



VENDOR KIT MANUAL

November 21-23, 2025
SageNet Center Upper Level

We are delighted that you will be joining us for our **November 21-23, 2025**, Braum's Affair of the Heart of Tulsa show located at the SageNet Center Upper Level in Tulsa, Oklahoma. We look forward to seeing our old friends and meeting new vendors. This packet contains important information that will be helpful as you plan and prepare for this show.

THIS PACKET INCLUDES THE FOLLOWING:

- Important dates and times
- Fire marshal requirements
- Food & Beverage vendor requirements
- Diagram of SageNet Center Upper Level Parking
- Midwest Decorating order information, if you need pipe and drape
- And much more

Our show is successful because of you and your wonderful products. As the show producers, we do everything we can to draw shoppers to the show to ensure a good weekend for you. To ensure a positive show environment for everyone, we have included show guidelines in the following pages of the Vendor Kit. ***Please read everything carefully and share with those responsible for your participation in the show.***

Please see the attached forms for additional important information. As always, you can call our office with any questions at 405-632-2652.

Thank you again for your support and we look forward to seeing you soon!

Sincerely,

Tina Robinson
Tausha Gagnon
Lindsay Zaras
Ashley Sandwisch



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SHOW MANAGEMENT

The Braum's Affair of the Heart of Tulsa Show is produced and managed by:

Marketplace Events

2000 Auburn Drive, Suite 200

Beachwood, OH 44122

www.marketplaceevents.com

SHOW TEAM

Tina Robinson	Group Manager	tinar@mpeshows.com	904-622-9140
Ashley Sandwisch	Show Coordinator	ashleym@mpeshows.com	704-969-6818
Lindsay Zaras	Exhibitor Sales Consultant, #, A-L	lindsayz@mpeshows.com	704-969-6817
Tausha Gagnon	Exhibitor Sales Consultant, M-Z / Show Coordinator	taushag@mpeshows.com	405-832-9088

SHOW VENUE/LOCATION

SageNet Center Upper Level

Tulsa Expo Center, 4145 E 21st St, Tulsa, OK 74114

P: 918-376-6000

<https://www.exposquare.com/>

SHOW OFFICE

During move-in, show hours, & move-out, Show Management will maintain an office at the SageNet Center. The office is located on the upper level in the east conference room. Look for the show office sign.

SHOW DECORATOR

Our show decorator is Midwest Decorating Co. To order pipe & drape, tables, chairs, & more please reach out to Midwest Decorating at 918-584-0988 or orders@midwest-expo.com. Midwest Decorating will also maintain an onsite desk during show move-in.

SHOW DATES & HOURS

Friday	November 21, 2025	9:00 AM – 6:00 PM
Saturday	November 22, 2025	9:00 AM – 6:00 PM
Sunday	November 23, 2025	11:00 AM – 5:00 PM

The building will be open to exhibitors one hour before and one hour after show hours.



SOCIAL MEDIA

Follow & tag the Braum's Affair of the Heart Shows on social media before and during the show! Include **#AOTH** and **#AffairOfTheHeart** on your posts. Tag us on Facebook [@AffairoftheHeartShows](https://www.facebook.com/AffairoftheHeartShows) and on Instagram [@AffairoftheHeartShows](https://www.instagram.com/AffairoftheHeartShows).

CHECK-IN & SET-UP DATES, HOURS, DETAILS

Move-In and Set-Up is from 9 AM – 7 PM on Thursday, November 20, 2025.

Vendors may check in from 9:00 AM to 7:00 PM on Thursday in the Show Office. Your booth is forfeited if you're not checked in by 7:00 PM. **During booth set-up, do not remove the tape on the floor marking booth spacing.** Loaders are only available until 7 PM, if you require a loader please arrive early to request one.

The buildings are open until 9 p.m. on Thursday for set-up activities. You may **NOT** wait until Friday to set up your booth. On set-up day you will be allowed to drive into the building at 11 a.m. unless the combination of your vehicle and trailer is too long. **Large trucks**, such as U-Haul, box trucks or motor homes, **will not be allowed to drive in**. Each vehicle will be tagged with the time you drive into the building. You will have a **one hour** time limit to **unload**. We will be limiting the number of vehicles in the building because of the heat from the motors. Drive in access will end when it is determined it's no longer safe. You will need to break down your boxes and put them in the trash or next to the trash boxes. Please refer to the map of the venue to see where vendor parking is located. Please be prepared with carts or other equipment as necessary for your set up.

