



VENDOR KIT

July 11-13, 2025
SageNet Center Upper Level

We are delighted that you will be joining us for our July 11-13, 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 July 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 in July!

Sincerely,

Tina Robinson
Tausha Gagnon
Lindsay Zaras
Ashley Sandwisch
Rachel Whitmire

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
Tausha Gagnon	Exhibitor Sales Consultant, M-Z / Show Coordinator	taushag@mpeshows.com	405-832-9088
Lindsay Zaras	Exhibitor Sales Consultant, #, A-L	lindsayz@mpeshows.com	704-969.6817
Ashley Sandwisch	Show Coordinator	ashleym@mpeshows.com	704-969-6818
Rachel Whitmire	Operations Manager	rachelw@mpeshows.com	904-594-1253

SHOW FACILITY/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 lower level in the east conference room. Look for the show office sign.

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).

FINAL PAYMENT

Final payment is due **June 5, 2025**. Final payments must be made by this due date or, if paid at the show, vendors must pay a \$75 late fee. If you choose to pay your balance at the show, your balance **MUST** be paid with cash or a money order. Personal or business checks will not be accepted.

SHOW DATES & HOURS

Friday	July 11, 2025	9:00 AM – 6:00 PM
Saturday	July 12, 2025	9:00 AM – 6:00 PM
Sunday	July 13, 2025	11:00 AM – 5:00 PM

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



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

Vendors may check in from 9:00 AM to 7:00 PM on **Thursday, July 10, 2025**. Your booth is forfeited if you're not checked in by 7:00 PM.

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. 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 fair grounds to see where vendor parking is located. Please be prepared with carts or other equipment as necessary for your set up.

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, July 13, 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.

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 will be:

Thursday	July 10, 2025	12:00 PM – 7:00 PM
Friday	July 11, 2025	8:00 AM – 5:00 PM
Saturday	July 12, 2025	8:00 AM – 5:00 PM
Sunday	July 13, 2025	10:00 AM – 4:00 PM

SALES TAX INFORMATION

The tax rate for the facility is 8.517%. 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, June 27, 2025**. All pre-orders and pre-order payments must reach their office no later than: **12:00pm on Thursday, July 3, 2025**. Orders **AFTER 12:00pm Thursday, July 3, 2025** 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.

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.

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.



VENDOR KIT



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.

ELECTRICAL BOXES

Electrical boxes will be pulled at 5pm on Sunday. Please bring long grounded (three prong) extension cords to reach the wall plugs.

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.
- Watch your email for your 2026 July 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

WI-FI

Wi-Fi is available for purchase at the SageNet Center Upper Level.

We strongly encourage you to purchase the premium wi-fi service for your point of sale. Premium wi-fi is priced per device at the following:

\$10 – 1 Day (5 mb/sec, one (1) device, daily)

\$25 – 3 Days (5 mb/sec, one (1) device, per three (3) days)

\$40 – 5 Days (5 mb/sec, one (1) device, per five (5) days)

Instructions for purchasing and connecting to premium wi-fi can be found [here](#).

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, June 23, 2025**.

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.



VENDOR KIT



For the COI, please list the additional by contract:

Tulsa County Public Facilities Authority and ExpoSERVE Management Corporation

And the Certificate Holder should be:

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

SAGENET CENTER UPPER LEVEL OUTSIDE FOOD & BEVERAGE POLICY

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

AUTHORIZED FOOD & BEVERAGE ITEMS WITH 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.

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.

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. Please refer to items #4 and 5 on your exhibitor contract/application or contact Show Management if you have questions.



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 take 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

MAP OF TULSA VENDOR PARKING

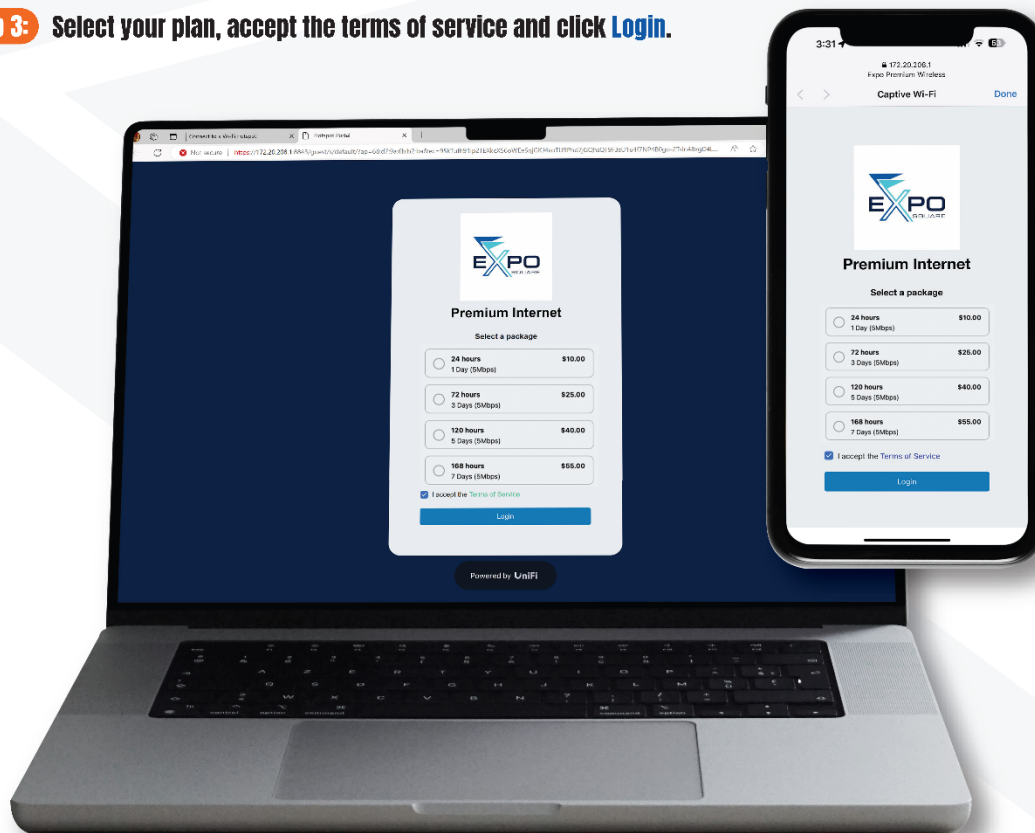


WI-FI INSTRUCTIONS



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.



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 *

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