



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 our coffee community to join forces for an exchange of ideas and the introduction of new products, services and suppliers. Southern hospitality awaits you.



Gulf South's LARGEST Coffee Show

**SATURDAY
SEPT 16
9AM - 4PM**

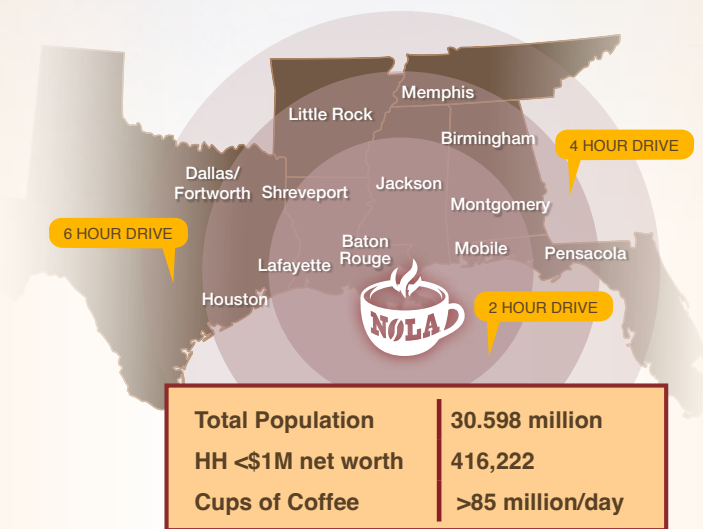
CONSUMER DAY

New Orleans loves a good cup of coffee - and 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 that make NOLA a coffee capital.

**500+
EXPECTED**

We are recruiting the Gulf South's coffee leaders:

- Food & Beverage Directors / Hotels and Restaurants
- Coffee Shop Owners
- Baristas
- Roasters
- Retail Coffe Buyers



sources: 2021 US Census, 2021 NCA survey

**2,000+
EXPECTED**

We are recruiting the Gulf South's epicurious:

- Affluent Food and Coffee Enthusiasts
- Meeting & Specialists
- Leading Southern Food Writers

nolacoffeefestival.com



Contact Jim Currie
504.813.4656
Jim.currie.la@gmail.com

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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	SOLD OUT	\$5500
10X30	SOLD OUT	\$7500
20X20	SOLD OUT	\$9500
CUSTOM SPACES	TBD	CALL FOR PRICING!

BOOTH FEE INCLUDES:

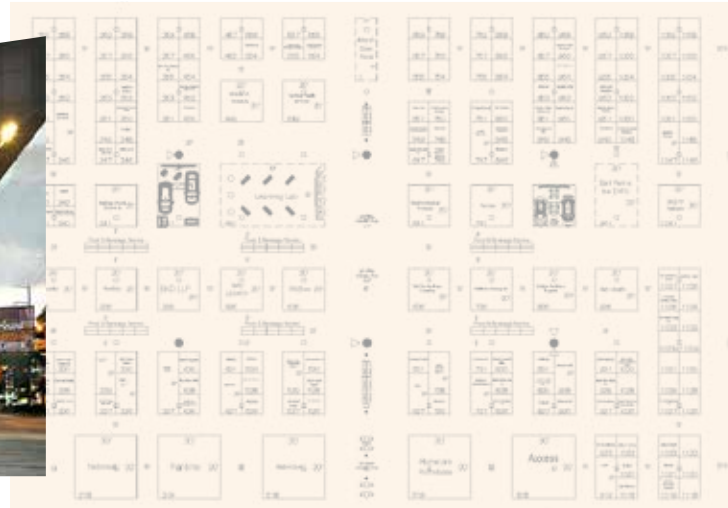
piping and skirted walls, 6 foot table, two chairs and a waste basket. Space allocations will be awarded on a first paid/first selection basis.

- 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

52,000
SQ. FT.



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 available.



Our tradeshow decorator/ general contractor will handle all move-in/ move-out and shipping logistics. Digital exhibitor portal and services guide to now available.

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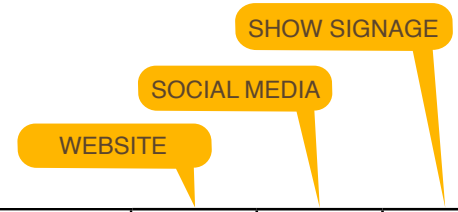
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SPONSORSHIPS

Your logo will be featured as follows:



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	SOLD OUT \$3,000	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 SPOTS LEFT \$2,000 up to 6	Receives secondary signage and recognition throughout website and showroom floor.	✓	✓	✓
CLASSROOM SPONSOR	10 SPOTS LEFT \$1,500 up to 20	These are crucial to underwrite the cost of exceptional speakers and the educational program.	✓	✓	✓
LANYARD SPONSOR	\$2,500 one	Your logo on the lanyard of all exhibitors and secondary signage. (Q = 1,000)	✓	✓	✓
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 skills competition and latte art competition. Sponsor fee helps to cover event logistics and prizes.	✓	✓	✓
VIP SWAG BAGS	\$500 up to 20	Exhibitors may supply 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 several custom sponsorships now under development. Please feel free to suggest a unique plan or program sponsorship.	✓	✓	✓

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2023 NOLA COFFEE FESTIVAL EXHIBITOR APPLICATION FORM

Please indicate 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, please contact our executive management team for your reservation. Space allocation options will become available by 4/15/23.

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: _____

Circle your booth size!

 STANDARD PRICING after 4/15/23	
10X10	\$3000
10X20	\$5500
10X30	\$7500
20X20	\$9500
CUSTOM SPACES	TBD

500+

projected attendees



Coffee Professionals

Baristas / Roasters / Coffee Shop Owners Coffee Mixologists

100+

projected attendees



Coffee Buyers

Specialty Grocery Buyers / Regional Chain Store Buyers / F&B Directors from upscale Hotels, Restaurants, Casinos and Resorts

2,000+

projected attendees



Affluent Consumers

Epicurious High Income HH (foodies) from groups like Junior League, Ducks Unlimited, Coffee & Car clubs, etc

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