



YOUTH AT HEART

Due to an ever-increasing staff workload, the administration at Youth At Heart decided to ease the burden on employees and outsource the planning of the annual fundraising dinner. By communicating with the chief operating officer and working directly with the event committee and event chair, Kazoo planned and executed the 250-person event for the past two years, allowing the employees and committee to focus on sponsorships and overall fundraising efforts.

Results have included:

- More than a 20% increase in Tulsa show attendance after the launch of the new brand of which a survey revealed 14 percent were first-time attendees and 21 percent were between the ages of 19-34.
- The Tulsa show has increased in size by adding about 100 more booths and has a waiting list of vendors wanting to exhibit at the show.
- After years of continued growth, the owners retained Kazoo to expand the show to new markets for the first time in 15 years.

AN AFFAIR YOU SHOULD KNOW ABOUT

14%	29%	24%	23%	8%
>30	30-40	50-59	60-69	70<

2013 AUDIENCE AGE MAKEUP

The Heart of Tulsa show accommodates 450 exhibitors displaying in over 850 booths. Currently, there is a waiting list of vendors

450 VENDORS. 850 BOOTHS. 3 DAYS.

Over the three-day event weekend, the show will welcome more than 25,000 shoppers, comprised primarily of women between the ages of 25-54 who attend with their daughters, mothers, grandmothers, sisters and friends make it a weekend long social event.

25,000 SHOPPERS 3 DAYS

ATTENDEES BY INCOME:

15%	36%	18%	30%
>\$35K	\$35-75K	\$75K-100K	\$100K<

SOCIAL MEDIA SMARTS:
Of those surveyed, social media usage was prevalent with 100% of responders utilizing facebook and 63% active on Pinterest.

You Could Use A Little

RETAIL THERAPY

AN AFFAIR OF THE HEART of Tulsa

TULSA OKC
JULY 10-12 & NOV. 20-22 FEB. 6-8 & OCT. 23-25

OVER 50 NEW VENDORS!
450 VENDORS 850 BOOTHS 3 DAYS

HeartOfTulsa.com

ADMIT ONE

BRAUM'S AN AFFAIR OF THE HEART find something you love.

AAOTH.COM

JULY 12-14
TULSA | RIVER SPIRIT EXPO AT EXPO SQUARE
Fri. & Sat. 9am to 6pm | Sun. 11am to 5pm
ACTUAL TICKET VALUE: \$10

FIND SOMETHING YOU LOVE

BRAUM'S AN AFFAIR OF THE HEART find something you love.

JULY 12-14
RIVER SPIRIT EXPO AT EXPO SQUARE



IT'S LIKE BROWSING Pinterest IN PERSON

AN AFFAIR OF THE HEART

JULY 15-17 HeartOfTulsa.com

AN AFFAIR OF THE HEART

ADMIT ONE TO CENTRAL ARKANSAS' PREMIER SHOPPING EVENT

JUNE 24-26
CONWAY EXPO CENTER & FAIRGROUNDS

AN AFFAIR OF THE HEART

JULY 15-17
RIVER SPIRIT EXPO AT EXPO SQUARE

BRINGING ARTISANS, CRAFTERS AND ONE-OF-A-KIND TREASURES TO TULSA FROM ACROSS THE COUNTRY.

www.HeartOfTulsa.com

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