



3<sup>RD</sup> ANNUAL

# 2025 NOLA COFFEE FESTIVAL™

## 2 DAY EVENT - OCTOBER 3-4, 2025

Pontchartrain Convention and Civic Center

**FRIDAY**  
**OCT 3**  
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 South Coffee Community to join forces for an exchange of new ideas, new products and new relationships. Southern Hospitality awaits you.

**SATURDAY**  
**OCT 4**  
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.

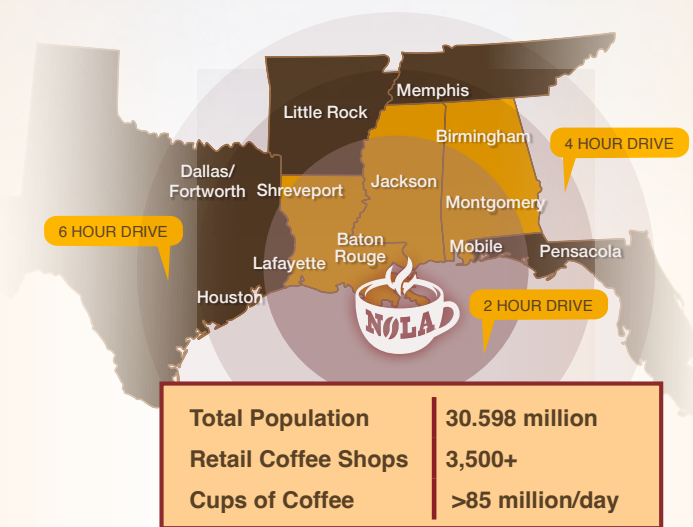


### Gulf South's LARGEST Coffee Show

**1,500+**  
**EXPECTED**

We are recruiting the Gulf South's coffee leaders:

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



**2,500+**  
**EXPECTED**

We are recruiting the Gulf South's epicurious:

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

[nolacoffeefestival.com](http://nolacoffeefestival.com)



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

The NOLA Coffee Festival™ is an annual industry trade show and consumer festival created to celebrate the joy of coffee products and to celebrate the many people who serve this industry from farmer to distributor to roaster to shop owner and barista. © 2023, NOLA Coffee Festival, LLC. All rights reserved. All trademarks and images are strictly reserved and may not be used without written permission.

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## BOOTH SPACE RESERVATION

MOVE IN THURS 10/2/2025 NOON-6PM

MOVE OUT SAT 10/4/2025 5PM-10PM

	LOCAL COFFEE SHOP	EARLY BIRD SPECIAL	STANDARD PRICING
10X10	\$1,000	\$2,000	\$2,500
10X20	\$1,500	\$3,000	\$3,500
10X30	\$2,000	\$4,000	\$4,500
20X20	N/A	\$5,000	\$5,500
Deposit Payment Due	2/15/25	2/15/25	5/15/25
Full Payment Due	6/15/25	6/15/25	7/15/25

**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.
- Coffee sales are limited to packaged items.

- Food samples are limited to 1oz servings.
- Food sales are limited to packaged items.

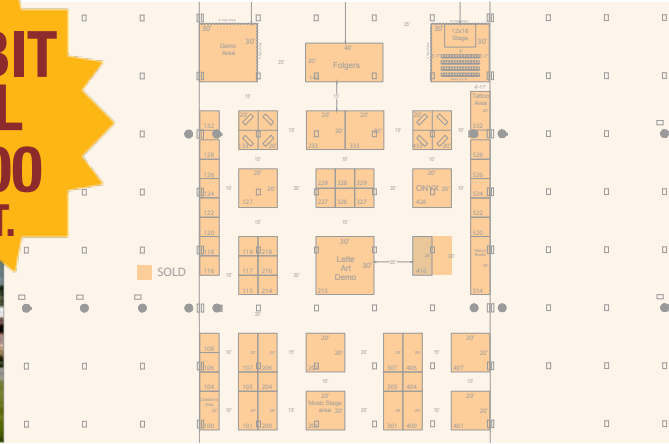
- Any exhibitor taking sales orders during the tradeshow is subject to \$50 permit fee and 4.5% local sales tax by Jefferson Parish.

