- Lighting & Lighting Design
- Staging & Scenic
- Webcasting & Livestreaming

## Logistics that deliver

- Custom Production
- Rental Solutions
- Event Management
- Graphics Production
- Show-Site Services
- Labor Services
- Transportation
- Furnishings
- Exhibits
- Rigging Services
- Sponsorship Sales & Fulfillment
- Electrical Services

# Cost Saving Tips



Order early on  
[FreemanOnline](#)

Before February  
21, 2024 for  
discounted  
rates!

- Order prior to deadline dates for best rates
- Discount Price Deadline is February 21<sup>st</sup>
- Cancel or modify orders prior to restocking fees apply

- Coordinate labor on straight time
- Include set-up prints and booth orientation with labor order & inside crates

- Ship to advance warehouse & consolidate shipments.
- At minimum ship hanging sign to advance warehouse



# Freeman – Move-In

Advance Shipments to warehouse (on or between) February 20 – March 13, 2024

Advance Discount Deadline Before February 21, 2024

First Day for Direct Shipments to Expo Monday, March 18, 2024

\*(Reference Targeted Floorplan)

## Move in

(Many exhibitors will be given a targeted move-in time prior to these times based on your location in the halls. Please contact Freeman with questions.)

**Wednesday, March 20, 2024** 8:00 A.M. - 5:00 P.M. Scheduled Exhibitors

**Thursday, March 21, 2024** 8:00 A.M. - 5:00 P.M. All Exhibitors

## Marshalling Yard info

-Coming soon [here](#)

## Move out

**Sunday, March 24, 2024** 4:00 P.M. – 10:00 P.M. All Exhibitors

Empty Container Return 4:15 P.M. Starts

**Monday, March 25, 2024** 8:00 A.M. – 12:00 P.M. All Exhibitors

Deadline for Carrier Check-in\*

**Monday, March 25, 2024** 10:00 A.M. All Shipments

\*Scheduled pickups of your show materials at the end of the show

## Service Center Hours

Wednesday, March 20, 8:00 A.M. - 5:00 P.M.

Friday, March 22, 9:00 A.M. - 7:00 P.M.

Sunday, March 24, 10:00 A.M. - 10:00 P.M.

Thursday, March 21, 8:00 A.M. - 5:00 P.M.

Saturday, March 23, 10:00 A.M. - 6:00 P.M.

Monday, March 25, 7:00 A.M. - 5:00 P.M.

# The Expo

Cox Business  
Convention Center  
100 Civic Center,  
Tulsa, OK 74103  
[Website](#)



**TOYOTA**

## Expo Hours

Friday, March 22nd	
Life/Nation Preview	11:00 AM - 12:00 PM
General Public	12:00 PM – 7:00 PM
Saturday, March 23rd	10:00 AM – 6:00 PM
Sunday, March 24th	10:00 AM – 4:00 PM

**No type of automotive vehicle (car or truck)**  
**Will be permitted to be on display on the**  
**Expo Floor**  
**with the exception of Toyota vehicles.**

**No display may include an image of a non-**  
**Toyota branded vehicle**

# Rules & Regulations – Cancellations & Credentials

All rules and regulations outlined in this document will remain in effect during move-in, show days and move-out. Any and all matters not specifically covered by this document, or the Application/Contract for Exhibit Space shall be subject solely to the judgment of B.A.S.S. (Show Management) and may be amended at any time.

As confirmed by the Exhibitor's acceptance of the Application/Contract for Exhibit Space terms, the exhibitor agrees to abide by the rules and regulations outlined below.

- **Show Management reserves the right to move booth locations onsite if deemed necessary.**
- **B.A.S.S reserves the right to deny participation to any exhibitor, individually or corporately.**
- **There will be no guarantees of competitive separation.**
- **There will be no guarantees of crowd levels, or size of total audience.**

- **Booth Payment and Cancellation Policy**

Show Management will not permit exhibit installation unless all funds due are paid in full. Cancellations must be made in writing. Balance of booth payment is due **February 9, 2024**. All cancellations are subject to a \$500 cancellation fee that will be taken from the Exhibitor's deposit. The remainder of the deposit will be refunded no later than 30 days from the completion of the event. All cancellations after **March 8, 2024** shall be subject to forfeiture of all entire amount paid.