FOR SAFETY & LIABILITY REASONS, NO ONE UNDER THE AGE OF 16 IS ALLOWED ON THE SHOW FLOOR DURING MOVE-IN OR MOVE-OUT

Please check in at the Show Office, located on the lower level east conference room.

MOVE-OUT

Dismantling your booth prior to show close at **5:01pm on Sunday** is strictly prohibited. All materials **must be removed** from the facility by **8:00 PM on Sunday, November 23, 2025**. Your space must be clean of all debris. If any materials are left behind, your company will be subject to a removal and cleaning fee. Marketplace Events is not responsible for any materials that are left in the building.

Do not break down early as this is a serious safety issue for our shoppers and extremely discourteous to your neighboring vendors who are trying to conduct business.

As a reminder, no one under the age of 16 is allowed on the show floor during move-in or move-out.



PARTNER HOTELS

Holiday Inn Express & Suites Tulsa Midtown

4680 E. Skelly Drive, Tulsa, Oklahoma 74135

(918) 986-8200

Rate: \$105.00 (+ taxes/fees)

Book [here](#) to secure this special rate! Available while inventory lasts.

Hilton Garden Inn Tulsa Midtown

4518 E. Skelly Drive, Tulsa, Oklahoma 74135

(918) 878-7777

Rate: \$120.00 (+ taxes/fees)

Book [here](#) to secure this special rate! Available while inventory lasts. (Special rate includes breakfast.)

VENDOR WRISTBANDS

Vendor wristbands can be picked up in the show office. Wristbands provide entrance to the show. You may purchase additional wristbands for \$12 each. The size of your booth determines the number of wristbands you'll receive in your packet: 10x10 & 10x20 = 2 wristbands | 10x30 = 3 wristbands | 10x40 = 4 wristbands.

VENDOR HOSPITALITY

For this show, we'll offer beverages in our vendor hospitality room. The hours (subject to change) will be:

Thursday	November 20, 2025	12:00 PM – 7:00 PM
Friday	November 21, 2025	8:00 AM – 5:00 PM
Saturday	November 22, 2025	8:00 AM – 5:00 PM
Sunday	November 23, 2025	10:00 AM – 4:00 PM

VENDOR LISTING

Your basic vendor listing will uploaded to the show's website when you book. You'll receive an automated email within 24 hours of booking to enhance your listing. This link can be used multiple times and you can make updates and changes to your listing until ONE day after the show commences. [Learn more here.](#)

[Click here to see all vendor listings.](#)

SALES TAX INFORMATION

The tax rate for the facility is 8.517%. Please note this rate could change and for the most accurate rate and information you should contact the Oklahoma Tax Commission. You will receive information directly from the Oklahoma Tax Commission about how to pay your sales tax for this show. Please watch your email inbox for this and direct all questions regarding taxes and that email to Chrishelle Bruner at the Oklahoma Tax Commission, (405) 522-6273 or SpecialEvents@tax.ok.gov.



BOOTH INFORMATION

BOOTH BACKDROP

It is required that you have some type of backdrop and sides in your booth. Your booth will need walls to give it a finished look. You can use pipe and drape, grids, or lattice work (which have to have material behind them). Please note that if you have a corner, you will need two sides, if you do not, you will need 3 sides covered. You may use tent sides, but not the top, as no tents are permitted due to fire marshal safety rules. We prefer that you come up with some creative ideas to give your booth a finished look that matches your personal style.

If you need pipe and drape, please contact **Midwest Decorating Co., Inc.** at **918.584.0988** or visit <https://midwest-expo.com>. **Early Bird Discount** orders with payment must be received no later than: **12:00pm on Friday, November 7, 2025**. All pre-orders and pre-order payments must reach their office no later than **Friday, November 14, 2025**. Orders **AFTER** that date & time must be made in person at the Midwest Decorating Co. desk during vendor setup at show site. If you do not have a full backdrop and sides to your booth, you will receive one verbal warning. After that, you will not be allowed to vend at Braum's Affair of the Heart in the future.

TABLE SKIRTING

It is mandatory that all tables are properly skirted. Please make sure that your table covers reach the floor so



items stored under the table won't be seen.

ELECTRICAL BOXES

Some electrical boxes in each aisle will be pre-pulled prior to move in. Please bring long grounded (three prong) extension cords to reach the plugs. If you have questions regarding your electricity onsite, please visit the Show Office to inquire.

STAFFING YOUR BOOTH

All exhibitors are expected to be in their booths during all published show hours. Our shoppers pay an entrance fee and expect to be able to do business with our vendors at any time during show hours. If you are in violation of this rule, your company may not be permitted to exhibit with us in the future.

