

VENDOR PACKAGE 2024

vegandale

DALLAS • MIAMI • LOS ANGELES • NEW YORK • TORONTO
CHICAGO • PHILADELPHIA • LONDON

THE WORLD'S LARGEST AND FASTEST GROWING VEGAN EXPERIENCE

vegandale

Vegandale is the world's largest and fastest growing vegan experience, uniting vegans and the vegan-curious through the shared vision of a world without animal exploitation.

Entering our ninth season, Vegandale is a mecca for the world's best in vegan food, drink, merchandise, art, games and entertainment.

WHY VEND AT VEGANDALE?

Our partnered sponsors interact and sell to our growing crowd of 150,000+ people across seven North American and two European cities. Together we create memento opportunities that help everyone relive the magic of the day long past gates closing.

OUR VENDOR POLL INDICATED PARTICIPATION LED TO:

- Increased brand awareness, visibility, and business name recognition
- On-site revenue
- Increased product sales post-event
- Networking with consumers and other businesses/investors



EVENT REACH



NEWSLETTER

163K SUBSCRIBERS

OPEN RATE AVERAGE IN '23: 46%
INDUSTRY AVERAGE OPEN RATE: 20%



INSTAGRAM

144K FOLLOWERS

ORGANIC REACH IN
2023: 8.4 MILLION



FACEBOOK

55K FOLLOWERS

ORGANIC REACH IN 2023:
10.3 MILLION



TIKTOK

3.3M VIEWS

#VEGANDALE RELATED
HASHTAGS IN 2023



WEBSITE

1,000,000+ UNIQUE USERS

1.9+ MILLION PAGE VIEWS



ATTENDANCE

150K ATTENDEES

FULL 2023 TOUR

NOTABLE MENTIONS



The New York Times

VegOut



PLANT BASED NEWS



CBC



TORONTO
LIFE

Chicago Tribune

VegNews

Los Angeles Times

EATER

THE GLOBE AND MAIL

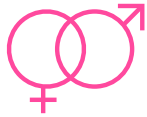
VICE

ATTENDEE DEMOGRAPHIC

Our online followers and on-site attendees are enthusiastic to learn about the latest and greatest in the vegan food, drink, and merchandise space. Your participation offers an unparalleled marketing opportunity through **access to hundreds of thousands of vegans and non-vegans in the vegan and vegan curious target demographic.**



