



2023 EXHIBITOR PROSPECTUS

2 DAY EVENT - SEPTEMBER 15-16, 2023

New Orleans Ernest N. Morial Convention Center

FRIDAY

SEPT 15

9AM - 4PM

TRADE AND INDUSTRY DAY

The Gulf South does not yet have a premier coffee industry trade show. New Orleans is ready to change that – and invite the best of the coffee community to join forces for an exchange of ideas and the introduction of new products, services and suppliers. Southern hospitality awaits you.



SATURDAY

SEPT 16

9AM - 4PM

CONSUMER DAY

New Orleans loves a good cup of coffee. And we love the discovery of a great new product with flavor. New Orleans is the nation's leading port of entry for green coffee. We celebrate the thousands of coffee jobs that exist here.

500+ EXPECTED

We are recruiting the Gulf South's coffee leaders:

- Food & Beverage Directors / Hotels and Restaurants
- Coffee Shop Owners
- Baristas



Gulf South's **LARGEST** Coffee Show

2,000+ EXPECTED

We are recruiting the Gulf South's epicurious:

- Affluent Food and Coffee Enthusiasts
- Event Specialists
- Leading Southern Food Writers

nolacoffeefestival.com

For More Information
Contact Jim Currie



504.813.4656
Jim.currie.la@gmail.com

2 DAY EVENT - SEPTEMBER 15-16, 2023

New Orleans Ernest N. Morial Convention Center

BOOTH SPACE RESERVATION

MOVE IN THURS 9/14/2023 NOON-6PM

MOVE OUT SAT 9/16/2023 5PM-10PM

|  | EARLY BIRD SPECIAL by 3/15/2023 | STANDARD PRICING after 3/15/23 |
|---|------------------------------------|-----------------------------------|
| 10X10 | \$2500 | \$3000 |
| 10X20 | \$4500 | \$5500 |
| 10X30 | \$6500 | \$7500 |
| 20X20 | \$8500 | \$9500 |
| CUSTOM SPACES | TBD | TBD |

BOOTH FEE INCLUDES:

piping and skirted walls, 6 foot table, two chairs and a waste basket. Space allocations will be awarded on a first paid/first selection basis once the Convention Center and General Contractor determine the booth configuration (expected in Jan.)

Coffee Samples are limited to 3oz servings. Food samples are limited to 1oz servings. Any exhibitor taking sales orders during the tradeshow is subject to local sales tax by Orleans Parish.

SEND RESERVATION REQUEST TO:

jim.currie.la@gmail.com or call 504-813-4656



We are using Exhibit Hall B1 as well as several excellent classrooms for event speakers. We shall also have barista competition and barista training areas on the show floor. Exhibitors may use convention center staff for additional support. Services guide to follow.



Our tradeshow decorator/ general contractor will handle all move-in/ move-out and shipping logistics. Details and an exhibitor portal and services guide to follow.

For More Information
Contact Jim Currie



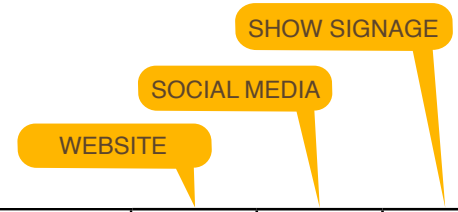
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SPONSORSHIPS

Your logo will be featured on the following:



We welcome industry support to help offset the cost of creating a first-class industry event. Please contact us for additional details on the sponsorships outlined below, or to suggest any other way that you may help us build a better experience for our trade and consumer audiences.

| | | | | | |
|------------------------------------|-------------------------|---|---|---|---|
| EVENT SPONSOR | \$5,000 up to 3 | Receives primary signage and recognition as well as enhanced placement on website and on showroom floor. Receives right of first refusal on all promotions. | ✓ | ✓ | ✓ |
| INDUSTRY SPONSOR | \$2,000 up to 6 | Receives secondary signage and recognition throughout website and showroom floor. | ✓ | ✓ | ✓ |
| CLASSROOM SPONSOR | \$1,500 up to 20 | These are crucial to underwrite the cost of exceptional speakers and the educational program. | ✓ | ✓ | ✓ |
| SNACK BREAK SPONSOR | \$2,500 up to 4 | Provides coffee or food samples near the classroom areas as a pop-up display. | ✓ | ✓ | ✓ |
| BREAKROOM SPONSOR | \$1,500 up to 2 | Refreshments for exhibitors and volunteers each day. Allows a break from the show hall. | ✓ | ✓ | ✓ |
| BARISTA COMPETITION SPONSOR | \$5,000 up to 4 | Each day will have a separate latte and latte art competition. Sponsor fee covers event and prizes. | ✓ | ✓ | ✓ |
| VIP SWAG BAGS | \$500 up to 20 | Exhibitors may supply free promotional items for inclusion in Q=250 vip swag bags. If item has greater than \$10 value, the fee is waived. | ✓ | ✓ | ✓ |
| OTHER SPONSORSHIPS | TBD | There are other sponsorships under development. Please feel free to suggest your own plan or program sponsorship. | ✓ | ✓ | ✓ |

For More Information
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2023 NOLA COFFEE FESTIVAL

EXHIBITOR APPLICATION FORM

Please enter the requested size for your exhibit space / booth and the requested location(s) along with your payment amount. If your requested space is a custom size or not shown below, please contact our executive management team to request your reservation. Space allocation options will become available by 12/31/22.

All exhibit space is to be used September 15-16, 2023 at Ernest N Morial Convention Center in New Orleans. Exhibitor move-in day is Thursday, September 14, 2023 (12pm-6pm).

Please send completed Space Allocation Form to exhibits@NOLAcoffeefestival.com

Organization Name: _____

Key brand/ product/ service: _____

Contact Person: _____ Title: _____

Phone: _____ E-mail: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

(If outside the USA) Country: _____

EXHIBIT SPACE COST

Exhibit space reverts to standard pricing after 3/15/23 and payment is required to complete your reservation. Exhibit floorplan will be closed as of 8/1/23 and additional space allocation is not guaranteed after that date. Above prices covers cost of booth space as: piping, drapes, 6 ft table and two chairs. Additional service options available through the show general contractor/decorator Alliance Expo Services. Are you applying as a Non-Profit? (Table space and price varies. Terms available from Executive Management).

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Q. Will you plan to serve coffee/beverage samples (3oz limit)? yes no

Q. Do you plan to sample alcohol (Requires a LA ServSafe Certified Bartender)? yes no

Q. Will you plan to serve food samples (1oz limit)? yes no

Q. Will you donate items (Q=250 requested) for VIP swag bag? yes no

Pre-Payment guarantees your booth reservation, but not your placement. Your formal confirmation and booth assignment will be sent by NOLA Coffee Festival® in a follow up communication. Please communicate through the dedicated exhibitor email at exhibits@NOLAcoffeefestival.com

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