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Fourth Annual NOLA East Festival Vendor Guidelines

Event Information

The Fourth Annual NOLA East Festival is an annual event scheduled each year in September and organized by a committee formed by representatives from NOLA East Economic Development Focus Group, Friends of Joe W. Brown Park and NOE Matters Coalition

The goal of the event is to provide a safe and family friendly festival. Vendors are welcome to come to Joe Brown Park, 5601 Reade Blvd, NOLA, LA 70127 venue at the Tennis Court area on Wednesday, 9/17 thru Friday, 9/19 at 5pm as available to pick up vendor badge, review number assigned tent designation and parking area.

Vendor Policies and Procedures

Set Up/Vending time: We encourage you to arrive at 8am setup start time on the day of the festival. Setup time completion is at 10:00 AM.

When you arrive:

- Enter the park at Joe W. Brown Park from 5601 Read Blvd. Entrance
- Upon entrance with vendor badge, Parking staff will direct you (If you were unable to get your Vendor Badge at the designated time above, see Festival Info Booth in front of the Tennis Court)
- Once inside the park, Festival Committee Vendor Team Leads (Food, Arts & Crafts, Merchandise, Services & Info) will direct your vehicles to your designated numbered tent space assigned.
- You must quickly unload and move vehicle to the vendor parking location.
- No vendor vehicles with exception of Food Trucks will be allowed in the festival area at 10am.

You must be ready for opening by 10:45am. Gates open to guests at 11:00 AM

Clean Up: Clean up begins at 7:00 PM and not any earlier. Each vendor is responsible for cleaning up their tent area. No vendor vehicles are allowed onto the festival area until all guests are clear of the pathways.

Vendor Policies and Procedures continued

Tents/Trailers: Vendors with specialty tents have been assigned a numbered designation to help define your space. Limited assistance is available.

Concession & Beverage Policy: All beverages will be sold by the festival establishment.

Friends of Joe W. Brown Park is hosting Concession on the Youth Zone area of the festival. The organization will also have festival t-shirts and merchandise raffle tickets for sell, etc.

Fire Safety & Electricity: All Food Vendors must provide their own fire extinguishers and necessary items for fire safety control. We do not have electricity available for vendors. You may use a generator as noted in your application.

Parking: Vendor parking will be on Greater St. Stephens parking lot directly across from Abramson Sci Academy, parking is limited. Please, park respectful of your prospective guests. We ask vendors to limit the number to two vehicles, due to limited parking.

Weather: This event is rain or shine. No Cancellation.

Fourth Annual NOLA East Festival is ADA Compliant Limited Parking Space Available