Working in the aisles or distributing brochures, etc. from any other area other than your booth is prohibited. All activity must take place inside your contracted space.

We ask that all children remain in the booth with their parents. Allowing them to roam disturbs other exhibitors and is a safety risk. Children are not permitted to be onsite during set-up or move-out.



FIRE MARSHAL REQUIREMENTS

All exhibitors must set up and stay inside their marked lines. Nothing can be outside of your booth. Management will be checking throughout the show. If you are asked to move something, please do it the first time and do not move it back once we leave. **You cannot have open flames or tent coverings over your booth.**

PARKING

Parking is free at Expo Square. Designated Accessible Parking cannot be altered. Parking is prohibited on grass. Expo Square maintains an RV Park. Reservations can be made by completing a reservation form available on our website at exposquare.com/rvpark. All RVs and campers must check in at the RV Park Office upon arrival. Dry camping is prohibited. For additional information, please contact the RV Park Office, (918) 744-1113, ext. 2154.

MISCELLANEOUS

Here are a few miscellaneous items to remember:

- No profanity of any kind on any of your products is permitted as this is a family friendly event.
- No candy is allowed in your booth. Candy cannot be handed out from your booth or available at your register.
- Bring a 100-foot grounded (three prong) extension cord.
- Bring plenty of change for the weekend. Unfortunately, Braum's Affair of the Heart will no longer be able to provide change to vendors at the upcoming shows. Please come prepared with plenty of change to start each day, as we'll no longer be able to break large bills or provide coins.

FOOD & BEVERAGE VENDORS

Deadline to book into the show for food & beverage vendors is the Monday three (3) weeks prior to the show opening, which is **Monday, November 3, 2025**. The health department will be doing onsite inspections on Thursday the day before show opening around 4 PM. (Date/time subject to change based on health department's request).

You will need to submit your **COI** (Certificate of Insurance, more info below), **Health Department License/Facility #** (if applicable), and the **Food Vendor Electric Needs Form** to Ashley Sandwisch, Show Coordinator, AshleyM@mpeshows.com upon booking in the show. **Please see the next section on Insurance for the COI requirements.**

SAGENET CENTER OUTSIDE FOOD & BEVERAGE POLICY

All Food & Beverage vendors are subject to the approval of the facility, SageNet Center, as well as the applicable fee schedule.

AUTHORIZED FOOD & BEVERAGE ITEMS W/FRONT FOOTAGE FEE: FRONT FOOT FEE MINIMUM FEE

Beef Jerky* \$12.50 \$100.00 per day

Nuts* \$17.50 \$140.00 per day

Candy* \$17.50 \$140.00 per day

Cookies* \$16.50 \$132.00 per day

Pastries* \$16.50 \$132.00 per day

Oklahoma Wine* \$11.00 \$88.00 per day

** Front Footage Fee is charged at a minimum of 8'. Fees are charged for authorized food and beverage items unless item qualifies under the 16oz. FDA Guidelines below.*



AUTHORIZED FOOD ITEMS WITHOUT FRONT FOOTAGE FEE:

Jams, preserves, honeys, salsas, dips/spices, soup/bread mixes, and 2oz. or less food sampling.

PROHIBITED FOOD & BEVERAGE ITEMS:

Kettle corn, popcorn, health/energy drinks, bulk/bottled water, soft drinks, non-alcoholic beverages, alcoholic beverages, and wine by the glass.

16OZ. FDA GUIDELINES:

Commercially packaged products and bulk foods, excluding any beverages, in 16oz. non-bundled packages or greater are not restricted. Commercially packaged products are produced in a single factory sealed, unopened container processed from a manufacturer with FDA labels, including product bar code on the original packaging. All food items in non-FDA labeled packaging, or any package less than 16oz., will be subject to the qualifications and fees above.

INSURANCE

Show Management is insured against public liability and property damage claims arising out of the conduct of the show. This insurance does not cover exhibitors' property, which is placed on display at the exhibitor's risk.

Show Insurance Made Easy - A simple way to establish insurance for the show. [CLICK HERE](#)

A few things to be aware of:

- Vendors will have to pick the show from a drop-down list that includes shows other than just those run by MPE.
- Marketplace Events is not selling this insurance and doesn't profit from it in any way. This is simply a resource for those vendors who don't already have the required insurance coverage per their contracts.

