



ESSENCE

Holiday Market Vendor Brochure

ATLANTA MARKET: DECEMBER 13 – 15, 2019

OUR PURPOSE

- Since its inception, the ESSENCE® Marketplace has served as a cultural economic hub and community of support for Black business owners to showcase and transact their products & services.
- In 2019, 8819 entrepreneurs applied to be a vendor across various categories including art, fashion, beauty, home goods, jewelry/accessories and more.
- The ESSENCE® Marketplace extends across all of our signature events including the Essence Fashion House, Beauty Carnival, Wellness House and digitally through our ShopEssence e-commerce platform & NaturallyCurly interactive shop.
- Black women are the fastest growing group of entrepreneurs in the United States and comprise of 20% of all businesses (or 2.4 Million businesses) in the U.S.
- The [Essence Marketplace tour](#) exists to create the community context, commerce and networks needed for Black-owned and minority-owned businesses to thrive and transform global economies.



ESSENCE® MARKETPLACE

ATLANTA

West End Productions Park
713 Ralph David Abernathy Blvd
Atlanta, GA 30310

3 DAYS

December 13 - 15, 2019

20,000+ CONSUMERS

Free Passes + Premium Tickets
AA Women and Families in Atlanta and surrounding Regions

5 Interactive Shopping Villages

Beauty | Fashion | Wellness | Kids | Food

VILLAGES

Introducing....

THIS IS NOT YOUR NORMAL MARKETPLACE

Yes, you will have the opportunity to sell your products to thousands across 5 categories:

Beauty | Fashion | Wellness | Kids

But we have stepped up our Marketplace game with out all-new Marketplace destinations (“Villages”). Each village will provide interactive moments that will provide deeper connections between the vendor and it’s customers.

- Marketplace featuring entrepreneurs of color (that’s you!)
- Interactive staging space relevant to brand category (e.g. runway space for Fashion, test kitchen for food.





Introducing....

SPOTLIGHT YOUR BRAND!

Become a vendor and get the opportunity to intimately connect with thousands of attendees via our “Spotlight Stage Moments”



ELEVATE YOUR BRAND AND YOUR BUSINESS!

Through our event promotions plan, approved Marketplace vendors are considered official ESSENCE partners with exposure across Essence.com, ESSENCE Magazine, the ShopEssence platform and other strategic partner platforms.

Direct access to our audience is an invaluable benefit.



SELL WITH ESSENCE!

The ESSENCE New Voices Entrepreneur Summit & Marketplace is a live platform for entrepreneurs of color to *showcase and sell* their products during the busy holiday season.

VISABILITY, ENGAGEMENT, SALES, GROWTH

That's exactly what you can expect vending at the ESSENCE New Voices Entrepreneur Summit & Market. Here's how:

- Produce your own Spotlight Stage Moment moment for your brand
- Reach beyond our core ESSENCE Audience with inclusion in the promotions campaign for the event
- Expand your brand across the ESSENCE Platform with Shop Essence Ecommerce opportunities
- Engage and Sell your product to thousands of shoppers in interactive and curated Marketplace villages.



VENDOR SELLING CATEGORIES

Marketplace villages will be curated locally and feature black owned-businesses across a variety of core categories:

BEAUTY



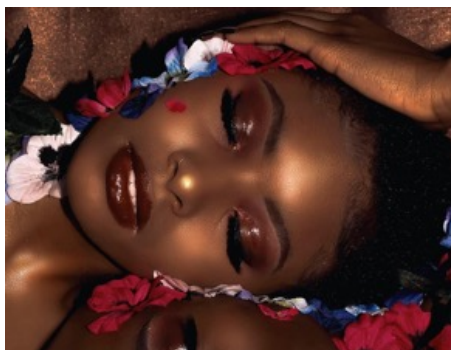
ACCEPTED PRODUCTS

- Haircare
- Skincare
- Makeup

VENDOR SPOTLIGHT EXAMPLES:

- Hair Styling
- Beauty routines
- Makeup tutorials

FASHION



ACCEPTED PRODUCTS

- Original fashion designs
- Accessories
- Jewelry

VENDOR SPOTLIGHT EXAMPLES

- Runway shows
- Styling Demos

WELLNESS



ACCEPTED PRODUCTS

- Fitness Accessories
- Wellness Tools
- Spirituality Products and Services

VENDOR SPOTLIGHT EXAMPLES

- CBD benefits session
- Yoga class demo
- Waistbands application demo
- Ancestral card readings

KIDS



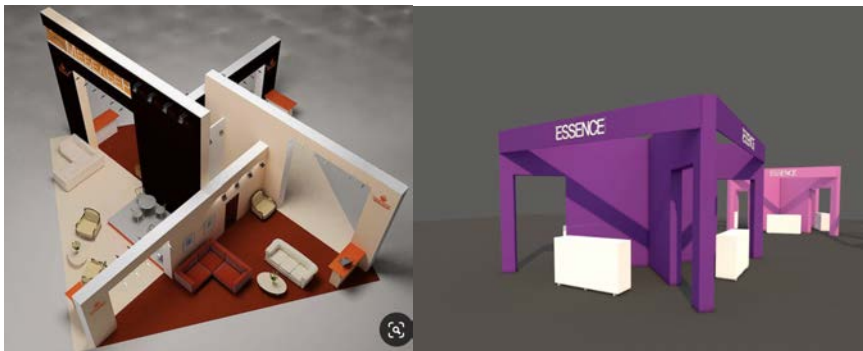
ACCEPTED PRODUCTS

- Baby/ Toddler/ Kids clothing
- Gifts
- Books
- Toys vendors

VENDOR SPOTLIGHT EXAMPLES

- Product demonstration
- Interactive Games
- Brand Storytelling

VENDOR PACKAGES



STANDARD PACKAGE

\$1,500 FEE

INCLUDES:

- Onsite brand exposure to thousands of attendees throughout event
- Product and service sales at the vendor booth
- Dedicated vendor management team
- Company listed on Essence.com and in Essence Magazine "Shops at ESSENCE" marketing section.
- Listing in Essence New Voices Entrepreneur Summit & Marketplace program guide
- Opportunity to sell on Essence's Ecommerce Site
- Flat Walled Selling Booth (10x10)
- Standard Booth Signage



PREMIUM PACKAGE INCLUDES:

\$2,500

INCLUDES:

- Onsite brand exposure to thousands attendees throughout event
- Product and service sales at the vendor booth
- Dedicated vendor management team
- Company listed on Essence.com and in Essence Magazine "Shops at ESSENCE" marketing section.
- Listing in Essence New Voices Entrepreneur Summit & Marketplace program guide
- Opportunity to sell on Essence's Ecommerce Site
- Home Style Selling Booth (10x20)
- Premium Booth Signage

PLUS:

Inclusion on one of Essence's Digital Gift Guides
One Social Post via Essence's Ecommerce channels



Apply today!

Visit [Essence.com/HolidayVendor](https://www.essence.com/HolidayVendor)