



2024 NOLA COFFEE FESTIVAL

2 DAY EVENT - SEPTEMBER 27-28, 2024

New Orleans Ernest N. Morial Convention Center

FRIDAY
SEPT 27
9AM - 4PM

TRADE & INDUSTRY DAY

The Gulf South now has a premier coffee industry trade show. New Orleans is the host for this annual gathering of the Gulf coffee community to join forces for an exchange of new ideas, new products and new relationships. Southern Hospitality awaits you.



Gulf South's LARGEST Coffee Show

SATURDAY
SEPT 28
9AM - 4PM

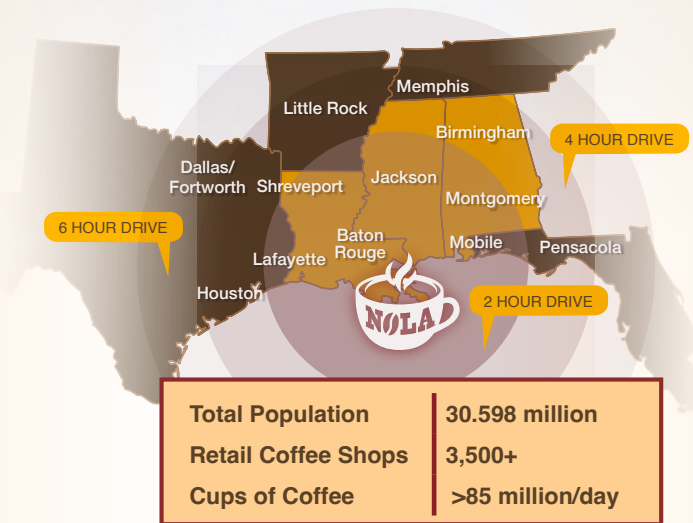
CONSUMER DAY

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.

1,000+
EXPECTED

We are recruiting the Gulf South's coffee leaders:

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



3,000+
EXPECTED

We are recruiting the Gulf South's epicurious:

- Affluent Food and Coffee Enthusiasts
- Food Specialists
- Food Bloggers
- 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 9/26/2024 NOON-6PM

MOVE OUT SAT 9/28/2024 5PM-10PM

	EARLY BIRD SPECIAL	STANDARD PRICING	LATE FEE PRICING
10X10	\$3,500	\$4,000	\$5,000
10X20	\$5,500	\$6,500	\$7,500
10X30	\$7,500	\$8,500	\$9,500
20X20	\$9,500	\$10,500	\$11,500
Deposit Payment Due	2/15/24	6/15/24	N/A
Full Payment Due	6/15/24	7/30/24	8/30/24

CUSTOM SPACES AVAILABLE - CALL FOR PRICING!

BOOTH FEE INCLUDES:

10x10 space with 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.

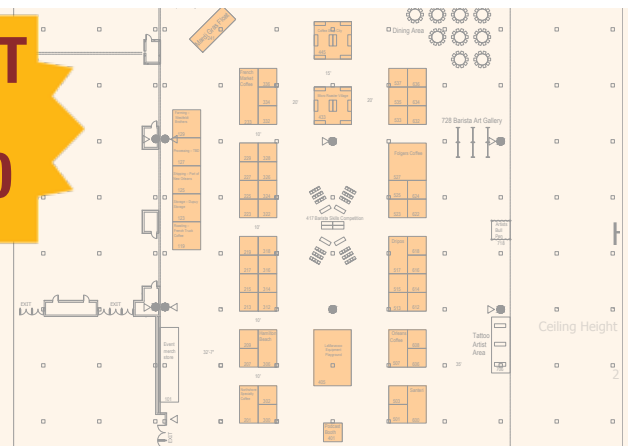
- Coffee samples are limited to 3oz servings.
- Food samples are limited to 1oz servings.
- Any exhibitor taking sales orders during the tradeshow is subject to \$50 permit fee and 4.5% local sales tax by Orleans Parish.

SEND RESERVATION REQUEST TO:

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



**EXHIBIT HALL
52,000
SQ. FT.**



We are in Hall I 1 & 2 as well as several classrooms.

- Barista Classroom – seats 125
- Roasters Classroom - seats 75
- Café Owners Classroom – seats 75
- Coffee Talk Classroom – seats 125

NOMCC Services Guide Available.

EXPO SERVICES VENDOR

Our trade show decorator / general contractor is TBD; but services will be provided for move-in/move-out and advanced shipping/ logistics.
Exhibitor Floorplan – coming soon
Exhibitor Services Portal – coming soon

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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 CO-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 coffee educational program.	✓	✓	✓
LANYARD SPONSOR	\$2,500 one	Your logo on the lanyard of all exhibitors, speakers and industry VIPs and your logo on secondary signage. (Q = 3,000)	✓	✓	✓
LIVE MUSIC SPONSOR	\$1,000 up to 6	We will showcase regional talent in 2-hour stage segments. Each sponsor will underwrite one of six distinct music segments.	✓	✓	✓
BARISTA COMPETITION SPONSOR	\$2,000 up to 6	We welcome co-sponsors in the following areas: espresso machine, grinder, coffee, water, milk, barista tools and A/V (to supply equipment and promotional funds)	✓	✓	✓
ATTENDEE TOTE BAGS	\$2,000 up to 2	Your logo on a one-day tote bag to be handed out to the first 2,000 attendees. Your choice for Day One or Day Two.	✓	✓	✓
CUPPING SPONSOR	\$1,250 up to 6	A designated room/booth (with full supplies) to showcase an importer with live coffee cupping. Each sponsor gets a 1.5-hour window and 30 min set up time.	✓	✓	✓
OTHER SPONSORSHIPS	TBD	There are several custom sponsorships now under development. Please feel free to suggest your own unique plan or program sponsorship.	✓	✓	✓

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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 on 4/15/24.

Exhibitor move-in day is Thursday, September 26, 2024 (12pm-6pm).

All exhibit space is to be used September 27-28, 2024 at Ernest N Morial Convention Center in New Orleans.

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

Organization Name: _____

Key brand/ product/ service: _____

Contact Person: _____ Title: _____


Phone: _____ E-mail: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Signature _____ Date: ____/____/____

CHECK YOUR BOOTH SIZE!

		STANDARD PRICING 5/15/24 to 7/30/24
<input type="checkbox"/>	10x10	\$4,000
<input type="checkbox"/>	10x20	\$6,500
<input type="checkbox"/>	10x30	\$8,500
<input type="checkbox"/>	20x20	\$10,500
<input type="checkbox"/>	CUSTOM SPACES	TBD

1,000+

projected attendees



Coffee Professionals

Baristas / Roasters / Coffee Shop Owners
Coffee Mixologists

250+

projected attendees



Coffee Buyers

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

3,000+

projected attendees



Affluent Consumers

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

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