



ESSENCE Festival

NEW ORLEANS & LOUISIANA




25

2019 VENDOR & EXHIBITOR OPPORTUNITIES
JULY 4 - 7

ESSENCE DAY

THURSDAY, JULY 4 | 11:00 – 7:00 PM

ESSENCE Day is a new addition to our annual weekend celebration. Listen to live music, indulge in beloved New Orleans culinary creations and feast your eyes on awe-inspiring hometown art at this bustling community day. As a local Louisiana vendor, set up side-by-side with the second-line and watch fireworks while pushing your brand to thousands of festival-goers!

COMMUNITY CORNER		ESSENCE MARKETPLACE		ESSENCE EATS		
						
INVITED EXHIBITORS	501(c)(3) Community Organizations: National organizations with missions centered around economic empowerment, civil rights/activism and programs that level the playing field for disenfranchised and underserved communities.		Artisans/Crafters: artist/crafters of fine art, Handmade jewelry and home goods Photo Booths: Vendors who take on-site photos and charge guests for a copy (digital or physical). Retail Vendors: Beauty (non mass), personal/hair care (non mass), packaged food/sauces/spices, and manufactured apparel and accessories retailers who sell merchandise that they do not personally make by hand.		Local Louisiana/New Orleans: Restaurateurs showcasing Local Louisiana & Southern, Vegan/Vegetarian, Savory, Classic American, Bakery and Dessert Products, Global Gourmet cuisines	
		SINGLE 10X10 BOOTH		SINGLE 10X10 BOOTH		SINGLE (SIZE) FOOTPRINT
OPPORTUNITIES & PRICING	501 c3 Exhibitor	\$100	Artisan/Crafter	\$200	Eats Food Booth	\$300
			Retail/Vendor	\$300	Eats Dessert Booth	\$200
					Eats Food Truck	\$300

KEY DATES:




- **March 1:** Notifications sent to all confirmed vendors
- **March 15:** Signed agreements, booth fees and insurance due
- **July 4:** Vendor Load In/Out

ESSENCE AT THE CENTER

ERNEST N. MORIAL CONVENTION CENTER

FRIDAY, JULY 5 – SUNDAY, JULY 7 | 9:30 AM – 6:00 PM

Daytime festivities at the Ernest N. Morial Convention Center are a 3-day whirlwind of dynamic conference conversations, can't-miss keynote addresses and exciting interactive exchanges led by today's most influential and celebrated voices. Vendors and exhibitors will have unparalleled access to showcase their unique creations to thousands of daily attendees.

COMMUNITY CORNER			ESSENCE MARKETPLACE			ESSENCE EATS			
									
INVITED EXHIBITORS	501(c)(3) Community Organizations: National organizations with missions centered around economic empowerment, civil rights/activism and programs that level the playing field for disenfranchised and underserved communities.		Artisans/Crafters: artist/crafters of fine art, Handmade jewelry and home goods Photo Booths: Vendors who take on-site photos and charge guests for a copy (digital or physical). Retail Vendors: Beauty (non mass), personal/hair care (non mass), packaged food/sauces/spices, and manufactured apparel and accessories retailers who sell merchandise that they do not personally make by hand.			Restauranteurs showcasing Local Louisiana & Southern, Vegan/Vegetarian, Savory, Classic American, Bakery and Dessert Products, Global Gourmet cuisines			
OPPORTUNITIES & PRICING		SINGLE 10X10 BOOTH	DOUBLE 10X20 BOOTH		SINGLE 10X10 BOOTH	DOUBLE 10X20 BOOTH		SINGLE 10X15 BOOTH	DOUBLE 10X20 BOOTH
	501 c3 Exhibitor	\$800	N/A	Artisan/Crafter	\$2,250	\$3,650	Eats Food	\$4,000	\$6,000
				Retail Vendor	\$2,375	\$3,870			
				Photo Booth	\$1,500	N/A	Eats Dessert	\$3,375	N/A


KEY DATES:

- **March 1:** Notifications sent to all confirmed vendors
- **March 15:** Signed agreements, booth fees and insurance due
- **July 4:** Vendor Load In
- **July 7:** Vendor Load Out

ESSENCE AT THE SUPERDOME

FRIDAY, JULY 5 – SUNDAY, JULY 7 | 6:30 PM – MIDNIGHT

The Superdome is the ESSENCE Festival music epicenter, welcoming today's hottest stars. From main stage acts to intimate performances in our Superlounges, over 50,000 daily music enthusiasts attend this can't miss 3-day concert series.

