



ESSENCE *Festival of* CULTURE™

NEW ORLEANS · LOUISIANA

PRESENTED BY *Coca-Cola*

2023
vendor/exhibitor
opportunities
brochure



convention center

Ernest N. Morial Convention Center New Orleans
June 30 - July 2, 2023

opportunity	soko (marketplace)	beautycon	food & wine	community corner
application fee	\$75	\$75	\$75	\$75
selection criteria	<p>Photo Booths: Vendors who take on-site photos and charge guests for a copy (digital or physical).</p> <p>Retail Vendors: Non-mass packaged food/sauces/spices, fine art, handmade products and manufactured apparel or accessories.</p> <p>Annual Sales: <\$1,000,000</p>	<p>Retail Vendors: Beauty (non mass), personal/hair care (non mass),</p> <p>Annual Sales: <\$1,000,000</p>	<p>Local Louisiana/New Orleans: Restaurateurs showcasing Local Louisiana & Southern, Vegan/Vegetarian, Savory, Classic American, Bakery and Dessert Products, Global Gourmet cuisines.</p> <p>Annual Sales: <\$1,000,000</p>	<p>501(c)(3) Community Organization: National organizations with missions centered around economic empowerment, civil rights/activism and programs that level the playing field for disenfranchised and underserved communities.</p> <p>Annual Sales: <\$1,000,000</p>
footprint/pricing	<p>Single - 10x10 (Photo): \$2,000</p> <p>Single - 10x10: \$2,600</p> <p>Double - 10x20: \$4,200</p>	<p>Single - 10x10 (Photo): \$2,000</p> <p>Single - 10x10: \$2,600</p> <p>Double - 10x20: \$4,200</p>	<p>Single - 10x10 (Food): \$4,200</p> <p>Single - 10x10 (Dessert): \$3,500</p> <p>Double - 10x20 (Food): \$6,300</p>	<p>Single - 10x10: \$800</p> <p>Double - 10x20: \$1,600</p>

part of new voices?

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selection criteria	Retail Vendors: Non-mass packaged food/sauces/spices, fine art, handmade products and manufactured apparel or accessories. You MUST be part of New Voices Fund or New Voices Foundation. Annual Sales: <\$1,000,000	Retail Vendors: Beauty (non mass), personal/hair care (non mass), You MUST be part of New Voices Fund or New Voices Foundation. Annual Sales: <\$1,000,000
footprint/pricing	Single - 10x10: \$2,000 Double - 10x20: \$3,900	Single - 10x10: \$2,000 Double - 10x20: \$3,900

important info

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. It does not need to have additionally insurance parties named until after you are accepted.

KEY DATES

May 1: Notifications sent to all confirmed vendors

May 11: Signed agreements, booth fee, and insurance COI due

June 28: Vendor Load-In

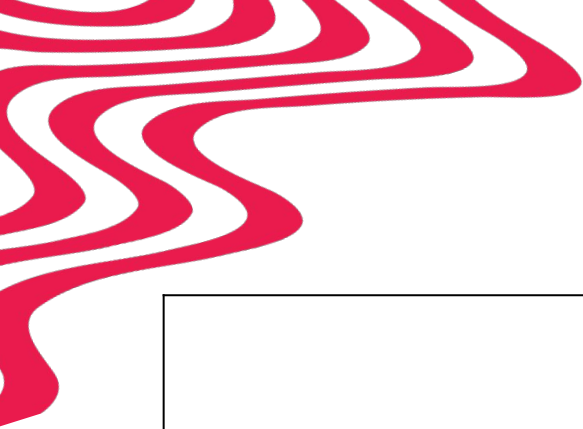
July 2: Vendor Load-Out

What's included?

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

Not included:

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



value of being a ...

	soko (marketplace)	beautycon	food & wine	community corner	new voices
Brand exposure to over 50,000 daily attendees	X	X	X	X	X
Product and service sales at the booth	X	X	X		X
Access to vendor management team to orient you to Festival	X	X	X	X	X
Listing in Essence Festival App and Site	X	X	X	X	X
Pre-Show Operational Consultation	X	X	X	X	X



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