- **Subletting**

Subletting of exhibit space is not permitted. Subletting is defined by taking money from another company for them to exhibit inside your booth. This includes marketing, brand awareness or engagement activation on another company's behalf. Exhibitors acting as retailers are allowed to sell items from other brands in their booths.

- **Credentials**

All exhibitors must wear an official show badge, as furnished by Show Management, to gain access to the exhibit floor during setup, show days (prior to show opening), and move-out. No other form of identification will be considered valid if worn without the official show badge. **No one under the age of 16 may be on the show floor during setup and teardown.** These rules will be strictly enforced in order to keep a safe and productive show floor. Please see additional credential information on page 16.

- **Logo Usage**

The Bassmaster Classic official shield logo may not be used by any exhibitors. Use of the logo is exclusive to Premier Sponsors. We will create an Exhibitor Logo for your use available on [www.bassmaster.com/expo](http://www.bassmaster.com/expo)

No advertising or printed matter, which, in the opinion of Show Management, is undignified or otherwise objectionable shall be distributed or displayed. Exhibitors have the right to distribute catalogs and other printed material from their exhibit space, but from no other areas unless approved by Show Management.

- **Character of Exhibits**

Exhibitors shall display their products and conduct their business only within their assigned exhibit space. **Exhibitors may not distribute materials from any location other than their exhibit booth.**

# Rules & Regulations – Booths

The Bassmaster Classic Outdoors Expo uses the IAEE Recommended Guidelines for Exhibits. Please contact us for further clarification.

## Booth Definitions

### In-Line & Corner Booths

A booth located in a straight line with at least one adjacent neighbor on either side is considered an in-line booth. A corner booth is on the end of a series of in-line booths.

### Peninsula Booth

A 20'x20' booth or larger with an aisle on three sides and an adjacent neighbor on the fourth side is considered a peninsula booth.

### Island Booth

A booth with an aisle on all sides with no adjacent neighbor is considered an island booth. Only Booths over 1200 SF and Bassmaster Classic Premier Sponsors are guaranteed island booths.

### • Booth Design and Construction

Each 10'x10' booth will be set with 8' high back drape, 36" high side drape, and an identification sign. Exhibitors shall conform to exact booth location and dimensions as stipulated in the Application/Contract for Exhibit Space.

In-line booths **cannot exceed a height of eight (8) feet**, including signage, back, and sidewalls. Exceptions must be cleared by Show Management. Sidewalls may be 8' tall if only 4' or less from the back wall. Sidewalls past 4' from the back wall may only be 4' high. A 10'x10' in-line booth along the wall can include a back wall of over 8'. Hanging signs are not subject to this rule, where applicable.

### • Booth Height

The height of island and peninsula booths, including signage, is not restricted to eight (8) feet in certain cases. It is the responsibility of the exhibitor to make sure that any items that exceed ten feet in height are safely secured. Peninsula booths may not, however, include in their booth any exhibit items that interfere with their adjacent neighbors. Peninsula booths also must keep the exterior 5' on the aisles free from tall obstructions. Show Management maintains the right to determine what items do or do not interfere with an adjacent neighbor.

All exhibits must be presentable in nature. This includes being clean of debris and trash, vacuumed, and all items in the booth must have a clean/finished look. Show Management reserves the right to require exhibitors to alter their booths to meet show standards. Such alterations will be done at the exhibitor's expense.

### ▪ Booth Floor Coverings

All booths are required to have a floor covering (carpet, tile, wood, or other) in the Pepsi Exhibit Hall and the Gallery space. If you are anywhere else in the CBCC then you do not need a floor covering. Partial floor coverings will not be accepted. Show Management will instruct Freeman to cover any booth without floor coverings at the expense of the exhibitor if not in place by 3 p.m., Thursday, March 21, 2024. Show Management will provide aisle carpet. Exhibitors who install their own floor coverings are responsible for removing tape/adhesive and residue. CBCC requires the use of residue-resistant tapes. Proper tape can be obtained from Freeman.

