



**SOKO MRKT**

**2025 SOKO MRKT  
VENDING PARTNER OPPORTUNITIES**

# ABOUT

## IN 2025, WE ARE 'MADE LIKE THIS'

We are boundless. Unlimited and uncontainable. In a world that seeks to confine and define, we are as multidimensional as our history and as powerful as our future.

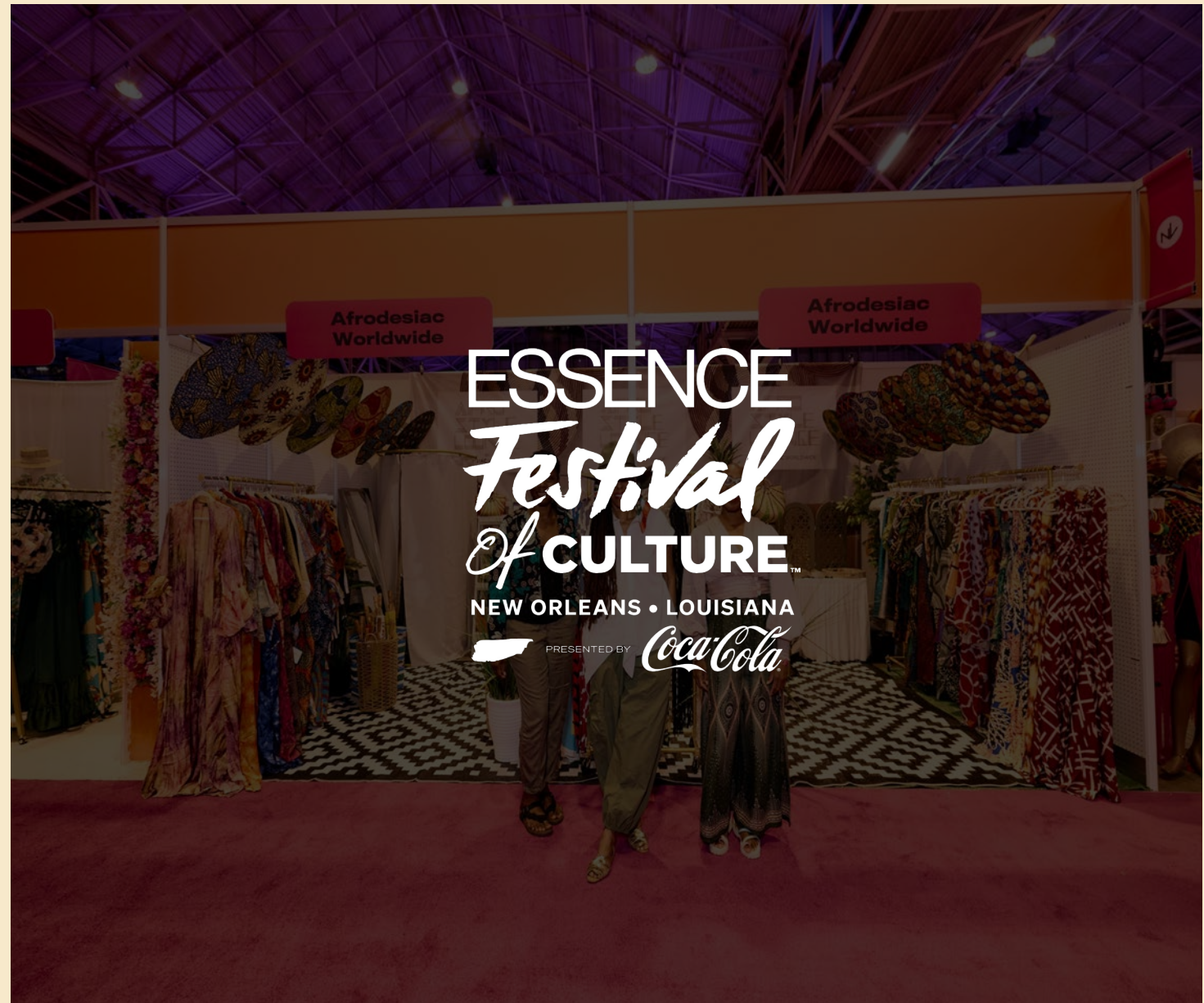
Essence Festival is the only destination vast enough for our presence. Where every expression of joy can come to life. It's a space for liberation and self-determination. A place to explore identity and plant seeds. A place where our differences only mean open arms and possibility.

