

International Finals Rodeo

Dates: January 15, 16, 17, 2010 **State Fair Arena, Oklahoma City, OK**
Four Performances—Friday Evening, Saturday Matinee & Evening, Sunday Matinee
IPRA • PO Box 83377, Oklahoma City, OK 73148 • Tammie Hiatt 918-652-2006

September 11, 2009

Dear Vendors,

The International Professional Rodeo Association would like to invite you to attend the trade show at the 40th Annual International Finals Rodeo. The first performance of the rodeo is on Friday, January 15, with two performances on Saturday, January 16, and the championship performance on Sunday, January 17, 2010. The event is held at the State Fair Arena in Oklahoma City.

The trade show area extends around both sides of the arena. The booth rent on the east side (main entrance side) of the State Fair Arena is **\$800 for a 10' x 20' and \$600 for a 10' x 10'**. The rate for the west side of the arena is **\$450** for unlimited footage (within reason) to accommodate approximately 6-8 vendors with larger displays. The official IFR photographers and videographers will be located on the west side of the arena. We are offering an **Early Booking Discount of \$180** if you reserve your booth and have it paid in full prior to **December 1, 2009**. **No discount will be allowed on bookings received after December 1, 2009.**

Experience has shown that due to the way the entry system is situated in the State Fair Arena, the spectator flow is automatically shifted to the east side reducing the initial flow of spectators and shoppers to the west side. However, last year we addressed this issue with large lighted signage near the entrance and lighted decorations that enticed shoppers to the west side and the vendors were very pleased with their traffic flow and sales. Our goal is to make the show successful for everyone; however, the IPRA and IFR cannot be responsible for the amount of sales you experience during this event.

The IFR and the IPRA's Annual Convention draws rodeo personnel, committeemen, and rodeo fans from across the country to the action packed week in the heart of cowboy country. We hope you will join us!

If you have any questions, please contact me at 918-652-2006 or email me at **okropegirl@suddenlink.net**.

Thank you,

Tammie Hiatt
IFR Trade Show Coordinator
918-652-2006