

# ESSENCE BEAUTY CARNIVAL



**2019 BEAUTY VENDOR OPPORTUNITIES**



PIER 36 / NEW YORK CITY

APRIL 27 - 28

# BEAUTY CARNIVAL

SATURDAY, APRIL 27 – SUNDAY, APRIL 28 | 10:00 AM – 5:00 PM

ESSENCE Beauty Carnival™ is a one-of-a-kind three-stop destination for makeup superfans, hair chameleons and every woman in between. From live tutorials to curated shops, explore a vivid spectacle of global beauty. Plus, the experience features our museum of black beauty, an interactive destination featuring iconic products and cultural moments celebrating our black beauty throughout the years!!

ESSENCE MARKETPLACE			ESSENCE EATS	
				
INVITED EXHIBITORS	<b>Artisans/Crafters:</b> Vendors make of jewelry and accessories with their own hands.  <b>Retail Vendors:</b> (Non-mass) beauty, personal and hair care, manufactured apparel and accessory retailers who sell merchandise that they do not personally make by hand.		<b>Local/New York:</b> Restauranteurs showcasing the diversity of signature dishes from fine food, Vegan/Vegetarian and Savory to Bakery and Dessert Products, Global Gourmet cuisines	
OPPORTUNITIES & PRICING		SINGLE 10X10 BOOTH	DOUBLE 10X20 BOOTH	FOOD TRUCK
	Artisan/Crafter	\$1,500	\$2,500	\$1000
	Retail/Vendor	\$2,500	\$2,500	

## KEY DATES:

- **March 1:** Notifications sent to all confirmed vendors
- **March 15:** Signed agreements, booth fees and insurance due
- **April 26** Vendor Load In/Out

# VENDOR BENEFITS

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

	ESSENCE MARKETPLACE	ESSENCE EATS
Onsite brand exposure to over 7,000 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 Carnival program guide, Marketing Sites and promotional material for 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
Point of Sale Terminals		X

## PERMITS/ TAXES AND COMPLIANCE WITH LOCAL LAWS

Each vendor participating or permitted to sell at ESSENCE® Beauty Carnival™ must individually comply with all pertinent State of New York and New York City laws and ordinances and obtain all necessary permits and licenses. Vendor must follow sales tax regulations and file such applications as are required. For more details, please visit <https://www1.nyc.gov/nycbusiness/>.

## CERTIFICATES OF INSURANCE

In order to participate in ESSENCE Beauty Carnival™, 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 Beauty Carnival™ Eats vendors are required to pay ESSENCE 15% of their gross revenue, after their gross sales meet the revenue thresholds outlined in the rule and procedures document. 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 Carnival POS tablet partners and c) Local sales tax. The 15% revenue share will be collected post-Beauty Carnival.