The Insurance clause is #5 on the Terms and Conditions page of all booth space contracts. You may use any insurance company for insurance but it must meet the following requirements:

- Comprehensive General Liability and All Risk Property insurance
- Coverage must be from the start of move in to the end of move out
- Coverage of at least \$1,000,000 for each separate occurrence
- Name Marketplace Events LLC and the venue as additional insured
- Provide a copy of the certificate of insurance (COI) to MPE if requested

For the COI, per contract please list the following as additionally insured:

Tulsa County Public Facilities Authority and ExpoSERVE Management Corporation

The COI Certificate Holder should be:

Marketplace Events, LLC
2000 Auburn Dr, Suite 200
Beachwood, OH 44122

SECURITY

Security is provided and guards will be on duty 24 hours throughout the event. Every reasonable precaution



will be taken to protect exhibitors' property, but Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident or other causes.

WI-FI

Wi-Fi is available for purchase at the SageNet Center Upper Level through Expo Square. We encourage you to purchase the premium wi-fi service for your point of sale. Instructions and pricing for purchasing and connecting to premium wi-fi can be found [here](#).

UPCOMING SHOWS

Watch your email for your 2026 November renewal link, all bookings will be done online, no more paper contracts. Please visit the show office to book contracts for future shows including:

- **UPCOMING SHOWS**
 - Oct. 17-19, 2025 – Oklahoma City, Oklahoma
 - Nov. 21-23, 2025 – Tulsa, Oklahoma
 - Feb. 6-8, 2026 – Oklahoma City, Oklahoma
 - June 12-14, 2026 - Oklahoma City, Oklahoma
 - July 10-12, 2026 – Tulsa, Oklahoma

SHIPPING INFORMATION

If you need to ship something to the SageNet Center Upper Level, you need to have the following info. Affair of the Heart will not accept it. The only day the SageNet Center will accept freight is Friday until 4pm.

SageNet Center Upper Level at Expo Square
BRAUM'S AFFAIR OF THE HEART
Your name, Booth number, & telephone number
4000 E. 15th St.
Tulsa, OK 74112

SERVICE ANIMALS

We are committed to accessibility and welcome Service Animals on our show sites, subject to the following guidelines. These guidelines are in place to ensure everyone's safety and comfort. If you have any questions about whether your animal will be permitted on-site, please email the Show Manager prior to move-in.

1. Eligibility. Service Animals are generally permitted at our shows. Under the ADA regulations, a Service Animal is a dog that is individually trained to do work or perform tasks for a person with disabilities. To bring a dog on-site, the dog owner must be willing to answer the following questions:

- a. Is the dog a service animal required because of a disability, and
- b. What work or task has the dog been trained to perform?

2. Limitations. Emotional support animals are not necessarily "Service Animals." While an animal might provide comfort and emotional support for its owner, we are unable to permit the animal on the show site if it does not meet the criteria above.



3. Behavior Expectations. Individuals who use Service Animals must always retain control of their animals and should keep them on a leash or harness while on-site. If a Service Animal is required to be off-leash due to the nature of the disability, this will need to be cleared with the Show Manager. Further, Service Animals must be housebroken and are required to behave and not bark, growl, jump on, or lunge at others. MPE may take corrective action if the Service Animal is not behaving appropriately, up to and including the removal of the service animal from the show.

Thank you for helping us maintain a safe and accessible show site environment.