70% • 30%
APPROX.
70% NON-VEGAN
30% VEGAN



65% • 35%
APPROX.
65% FEMALE
35% MALE



18 - 45+
APPROX.
57% 18 - 34
41% 35 - 45+



\$60
AVERAGE
SPEND PER HEAD

OUR ATTENDEES ARE

**FORWARD
THINKING**

SOCIAL

**52%
MILLENNIAL**

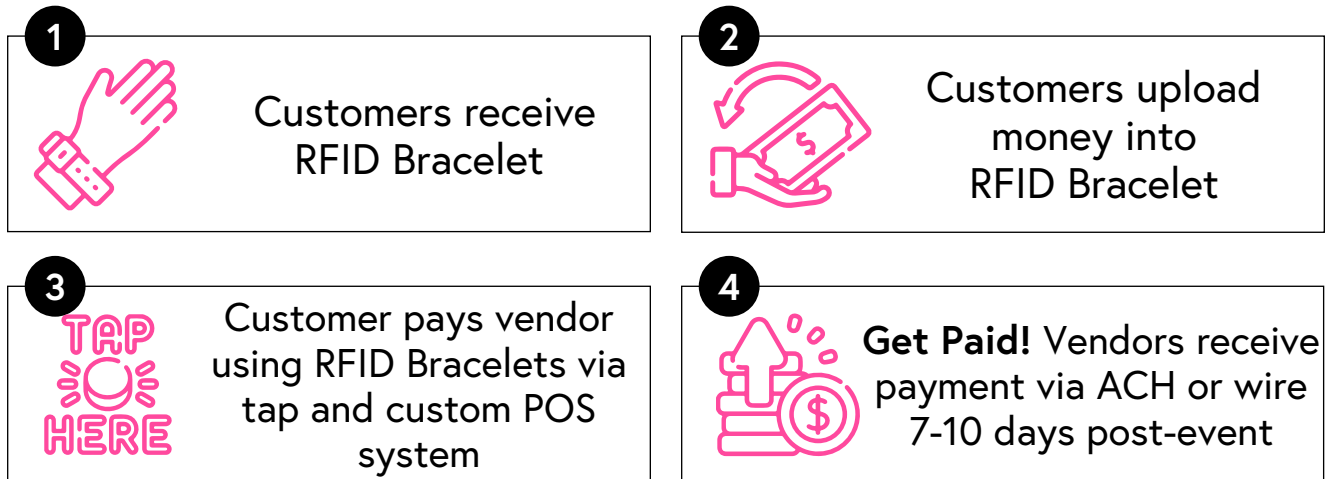
**29%
GEN Z**



GOING CASHLESS WITH RFID BRACELETS

Vegandale is transitioning to an entirely cashless payment system with RFID wristbands. This section outlines the key features, benefits, pricing, and answers to frequently asked questions for 2024 vendors.

HOW IT WORKS



RFID FEATURES & HIGHLIGHTS

- Minimal upfront cost for participation!
- Entirely contactless solution promoting safety and speed.
- Reduced transaction time & shorter queueing times.
- Eliminate cash handling, and reduce human error, theft, and fraud.
- Assigned devices to track sales.
- Easy setup and use.
- Training provided for online vendor portals (tailored for your offerings and set up in advance for a seamless event day).
- On-site support will be provided for devices and for any last minute menu changes.
- Live and in-depth sales reporting available with network connection.
- Access to valuable data analytics for future event improvement.
- Increased customer spend.
- 100% uptime for transactions without network reliance.
- RFID technology has been adopted by many of the top global event organizers and received much praise.



RFID Cashless Payments for Events: The big numbers



80%

faster transactions

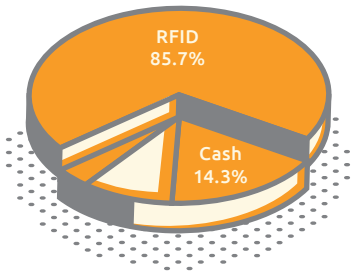
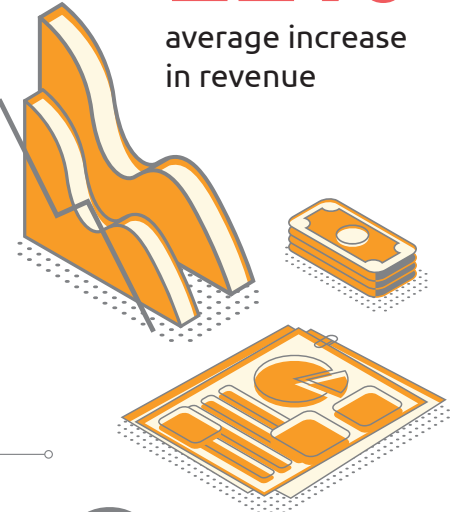
RFID

RFID users spend **>2x as much** as cash users

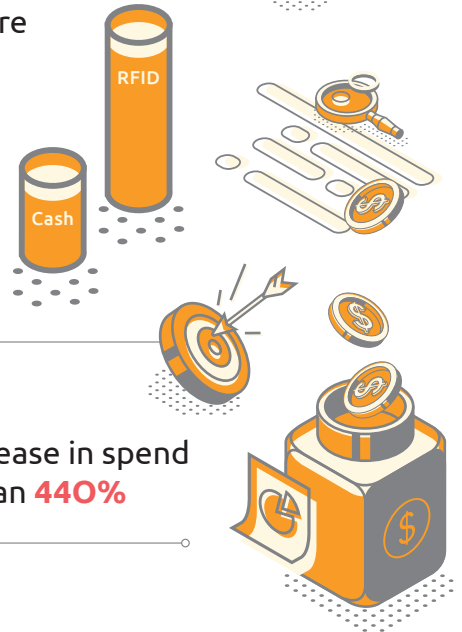
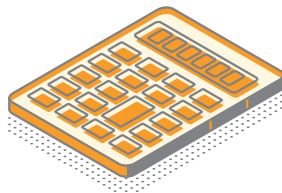