### SEND RESERVATION REQUEST TO:

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



**EXHIBIT HALL  
45,000  
SQ. FT.**



We are in Halls A, B and C and four distinct classrooms.

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

PCC Services Guide available.

### EXPO SERVICES VENDOR

Our trade show decorator/ general contractor is EVOLVE PRODUCTIONS of New Orleans. They will handle logistics services for move-in/move-out and advanced shipping.

Indicate 2025 floorplan – coming in Q1/25

Indicate exhibitor services portal – coming in Q2/25

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## SPONSORSHIPS

Your logo will be featured as follows:

We welcome industry support to help offset the cost of creating a fexcellent industry event. Please contact us for additional details on the sponsorships outlined below, or to suggest other ways to help us build a better experience for our trade and consumer audiences.



<b>EVENT CO-SPONSOR</b>	<b>\$5,000 up to 3</b>	Receives primary signage and recognition as well as enhanced placement on website and on showroom floor. Receives right of first refusal on all promotions.	✓	✓	✓
<b>INDUSTRY SPONSOR</b>	<b>\$2,000 up to 6</b>	Your sponsorship helps to underwrite the cost of the overall event. You will receive recognition on secondary signage at the event as well as on our website and social channels.	✓	✓	✓
<b>CLASSROOM SPONSOR</b>	<b>\$1,500 up to 20</b>	These are crucial to underwrite the cost of exceptional speakers and the coffee educational program.	✓	✓	✓
<b>DIRECT MAIL PARTNER</b>	<b>\$2,500 one</b>	Our event reaches 3,500 retail coffee shops in LA, MS and AL. During the 60 days prior to the event, we send out post cards to these contacts. Your product/brand may be featured on one of our mailers at half the cost of normal postage alone. Give our attendees a reason to attend by previewing your booth and sales message. \$2,500	✓	✓	✓
<b>LIVE MUSIC SPONSOR</b>	<b>\$2,500 up to 6</b>	Your Music Stage sponsorship gives you naming rights, signage and social media recognition as we seek to showcase regional talent who can perform live music at local coffee shops throughout LA, MS and AL.	✓	✓	✓
<b>BARISTA COMPETITION SPONSOR</b>	<b>\$2,000 up to 6</b>	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)	✓	✓	✓
<b>ATTENDEE TOTE BAGS</b>	<b>\$2,000 up to 2</b>	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.	✓	✓	✓
<b>CUPPING SPONSOR</b>	<b>\$1,250 up to 6</b>	A designated room/booth (with full supplies) ) for a coffee broker/ importer to showcase special coffee inventory with a live cupping.	✓	✓	✓
<b>OTHER SPONSORSHIPS</b>	<b>TBD</b>	Additional custom sponsorships are 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 4/15/25.

Exhibitor move-in Day is Thursday, October 2, 2025 (12pm-6pm)  
 Exhibitor move-out Day is Saturday, October 4, 2025 (5pm-10pm)

Please send completed PDF of Space Allocation Form to [exhibits@NOLAcoffeefestival.com](mailto: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 5/15/25 to 7/15/25
<input type="checkbox"/>	10x10	\$2,500
<input type="checkbox"/>	10x20	\$3,500
<input type="checkbox"/>	10x30	\$4,500
<input type="checkbox"/>	20x20	\$5,500
<input type="checkbox"/>	CUSTOM SPACES	TBD

**1,500+**  
projected attendees

**250+**  
projected attendees

**2,500+**  
projected attendees



### Coffee Professionals

Baristas / Roasters / Coffee Shop Owners  
 Coffee Mixologists



### Coffee Buyers

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



### Affluent Consumers

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

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