# Rules & Regulations – Signage, Logos, Vehicles

- **Display of Vehicles (Toyota vehicles only)**

All vehicles placed in exhibits must conform to the following conditions: Fuel tank must have ¼ tank or 10 gallons (whichever is less), Fuel cap must be lockable or taped shut, battery cables must be disconnected, vehicle is not to run inside of the building, refueling of vehicle may not take place inside of the building, No display may include an image of a non-Toyota branded vehicle.

- **Booth Sidewalls**

No sidewalls, signs, product or other parts of your display may be set to block or obstruct the view of another display. Exhibits are limited to the space agreed upon in the contract. **No items may extend into the adjoining space or aisles including trailer tongues, wheels, literature racks or other displays.**

- **Booth Signage**

In-line booths are restricted to an eight feet height limit so as not to interfere with neighboring exhibitors unless the signage is hung from the ceiling. Signage hung from the ceiling above a booth is subject to the rigging points of the facility. In some cases, such signage may not hang in the exact location you would prefer due to the rigging points above your booth.

- **Copy Righted Materials**

Exhibitor shall not play or permit the playing or performance of, or distribution of any copyrighted material at the event unless it has obtained all necessary rights and paid all required royalties, fees or other payments. Exhibitor may also not use logos or copyrighted material in booth displays without proper authorization. This includes the B.A.S.S. Shield, Bassmaster Classic logo or any related logos.

- **Care and Staffing of Exhibits**

All exhibits must be properly staffed by credentialed personnel during official show hours. Exhibitors will be allowed onto the show Floor one hour prior to show opening on show days. Absolutely no dismantling of any portion of any exhibit will be allowed prior to show closing.

The move-in and move-out schedule must be strictly followed To ensure the safety and convenience of all exhibitors. No move-in or move-out activity will be allowed outside of scheduled hours without the approval of Show Management.

The installation and dismantle of all exhibits shall be made at the expense of the exhibitor. Special services should be made through Freeman. A service desk will be set up on the show floor during move-in for the coordination of special services.

- **Loading Docks**

All unattended vehicles left in the loading docks are subject to be towed at the owner's expense without notice. Please coordinate all use of loading docks with Freeman. Shipments will need to go to the Marshaling Yard before getting approval to go to loading docks. All items using carts & flatbeds need to be delivered to the show floor though the loading docks.

- **Product Sampling**

Permission to distribute or dispense, without charge, samples of food, soft drinks, and refreshments, shall be arranged in advance and approved by Show Management, as well as the CBCC Food & Beverage department.

# Rules & Regulations – Misc., Sound

- **Damage to the Facility**

All exhibitors are responsible for returning the space they have leased from Show Management to the facility in the same condition in which they received it or better. Damage to leased space or surroundings by an exhibitor during move-in, show days or move-out is the responsibility of that exhibitor. Costs to repair damages will be billed to the exhibitor.

- **Tents/Pop-up tents**

No covered structures over 100 square feet such as tents, roofs, or overhead coverings are allowed on any display in a building equipped with fire sprinklers without prior approval of the Fire Marshall. Please Contact Ben Ashby with B.A.S.S. ([bashby@bassmaster.com](mailto:bashby@bassmaster.com)) to apply for approval.

- **Banners**

No type of signage can be attached to the walls without the prior consent of the B.A.S.S. Show Management and the CBCC. All signs must be placed within your booth space and are not permitted in hallways, elevators, or the lobby.

- **Licenses/Permits/Taxes**

The tax rate for Tulsa, OK is 8.517% to be paid to the state of Oklahoma. Sales of boats and motors are subject to Motor Vehicle excise tax. The excise tax would be due at the time of registration. Further communication will be provided on the directions to submit your taxes to the state of Oklahoma. More info is available on page 16.

- **Observance of Laws**

Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Event Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

### Stickers

Distribution of stick-on badges, labels, bumper stickers, or any adhesive slogan materials is prohibited on CBCC premises. If such materials must be removed from the facility, a removal fee will be charged to the exhibitor.

- **Sound Devices**

Sound policy: Sound of any kind must not be projected outside of the exhibit booth.

