

# ESSENCE *Festival* Of CULTURE

NEW ORLEANS • LOUISIANA

PRESENTED BY *Coca-Cola*

2020 Exhibitor Opportunities  
July 3-5, 2020






# ESSENCE AT THE CENTER

ERNEST N. MORIAL CONVENTION CENTER

FRIDAY, JULY 3 – SUNDAY, JULY 5 | 9:30 AM – 6:00 PM



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

		COMMUNITY CORNER		ESSENCE MARKETPLACE		ESSENCE EATS	
							
INVITED EXHIBITORS		<b>501(c)(3) Community Organizations:</b> National organizations with missions centered around economic empowerment, civil rights/activism and programs that level the playing field for disenfranchised and underserved communities.		<b>Retail Vendors:</b> Beauty (non mass), personal/hair care (non mass), packaged food/sauces/spices, find art, handmade products and manufactured apparel or accessories. <b>Photo Booths:</b> Vendors who take on-site photos and charge guests for a copy (digital or physical).		<b>Local Louisiana/New Orleans:</b> Restaurateurs showcasing Local Louisiana & Southern, Vegan/Vegetarian, Savory, Classic American, Bakery and Dessert Products, Global Gourmet cuisines.	
FOOTPRINT & PRICING		<b><u>Single Booth</u></b> 10'x10' \$800	<b><u>Double Booth</u></b> N/A	<b><u>Single Booth</u></b> 10'x10' Photo: \$1,500 Retail: \$2,600	<b><u>Double Booth</u></b> 10'x20' Photo: N/A Retail: \$4,000	<b><u>Single Booth</u></b> 10'x15' Food: \$4,200 Dessert: \$3,500	<b><u>Double Booth</u></b> 10'x20' Food: \$6,300 Dessert: N/A

## KEY DATES:

- **March 19:** Notifications sent to all confirmed vendors
- **April 3:** Signed agreements, booth fees and insurance due
- **July 2:** Vendor Load In
- **July 5:** Vendor Load Out



# ESSENCE AT THE SUPERDOME

FRIDAY, JULY 3 – SUNDAY, JULY 5 | 6:30 PM – MIDNIGHT

The Superdome is the Festival’s 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	<b>Restaurateurs:</b> showcasing Local Louisiana & Southern, Vegan/Vegetarian, Savory, Classic American, and Global Gourmet cuisines	
FOOTPRINT & PRICING	<u><b>Shared Booth</b></u> Food: \$4,000	<u><b>Full Booth</b></u> Food: \$6,000

## KEY DATES:

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- **July 2:** Vendor Load In
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# VENDOR/EXHIBITOR BENEFITS

Vending at ESSENCE Festival of Culture™ 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	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.



# SIGN-UPS FOR NEW OPPORTUNITIES

Stay-tuned for additional vending and exhibitor opportunities at the 2020 ESSENCE Festival of Culture™ and sign-up to receive the latest information to register for:

- **Big Easy Street Fairs:** Essence brings the best of New Orleans' culture, art, music and food to the streets of the French Quarter. Marketplace and Food vending opportunities will range from \$500 -- \$1,500.
- **International Flare Fairs:** Essence celebrates the international cultures that make the gumbo of experiences that define the food, fashion and beauty of New Orleans. Marketplace and Food vending opportunities will range from \$500 -- \$1,500.
- **Spirit & Wine Experience at ESSENCE Festival:** Essence raises our glass to the spirits and cocktail culture by showcasing tasting tips and pairings from sommeliers, mixologists, and culinary personalities. Local winery, brewery, distillery and dessert tasting opportunities will range from \$1,200 -- \$2,400.