22%

average increase in revenue



In areas where cash and RFID payments are accepted, cashless payments were made **6x more often** than cash payments

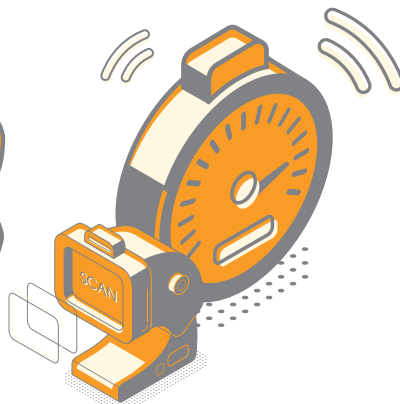


Some clients have seen an increase in spend of **30%** and an ROI of more than **440%**



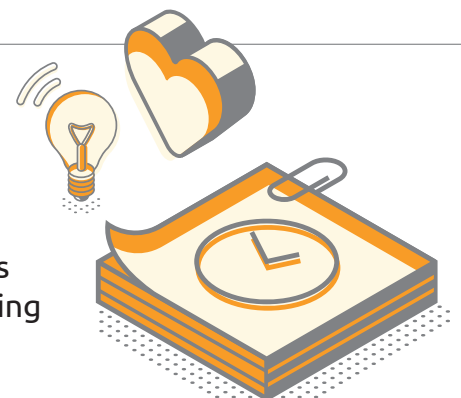
The average cashless load is

\$68



On average, **45 transactions** per minute during peak periods

Average deployment time is **26 days** from kick-off meeting



2024 VENDOR STRUCTURE

LOCK IN YOUR SPOT
WITH A REFUNDABLE
SECURITY DEPOSIT*

ALL PRICES LISTED IN LOCAL CURRENCY

ADD REQUIRED RENTALS
SEE NEXT PAGE

30% COMMISSION FEE
+ 3.5% transaction fee

PRICING

Vendors will receive their payments 7-10 business days after the festival via wire transfer. Payments are reduced by a 30% commission fee and + 3.5% transaction fee.

SECURITY DEPOSIT

The security deposit for a **one-day** festival is \$/£400.
(LONDON, PHILADELPHIA, TORONTO, DALLAS, LOS ANGELES, MIAMI)

The security deposit for a **two-day** festival, is \$/£600.
(CHICAGO, NEW YORK)

PLEASE NOTE...

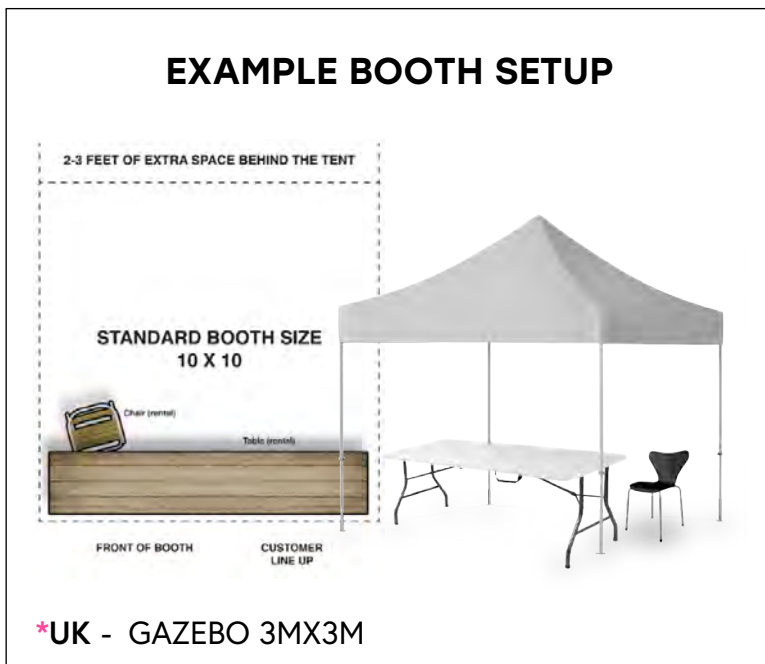
- Due to health & safety reasons, bringing your own tent or tent covering is not permitted.
- Third party generic label drinks are strictly prohibited for sale on-site (i.e. water, juice, soda/pop, alcohol). Only pre approved specialty, in-house, non-alcoholic drinks are permitted.
- **Sampling is strictly prohibited at the vendor level.** If interested, please contact your Vendor Sales Specialist for Sponsorship package information.