Speakers and other sound devices should be positioned as to direct sound into the booth rather than into the aisle.

Show Management maintains the right to ask an exhibitor at any time to lower the volume of a sound device or turn it off if it is deemed to be disruptive to neighboring exhibitors. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of the booth.

# Parking

## **WHERE DO I PARK?**

Although Cox Business Convention Center does not own or operate a parking garage, there are nearly 10,000 parking spots nearby.

The [Civic Center Parkade](#) is adjacent to the venue. The City of Tulsa offers on-street metered parking (using the [Park Mobile app](#)) and privately owned lots determine the parking rate. Click [here](#) for a parking map of downtown Tulsa.

## **WHERE IS THE RIDE SHARE ZONE?**

- Dedicated pick-up and drop-off zones are in the valet area outside the Tulsa Ballroom on 3rd and Houston, and the East Entrance off Frisco (100 Civic Center).



# Credentials & Taxes

## CREDENTIALS

You will be able to apply for credentials on the Map Your Show website. An email will alert you as to when that process will start. These credentials will only be good for entry into the Expo halls before show opening. Please let Jesse Dolan ([jdolan@bassmaster.com](mailto:jdolan@bassmaster.com)) know if you have issues accessing the Map Your Show website. It will act as a virtual online expo to anyone with access to the Internet. A spreadsheet with names may also be emailed to Jesse at the above email (1 cell equals 1 full name, i.e. John Doe)

Each 10x10 booth will have access to 5 credentials. Each additional 100 square feet will raise your credential limit by 1 (Example: 10x30 = 7 credentials, 20x30=10 credentials). Reminder: The show is free entry and booth workers showing up after opening will not need a credential.

Please privately assign a Credential Representative to be responsible for managing your staff's credentials. The representative will pick up your credentials by providing a photo ID. If you are going to have a shift change at your booth, please let staff know at the Credential Pickup Desk to leave at Will Call Station.

## SALES TAX INFO

The tax rate in Tulsa, OK, is 8.571%.

The State of Oklahoma will be given a list of the registered exhibitors who intend to make sales on the show floor. We will be reaching out to vendors for Federal Identification Numbers to be included in confidential files that will be sent to the State of Oklahoma. You will then receive a letter ID and a PIN to submit your taxes online [here](#).

The 8.571% tax rate is a combined rate with the state of Oklahoma (4.5%), Oklahoma State Tax (0.367%) and Tulsa Tax (3.65%) More information is located here. ([https://oktap.tax.ok.gov/oktap/web/\\_/](https://oktap.tax.ok.gov/oktap/web/_/))



# Frequently Asked Questions

I've been told I have to go to the Marshalling Yard. What and Where is that? And what is the targeted floorplan?

With a show as big as ours, timing is everything! That is why we have a Targeted Floorplan or move-in schedule that is organized by your booth location. To move everyone in efficiently, booths need to follow that schedule.

If you need access to the loading docks or other staffed drop-off points, you must go to the Marshalling Yard to queue and verify you are within your targeted move-in timeframe.

The location and more information will be available on the Freeman website.

I'm a small, 10x10 booth and I want to carry my stuff in. Where do I go and what do I do?

One of our most common questions! The Cox Business Convention Center has a parking garage connected to the facility called the Civic Center Parkade and this is the best option for smaller exhibitors. You can park in this garage and then carry your supplies to your booth.

What time can I get in the show each day? And can I bring people with me?

For set up days, we ask exhibitors to follow the Targeted Move-in plan provided by Freeman.

This helps us ensure that not everyone arrives at once.

For show days, exhibitors can arrive as early as 8am and must present their credential. We ask that exhibitors please limit guests to only working staff members with credentials before show opening. Please watch show communications for exhibitor entrance locations.

I'm an exhibitor at the show, can I use the Classic Logo for marketing?

Unfortunately, our official logo is reserved for our sponsors only. To help remedy and support our exhibitors, we do offer other ways of marketing your presence at our event such as an official press release template and exhibitor gifts. For more information, please look for emails from [Mapyourshow.com](http://Mapyourshow.com) and continue checking [www.bassmaster.com/expo](http://www.bassmaster.com/expo)