

2026 OK!TOBERFEST OKC COMMERCIAL EXHIBITOR GUIDELINES



Welcome

Oktoberfest is an annual festival in Munich, Germany that originated in October 1810 in celebration of the marriage of the Crown Prince Ludwig of Bavaria to Princess Therese con Sachen-Hildburghausen. The rich heritage of this festival has been celebrated all over the world ever since.

With one in six Oklahomans being of German heritage, the OKC Fair Park, along with Mike and Sammie Turek (of Old Germany Restaurant fame), is bringing that authentic German festival atmosphere to Oklahoma City.

OKC Fair Park reserves the right to add, delete, interpret or amend rules and regulations contained herein as it deems necessary. Any variances or special permissions granted must be requested each year.

Important Telephone Numbers

OKC Fair Park Administration Building (General Information)	405-948 6700
OKC Fair Park Security Director	405-948-6756
Dane Electric On-Site Contact (Electrical Contractor)	405-414-3142
Oklahoma Tax Commission (Sales Tax)	405-522-6463

Please note: OKC Fair Park reserves the right to cancel the contract of any Exhibitor upon receipt of notice from any fair or show if said fair or show has sustained any loss or damage as a result of a breach of contract by the Exhibitor. Upon notice, that Exhibitor is barred from any other fair or show holding membership with the International Association of Fairs and Expositions (IAFE), and OKC Fair Park reserves the right to cancel the contract of said Exhibitor.

Basic Rules

1. **Admission:** Any person entering Oktoberfest must present a gate admission ticket to be scanned. If re-entry to the event is necessary, a hand stamp can be obtained from gate attendants. **Ticket stubs and valid hand stamps are required for re-entry.** See Guidelines and Rates for information on Exhibitor tickets.
2. **Alcohol:** Consumption of alcoholic beverages and or drugs in any vendor space, at any time, is prohibited.
3. **Animals:** While pets are not permitted in the event area during the Event, it is understood that Exhibitors do travel with their pets. The following rules apply.
 - Trained service dogs, dogs booked for scheduled acts, OKC Fair Park competitions and/or police dogs ARE allowed inside the OKC Fair Park event fence line and buildings.
 - Animals must always be on a leash.
 - Animals shall not be tied up and left unattended.
 - When walking your animal on a leash, pick up after your animal and place it in a trash bin.

OKC Fair Park assumes no liability for any injury or damage caused to or by your pet. Individuals in violation of the above rules are subject to a minimum fine of \$50, with possible impounding of the animal and/or expulsion from participation in the event.

4. **Booth Display:** Booth spaces will be provided with pipe and drape along the back of each booth. Vendors must have a backdrop, and all tables need to be draped to the floor on all visible sides.
 - **Inline booths:** Sides can be no higher than 4' so that you do not block your neighbor.
 - **Corner Booths:** Are not required to have side walls but they are required to have a back-drop.
5. **Booth Numbers:** Must be prominently displayed.
6. **Booth Cancellation:** Cancellations must be in writing by the cancellation date on the contract. NO refunds will be made after the cancellation date.
7. **Electric:** Each booth will have 110/20 amp plug included with booth.
8. **Firearms:** Carrying concealed or unconcealed firearms is prohibited at OKC Fair Park. This restriction extends to any person regardless of their professional licensing, occupation or jurisdiction.
9. **Fire Prevention:** A city ordinance prohibits smoking in all buildings. The Fire Marshal's office will require all booth setup materials (including curtains, draperies and table covers) to be made of nonflammable materials or to be treated with an approved flameproof solution. (Sometimes found at stores specializing in fire extinguishers, etc.) All exhibitors must obey all city and state fire regulations. To test your fabric, cut off a small piece of treated fabric and test with a flame for about 15 seconds. If it flames freely unassisted by your match or other lighting device, it will not be acceptable. Any material that melts but does not continue to flame when match is removed, is acceptable (most 100% polyesters). **No burning candles or any open flames.** If you do not comply, the Fire Marshal can shut down the entire show!
10. **Food:** Anyone selling any food products must have license by City and County Health Departments. In all cases, all permits, licenses and booth fees are the complete responsibility of the individual exhibitor/owner and copies of all permits must be submitted to show management when requested. All food items must be pre-packaged to eliminate consumption on show premises.
11. **Health Department:** Oklahoma City-County Health Department
2400 NW 36th St Oklahoma City, OK 73112 PH: 405-425-4321
Email: Specialevents@occhd.org | Website: occhd.org/specialevents
12. **Insurance Requirements:** **General Liability Insurance:** Exhibitors must provide proof of insurance covering at least \$1 million per occurrence –
Please add the additional Insureds as follows:
 - a) Oklahoma State Fair, Inc.,
 - b) City of Oklahoma City,
 - c) Oklahoma City Public Property Authority.

Workers' Compensation Insurance: Required if hiring employees, per Oklahoma law. If exempt, vendors must submit the proper exemption form.

Insurance must be active for event move-in, event dates, and move-out.

13. **Move-In:** Vendors can move-in through Gate-3 starting October 14 starting at 8 a.m. thru 8 p.m..
 - **Before moving into your booth space you must check in and pick up your vendor packet at the table marked *Vendor Check-In / Packet Pick-up* - this table is located inside the Pavilion.**
 - **The Pavilion**
3212 Wichita Walk
Oklahoma City, OK 73107
14. **Product List:** Product list must be approved by Oktoberfest management.
 - **Items not approved will not be allowed to be sold.**
15. **Prohibited Items:** Helium Balloons.
16. **Restocking:** Restocking spaces are provided upon request, at no charge. There are a limited number of spaces available on a first-come, first-served basis. Restocking spaces must be ordered by in advance.
17. **Sales Tax:** Oklahoma Tax Commission: All Exhibitors are required to report and remit sales tax on sales incurred during the event.
18. **Sound Control:** Keep music and/or speaker at a reasonable level.
19. **Security:** Limited security and 24-hour building hosts for Exhibitor buildings begin Wednesday October 8. However, it is still the Exhibitor's responsibility to take necessary precautions to ensure the safety or security of all merchandise and property. Cameras are in use at OKC Fair Park. Any questions regarding cameras should be directed to the OKC Fair Park Director of Security as per the contact page of these Guidelines.

Featuring Music, Beer, Wine, Food & Shopping
October 15 - 18, 2026

OKtoberfest
OKC

**Vendors Interested in participating
please contact us:
oktoberfestvendors@okstatefair.com**

BOOTH RATES
INSIDE SPACE
First 10'x10': \$300
Additional 10'x10': \$150

BOOTH RATES INCLUDE:

- OUTSIDE GATE ADMISSION
- PARKING IS FREE
- 110 / 20 AMP ELECTRIC
- WIFI

BOOTH RATES
OUTDOOR SPACE
First 10'x10': \$250
Additional 10'x10': \$150