*SECURITY DEPOSIT REFUND IS CONTINGENT ON COMPLIANCE WITH ALL PARK, CITY, AND VEGANDALE RULES AND REGULATIONS.

RENTAL PRICING & INFORMATION

Securing your rentals when purchasing your package is highly recommended as quantities are very limited. Rentals are not available for purchase on site.

VENDORS CAN RENT THE FOLLOWING ITEMS DIRECTLY THROUGH VEGANDALE TO BE FULLY PREPARED FOR THE EVENT:



COLD STORAGE
\$150 / 3' X 4'



ICE
\$12 / 20 LB. BAG



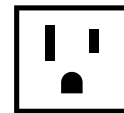
TABLE
\$25 / EACH



CHAIR
\$10 / EACH

If your appliance is measured in volts, please use [this website](#) for reference. See right for an image of our standard electrical plug configuration.

If your plug has a different configuration, please take a look at [this electrical guide](#) and let us know the specific name of the plug that you will be bringing.



ELECTRICITY
\$120 / OUTLET
US: 20A 110V
UK: 13A 220 – 250V



TENT SIDE
\$25 / EACH

ALL IMAGES ARE GENERIC REPRESENTATIONS OF RENTAL ITEMS AND DO NOT REFLECT THE ACTUAL RENTAL ITEMS YOU WILL RECEIVE.

RFID FAQ

HOW DOES THE RFID CASHLESS PAYMENT SYSTEM WORK?

Attendees will pre-load credit onto their RFID wristband or load credit on-site at a dedicated top-up station. When they make a purchase, the RFID tag is scanned, and the transaction value is deducted from the wristband balance. Transactions are fast, reducing queues and improving attendee experience.

WHAT IS RFID TECHNOLOGY?

RFID stands for Radio Frequency Identification. It uses radio waves to capture data on an RFID tag, which is transmitted to a computer system. RFID tags can be embedded in various items, including wristbands and passes. We will be using wristbands with RFID chips for all Vegandale 2024 tour stops.

HOW DO ATTENDEES MAKE PURCHASES AT VENDOR LOCATIONS?

1. Attendees tap their wristband on the provided POS device.
2. They place their order, and a second tap confirms the purchase.
3. The amount is automatically deducted from their cashless balance.

CAN I USE MY OWN POS DEVICE INSTEAD?

No. Vendors will be provided with a unique POS device for scanning RFID wristbands for all customers. Vendors are prohibited from accepting any other form of payment on-site at Vegandale, including, but not limited to, cash, credit cards, debit cards, Apple Pay, or Google Pay.

FAQ CONTINUED ON NEXT PAGE >

RFID FAQ

HOW AND WHEN WILL VENDORS BE PAID?

Vendors will receive their payments 7-10 business days after the festival via wire transfer. Please note that payments are reduced by a 30% commission fee and 3.5% credit card processing fee.

DO COMMISSION RATES VARY BY VENDOR CATEGORY?

No. Going cashless means that we no longer have to charge any upfront fees for participating in our event (aside from a small security deposit to secure your spot). Therefore your commission rate will be determined by your sign-up date, rather than your vendor category (i.e. entree, dessert, drink, food, merchandise, or food truck/cart).

WHAT ARE THE COMMISSION FEE RATES FOR VENDORS?

The commission fee is 30% when you confirm your participation any time prior to each event sign-up deadline.

WHAT IS THE SECURITY DEPOSIT FOR PARTICIPATION?

For **two day** festivals (Chicago, New York), the security deposit is \$600.

For **one day** festivals (Dallas, Toronto, Miami, Los Angeles, Philadelphia, London), the security deposit is \$400.

FOR CITY SPECIFIC INFORMATION VISIT
vegandalefest.com/vendor-hub