Essence Festival. **Made Like This.**

## SOKO MRKT AT ESSENCE FESTIVAL


SOKO MRKT will be the premier shopping destination at ESSENCE Festival of Culture. Attendees can explore and support emerging Black-owned businesses through a platform that showcases the stories, brands, and products of innovative entrepreneurs, fostering a vibrant community that celebrates creativity and commerce.


By connecting entrepreneurs with shoppers, resources, and a broader audience, SOKO MRKT empowers businesses to grow, scale, and thrive while promoting peer-to-peer support and amplifying their narratives across the ESSENCE ecosystem.




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### What you'll get by becoming a partner...

 Brand exposure to tens of thousands of potential customers

 Product and service sales at the booth

 Access to vendor management team to orient you to Essence Festival of Culture

 Listing in ESSENCE Festival App, Directories & SOKO MRKT Website

 Pre-Show Operational Calls



VALUE OF BEING A PARTNER



# CONVENTION CENTER

Ernest N. Morial Convention Center New Orleans

July 4 - July 6, 2025

CONVENTION CENTER

| OPPORTUNITY        | SOKO MRKT   | BEAUTYCON   | FOOD & WINE   |
|--------------------|---|---|---|
| APPLICATION FEE    | \$100   | \$100   | \$100   |
| SELECTION CRITERIA | <p><b>Retail Vendors:</b> Non-mass packaged food/sauces/spices, fine art, handmade products and manufactured apparel or accessories</p> <p><b>Service based Businesses:</b> Technology, Business/Financial Services</p> | <p><b>Retail Vendors:</b> Beauty (non mass), personal/hair care (non mass)</p>  | <p>Restaurateurs showcasing Local Louisiana &amp; Southern, Vegan/Vegetarian, Savory, Classic American, Bakery and Dessert Products, Global Gourmet cuisines.</p> |
| FOOTPRINT/PRICING  | <p><b>Tier 1:</b> 10x10 Gold: \$3,300<br/> <b>Tier 1:</b> 10x20 Platinum: \$5,300<br/> <b>Tier 2:</b> 10x10 Orange: \$2,900<br/> <b>Tier 2:</b> 10x20 Silver: \$4,500</p>   | <p><b>Tier 1:</b> 10x10 Gold: \$3,300<br/> <b>Tier 1:</b> 10x20 Platinum: \$5,300<br/> <b>Tier 2:</b> 10x10 Orange: \$2,900<br/> <b>Tier 2:</b> 10x20 Silver: \$4,500</p> | <p><b>Food - Single Booth (10x10) :</b> \$4300<br/> <b>Food - Double Booth (10x20):</b> \$6400<br/> <b>Dessert - Single Booth (10x10):</b> \$3500</p>             |

Tiered pricing is returning for the 2025 SOKO MRKT and Beautycon. The tiered pricing model provides the opportunity to select "prime" locations during registration. Tier 1 pricing designates the location of the booth will be in areas identified as high visibility/high foot traffic areas.



# KEY DATES & DETAILS

## KEY DATES

- ★ **February:** Rolling Acceptance Notifications
- ★ **February:** Contract Acceptance & Payment Close  
*Payment in Full is due within 10 (ten) business days of application approval*
- ★ **July 2-3:** Vendor Partner Move-In Dates
- ★ **July 4-6:** 2025 ESSENCE Festival of Culture™ presented by Coca-Cola®

## WHAT'S INCLUDED:

Booth or Tent structure, 6ft Table, Two (2) Chairs, Waste Basket, Booth Name Signage, 20AMP Power, WiFi

## NOT INCLUDED:

Staff, Point-of-Sale Portal (recommendation can be provided by Essence), Shipping Costs, Drayage/Labor, Power Strips, Storage

## 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 Workers Comp Insurance.



