



May 25-28, 2017

Exhibitor Registration Fact Sheet

NOWFE is a NON-PROFIT ORGANIZATION

To date, the New Orleans Wine & Food Experience has raised over \$1 million for local non-profit organizations right here in our community. We are proud to be a part of making New Orleans a better place to live, work and visit.

The New Orleans Wine & Food Experience is one of the premiere events in the Big Easy, showcasing what the city does best. In its 25th anniversary year, our New Orleans festival has become one of the most incredible culinary events in the nation, attracting over 10,000 gourmands and connoisseurs as well as art and music lovers. We're also excited to share the bounty with all the locals who enjoy excellent food, exceptional wine, and a great time!

All events start on time. We require that you are set up and ready to pour/serve at least 30 minutes ahead of scheduled start time. Late arrival may result in exclusion from the event.

OPTIONAL EVENTS FOR EACH EXHIBITOR:

ROYAL STREET STROLL

Friday, May 26, 2017 | 5:30-8:30pm

Early Entry Hours: 5:00 to 5:30pm

This is for wine buyers, chefs and invited media, as well as early entry and VIP ticket holders. Takes place one half hour prior to the general admission gates open at the Royal Street Stroll.

General Admission Hours: 5:30-8:30pm

Location: 200-900 blocks of Royal Street

Sampling: Be prepared to supply 2,000 2oz samples. We expect 2,500 in attendance and typically sell out.

Guidelines:

- Load-in is at 3:00pm
- All exhibitors should be ready by 4:30pm
- Each station will have a dressed 6ft front table and a table in the back
- Exhibitors are responsible for providing their own serving needs (i.e. plates, bowls, utensils)
- We encourage you to decorate your space with promotional items, signage, etc.
- If you need electricity (and quantity), ice (20lb) bags, other, please contact Erin Murphy at emurphy@nocci.com by April 3, 2017
- Exhibitors receive four (4) exhibitor passes for those working the event
- Deadline to register: April 3, 2017

GRAND TASTING

Saturday, May 27, 2017 | 6:00-9:00pm

Early Entry Hours: 5:30 to 6:00pm

This is for wine buyers, chefs and invited media, as well as early entry and VIP ticket holders. Takes place one half hour prior to the general admission gates open at the Grand Tasting.

General Admission Hours: 6:00-9:00pm

Trade Hour: 5:00-6:00pm

Location: TBA

Sampling: Be prepared to supply 2,000 2oz samples. We expect 2,500 in attendance and typically sell out.

Guidelines:

- All exhibitors should be ready by 5:00pm
- Each station will have a 6ft skirted table, a back 6ft table, signage, plates, bowls, cutlery and napkins
- Exhibitors are responsible for any additional table décor, serving pieces and equipment
- 5-gallon propane tanks ONLY. No charcoal or wood. WE DO NOT PROVIDE KITCHEN FACILITIES, EQUIPMENT, OR ELECTRICAL. If you need electrical, there will be a charge.
- Grand Tasting item(s) to be listed in print materials and must be entered upon registration
- Exhibitors receive four (4) exhibitor passes for those working the event.
- Retail sales are prohibited. Promotional materials are allowed.
- Deadline to register: April 3, 2017



OTHER EVENT OPPORTUNITIES:

Seminars

Dates: Friday, May 26, 2017 – Sunday, May 28, 2017, various times

Location: TBA

Experiences

Dates: Friday, May 26, 2017 – Sunday, May 28, 2017, various times

Location: City-wide locations

For more information on these events, please contact Cate Ferguson at cferguson@nocci.com

EXHIBITOR CREDENTIAL PASSES & FESTIVAL TICKETS:

If you'd like to purchase additional tickets either for friends and family or for a working representative, please contact Cate Ferguson at cferguson@nocci.com for more information.

YOU SUPPLY:

- Samples of product
- Promotional materials at your booth
- Company logo for use on materials (if needed)

WE SUPPLY:

- Signage for exhibitor
- Two (2) six feet tables with linens
- On Royal Street, we provide a tent canopy
- Exhibitors receive four (4) exhibitor passes for those working the event
- Plates and disposable utensils, napkins for Grand Tasting only