ESSENCE EATS*			
			
INVITED EXHIBITORS	Restaurateurs showcasing Local Louisiana & Southern, Vegan/Vegetarian, Savory, Classic American, and Global Gourmet cuisines		
OPPORTUNITIES & PRICING		SHARED SUPERLOUNGE SPACE	FULL SUPERLOUNGE SPACE
	Eats Food Booth	\$4,000	\$6,000

KEY DATES:

- **March 1:** Notifications sent to all confirmed vendors
- **March 15:** Signed agreements, booth fees and insurance due
- **July 4:** Vendor Load In
- **July 8 (post Sunday show):** Vendor Load Out



VENDOR/ EXHIBITOR BENEFITS

Vending at ESSENCE Festival is the ultimate way to take your business to next level. Offering a wide range of benefits, ESSENCE Festival allows you to take advantage of several exclusive opportunities to share your brand and enjoy the unique experience.

	MARKETPLACE/COMMUNITY	ESSENCE EATS
Onsite brand exposure to over 150,000 daily attendees	X	X
Product and service sales at the vendor booth	X	X
Dedicated vendor management team to orient partner to festival	X	X
Listing in Essence Festival program guide, Festival App, and Vendor Marketing Sites	X	X
Built booth space (includes booth/tent, table, 2 chairs, waste basket and booth name signage)	X	X
Pre-Show Operational Consultation		X
Post Show Comparative Analytic reports		X
Listing on Festival Eats Marketing Website Page		X
Point of Sale Terminals		X

PERMITS/ TAXES AND COMPLIANCE WITH LOCAL LAWS

Each vendor permitted to sell at ESSENCE FESTIVAL must individually comply with all pertinent State of Louisiana and City of New Orleans laws and ordinances plus obtain all necessary permits and licenses. Vendor must follow sales tax regulations and file such applications as required. Get the details at <https://www.nola.gov/onestop/business/>.

CERTIFICATES OF INSURANCE




In order to participate in ESSENCE Festival events, you must carry Auto, General Liability and Worker's Comp Insurance. It does not need to have additionally insurance parties named until after you are accepted.

*REVENUE SHARE

ESSENCE Festival will implement a new revenue share model for 2019. Eats vendors are required to pay ESSENCE 15% of their gross revenue, after their gross sales meet the following revenue thresholds. This will max out at \$25,000, if applicable. This does not include the following vendor's net revenue: a) Tips (cash, credit, debit, tap pay), b) Processing fees for all digital transactions (credit, debit, etc.) as set by Festival POS tablet partners, and c) Local sales tax. The 15% revenue share will be collected post-festival.

VEND YOUR PRODUCTS, SHARE YOUR CAUSE & CONNECT WITH THOUSANDS OF ATTENDEES

2018 Festival was a success for our vendors, many of whom saw record sales—and 2019 Festival will be the largest to date!

	COMMUNITY CORNER	ESSENCE MARKETPLACE	ESSENCE EATS
			
	Connect with our take-action audience! Share your social mission/cause at the Community Corner.	One-of-a-kind cultural connection to showcase your unique creations and merchandise. With unparalleled brand visibility and a partnership designed to drive product sales.	Serve up your mouth-watering signature dishes and delectable eats while pushing your brand to Festival attendees throughout New Orleans.
INVITED VENDORS/ EXHIBITORS	National 501(c)(3) Community Organizations with missions centered around economic empowerment, mobility and civil rights activism and supports and programs that level the playing field for disenfranchised and under-accessed communities.	Artisans/Crafters: artist/crafters of fine art, jewelry, home goods Photo Booths: Vendors who take on-site photos and charge guests for a copy (digital or physical). Retail Vendors: Beauty, personal/hair care, packaged food/sauces/spices, and manufactured apparel and accessories retailers who sell merchandise that they do not personally make by hand.	Restaurateurs, food trucks, professional festival food vending companies showcasing local Louisiana & Southern, Vegan/Vegetarian, Savory, Classic American, Bakery and Dessert Products, Global Gourmet cuisines
2019 EF VENDING OPPORTUNITIES	Essence Day* (July 4) ESSENCE at The Center (July 5-7)	ESSENCE Day* (July 4) ESSENCE at The Center (July 5-7)	ESSENCE Day* (July 4) ESSENCE at The Center (July 5-7)
			ESSENCE at The Superdome (July 5-7)
CONTACT FOR MORE INFO.	Convention Center: FestivalCCMarketplace@Essence.com ESSENCE Day*: ESSENCEDayMarketplace@Essence.com	Convention Center: FestivalCCMarketplace@Essence.com ESSENCE Day*: ESSENCEDayMarketplace@Essence.com Street Pavilions: FestivalPavilionMarketplace@Essence.com	All Venues: FestivalEats@Essence.com