



ESSENCE
Festival
Of CULTURE
NEW ORLEANS • LOUISIANA
PRESENTED BY *Coca-Cola*

2020 Vendor & Exhibitor Rules



ESSENCE Festival of Culture™ – Vendor Rules & Procedures

2020 VENDOR RULES & PROCEDURES

The ESSENCE Festival is committed to a quality event with a unique and innovative assortment of vendors. All vendors are required to comply with the rules and procedures listed. Please read and adhere to all policies outlined below.

SHOW DAYS/LOAD IN/ CONTACT INFORMATION:

EVENT	ESSENCE @ THECENTER	ESSENCE @ THE SUPERDOME
Location	Ernest N. Morial Convention Center	Mercedes-Benz Superdome
Vending Opportunities	Marketplace, Eats and Community Corner 501(c)(3) exhibitors	Eats Food Vendors
Vending Hours	9:30- 6pm	6:30-midnight
Vending Dates	Friday, July 3- Sunday July 5, 2020	Friday, July 3- Sunday July 5, 2020
Load In	Wednesday, July 1, 2020	Wednesday, July 1, 2020
Load Out	Sunday, July 5, 2020	Monday, July 6, 2020 (immediately after Sunday show)
Contact Email	Eats: FestivalEats@Essence.com All Others: FestivalCCMarketplace@Essence.com	FestivalEats@Essence.com

For general questions, please feel free to email
FestivalVendors@Essence.com

2020 Vendor Rules (contd)

SELECTION PROCESS

- Submission of an application does not guarantee selection as a 2020 ESSENCE Festival® vendor. Selection of vendors and space assignments are at the discretion of ESSENCE Festival.
- Starting March 19, 2020, we will start sending out approvals. All footprints will be confirmed no later than April 15, 2020.
- **IMPORTANT:** Once approval has been communicated, applicant will be sent an agreement. Accepted applicants will have 10 days (no less than 5 business days) to provide all required documents, execute vendor agreement and pay 100% of booth fees. If applicant does not complete each required task, within the allotted timeframe, then the footprint will be allocated to another applicant.
- Festival Sponsors will be included in all Festival signage in such location and format at Essence's discretion, including ESSENCE Eats booths and corner locations.
- Special consideration will be given to local vendors and ESSENCE Marketplace legacy vendors.
- The Festival reserves the right to limit the number of vendors selling similar items or services.
- Applications completed after April 1, 2020 will be accepted **ONLY IF** space is still available and the products offered enhance the overall ESSENCE Marketplace experience. If there is space available, we will reach out to applicants in the order they applied to confirm their interest and collect the \$75 application fee prior to review. All confirmed vendors will be notified of booth number via email by June 1, 2020. Booth location will not be changed once assigned.

PERMIT AND INSURANCE REQUIREMENTS

- All vendors must have the following on display and in his or her possession at all times during the Festival:
 - City of New Orleans Occupational (no fixed place of business) license. Copies must be presented to ESSENCE Festival upon request. City of New Orleans and State of Louisiana sales tax must be paid in full to authorized representatives prior to the Festival's closing on Sunday, July 5, 2020.
- All ESSENCE Festival vendors are required to carry valid General Liability Insurance. Although Workers Comp and Business Automobile Liability Insurance are not required, adherence and compliance to all local, state and national laws and regulations are expressly encouraged.
 - Upon payment of booth rental fees and execution of a Festival Vendor Agreement, each vendor shall provide ESSENCE with a certificate of insurance (COI) evidencing all insurance coverage as required under the terms of the Festival Vendor Agreement. Please note that the level of insurance required will vary based upon the type of vending opportunity granted.
 - During the Term of this Agreement and, with respect to any claims-made policies, for a period of three (3) years thereafter, Vendor, shall obtain and maintain insurance coverage, with licensed insurance companies of the following minimum types and limits (final requirements provided within Vendor Agreement):

2020 Vendor Rules (contd)

- Generally, ESSENCE will not supply WiFi in the booths. Please plan to secure your own Wi-Fi connection and hardware for processing payments. Depending on the venue, there may be opportunity to purchase Wi-Fi through Essence. Please inquire with your Vendor Management team.

VENUE REGULATIONS

- Smoking is strictly prohibited throughout all ESSENCE Festival venues, buildings and properties. Contracted staff and vendors may not smoke during set-up or break-down.
- No open flames are permitted in any building (with the exception of those used for chaffing dishes within designated ESSENCE Eats vending areas). All decorations must be fire retardant.
- Parking in designated spaces with permit only. The Festival may charge an additional parking fee.
- Vendor agrees to comply by Fire Safety and Fire Marshall guidelines
- Amplified sound in vendor selling area is strictly prohibited.
- No Pets Allowed on Festival Grounds (except for service animals, which must be registered with ESSENCE in advance). Anyone found with a pet on the premises will be asked to leave immediately with NO REFUND. Service Animals are permitted in accordance with Americans with Disabilities Act (ADA) compliance.