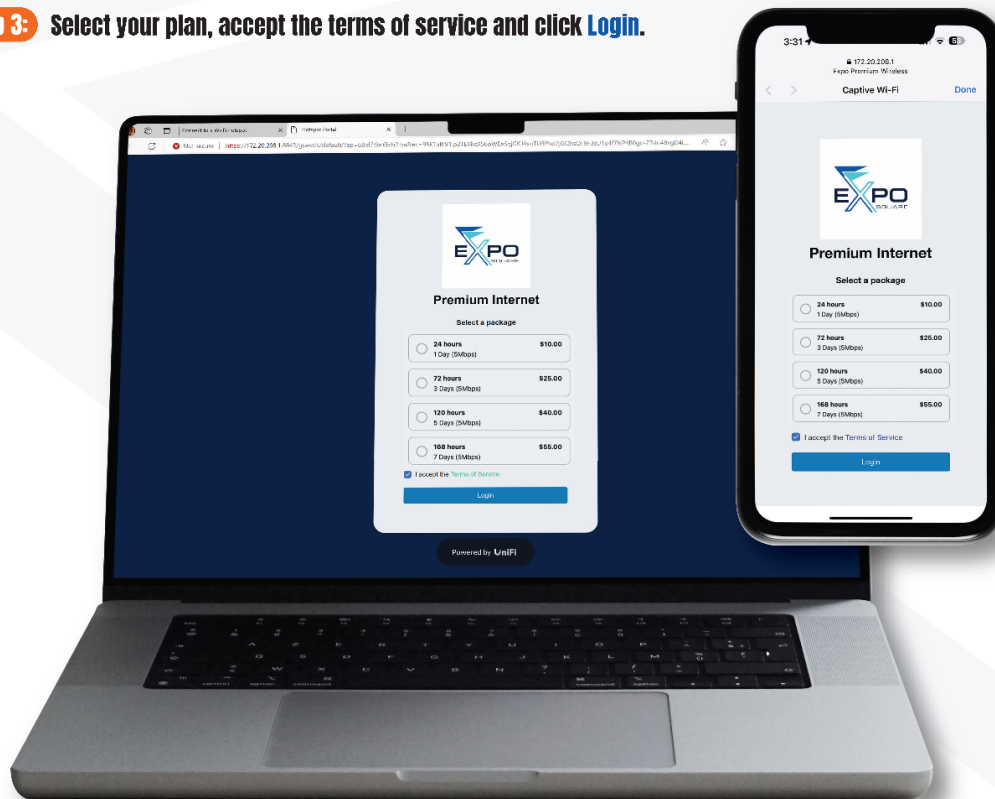
MAP OF TULSA VENDOR PARKING





WiFi Instructions

- Step 1:** In your wireless networks select **"Expo Premium Wireless"** and select connect:
PC - This is usually located in the lower right corner of computer.
MAC - Use "Finder" and select network.
Cell Phone - Select Wi-Fi under settings.
- Step 2:** Open your browser and follow instructions on the "Splash Page" to access the internet.
NOTE: if page is blank, type in any address and you will be prompted with the "Splash Page" prior to registration.
- Step 3:** Select your plan, accept the terms of service and click **Login**.

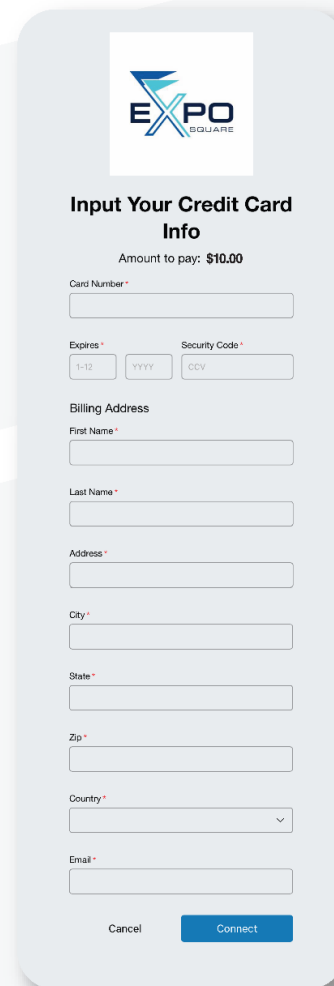




WiFi Instructions *(CONTINUED)*

Step 4: Enter your credit card and personal information.

Step 5: Click the **Connect** button - you will be automatically redirected and are now connected to Expo Square Premium Wireless.



EXPO SQUARE

Input Your Credit Card Info

Amount to pay: \$10.00

Card Number *

Expires * Security Code *

1-12 YYYY CCV

Billing Address

First Name *

Last Name *

Address *

City *

State *

Zip *

Country *

Email *

Cancel **Connect**

Wireless Price Plans

Wireless Price Plans (5 mb/sec, one (1) device, daily)	\$10.00
Wireless Price Plans (5 mb/sec, one (1) device, per three (3) days)	\$25.00
Wireless Price Plans (5 mb/sec, one (1) device, per five (5) days)	\$40.00
Wireless Price Plans (5 mb/sec, one (1) device, per seven (7) days)	\$55.00

For Support Please Email: expoit@exposquare.com or Call: **918-744-1113 x2000**



FOOD VENDOR ELECTRIC NEEDS FORM



FOOD VENDORS ELECTRIC NEEDS FORM SageNet Center Upper Level

SHOW: ☐ July 2025 ☐ November 2025

BOOTH INFORMATION:

Booth #: _____

Company Name: _____

Contact: _____ Phone #: _____

Email: _____

ELECTRICAL NEEDS:

Single Phase: _____ 3 Phase: _____ How many amps of Power: _____

List of items you need electricity for:

1. _____

6. _____

2. _____

7. _____

3. _____

8. _____

4. _____

9. _____

5. _____

10. _____

Please return this form to Ashley Sandwisch, Show Coordinator, ashleym@mpeshows.com