VENUE PROCEDURES

- Load In/ Out Info:
 - Site access/Set up: Vendors will be pre-assigned credentials sign-in, site access, arrival and set-up times.
 - All vendor/ exhibitor booths must not close its booth or tear down prior to specified venue closing times outlined in the **SHOW DAYS/LOAD IN/ CONTACT INFORMATION** grid above.
- All vendors are responsible for cleaning their space and trash removal during and after the Festival.
- Overnight Security: Limited overnight security is contracted by the Festival. However, the Festival will not be held responsible for lost, stolen or damaged merchandise. All vendors who choose to leave items overnight do so at their own risk. Uniformed roving security will be present in the vending/ exhibiting areas during hours open to the public.

MARKETPLACE PRODUCT GUIDELINES

- ESSENCE Festival does not guarantee vendor items will be sold or guarantee any type of revenue that is generated from sales.
- All vendors may only sell what the Festival has pre-approved during the registration and evidenced in the signed Vendor Agreement. Vendors promoting or selling any other products or services not listed on their application and contract agreement will be required to remove them from their vendorspace.
- Offensive materials, e.g., ethnically or racially offensive items, may not be sold or displayed at the Festival. Failure to comply with this policy will result in termination from the Festival.

2020 Vendor Rules (contd)

- Merchandise on sale must be appropriate for minors and all ages. Vendors with explicit or profane items will be asked to leave immediately. Merchandise representing Black Excellence is strongly encouraged.
- No vendor is permitted to conduct any type of recreational or entertainment activities (i.e., face painting, sand art, clowns, etc.)
- Essence Marketplace vendors may sell packaged food only if the item is a) approved by the FDA and b) a bulk take-home consumption item. No on-site consumption items will be allowed, e.g., no individually wrapped pralines, bags of mixed nuts, cooked items, etc., unless pre-approved by Essence in writing.

MARKETING PARAMETERS

- Vendors/Exhibitors should not use the official ESSENCE Festival logo or artwork or incorporate the name ESSENCE Festival into your product line. The name and logo are protected by trademark and copyright laws and may only be used by special licensing agreements.
- When promoting participation in the Festival, vendors and exhibitors must use the official event title in all promotional materials, which is anticipated to be ESSENCE Festival Presented by Coca-Cola. Additionally, Mercedes-Benz Superdome vendors must reference the venue as “Mercedes-Benz Superdome”.

Food Vendors please be sure to read the Food Vendors Rules and Regulations as it contains additional important information.

Extremely Spicy Food Policy: In order to ensure the health and safety of its attendees, the ESSENCE Festival is no longer allowing vendors to sample or sell any edible that is considered extremely hot or spicy. Foods that cause your customers extreme burning, pain, vomiting or stomach illness are not allowed at the Festival. Even if you have waivers for your customers to sign, these foods are not allowed. Failure to comply with this policy will result in immediate termination, and no refund of any rental fees

FOOD VENDORS RULES AND REGULATIONS

- Applicants must be willing and able to cooperate with Health and Sanitation requirements of the State of Louisiana, Mandated insurance requirements of the Essence Festival, its partners, agents and venues, and Parish and State laws pertaining to food service, licensing and tax reporting.
- All ESSENCE Eats vendors must ensure that all approved food items are available for sale at all Festival times during each day of the Festival.
- Food vendors must honor the posted prices for approved food items and must not make any price increases.

2020 Vendor Rules (contd)

- Vendor shall properly bag and dispose of all trash in the area as directed by Essence Festival management and/or venue personnel.
- Vendors' food stock and equipment shall be stored in a discreet manner that is not visible to the public.
- Vendors' food shall be fresh, refrigerated, and maintained at all times as required.
- Gloves must be worn while handling (i.e., cutting, assembling and/or serving) all food. Bare hand contact is prohibited.
- When cooking, please make sure to use lids and covers for your pots and pans.
- Stored food must be 6" (inches) off the ground or floor.
- Outdoor customer self-service condiments must be in pump-style dispensers or individual packets.
- Hot foods must be held at more than 135 degrees Fahrenheit and cold foods held at less than 45 degrees Fahrenheit.
- No eating or drinking inside the booth. Personal drinks and items must be stored separately from consumer items.
- Food vendors must supply all other necessary services and equipment required for the operation of the Vendor Food Booth at their own cost, including, but not limited to, the following:
 - 40BC fire extinguisher (or such other model as required by ESSENCE Festivals and/or the venue)
 - Hand washing and hand drying system sanitizer and a PH Test kit (ESSENCE Day on the Park and ESSENCE Street Fair Eats vendors only)
 - All holding equipment and serving utensils
 - Single service flatware, paper products, and condiments
 - Proper refrigeration, if needed
 - Dolly or hand cart to transport products and equipment to the Vendor Food Booth, if needed