

# VENDOR DECK

THE LARGEST VEGAN FESTIVAL IN THE WORLD



Rock Salt  
SALT FLAVORED



# THE VEGAN STREET FAIR 2024 TOUR



**FRI 2-9PM • SAT & SUN 11AM - 7PM**  
**MARCH 22ND, 23RD, & 24TH, 2024**

**REGISTRATION DEADLINE: FEBRUARY 26TH, 2024**



**SAT 11AM - 7PM**  
**MAY 4TH, 2024**

**REGISTRATION DEADLINE: APRIL 4TH, 2024**



**SUN 11AM - 7PM**  
**MAY 26TH, 2024**

**REGISTRATION DEADLINE: APRIL 12TH, 2024**



**SAT 11AM - 7PM**  
**JUNE 1ST, 2024**

**REGISTRATION DEADLINE: APRIL 19TH, 2024**



**SAT & SUN 11AM - 7PM**  
**JUNE 15TH & 16TH, 2024**

**REGISTRATION DEADLINE: MAY 3RD, 2024**



**SAT 11AM - 7PM**  
**JUNE 29TH, 2024**

**REGISTRATION DEADLINE: MAY 17TH, 2024**



**SAT 11AM - 7PM**  
**JULY 13TH, 2024**

**REGISTRATION DEADLINE: MAY 31ST, 2024**



**SAT 11AM - 7PM**  
**JULY 20TH, 2024**

**REGISTRATION DEADLINE: JUNE 7TH, 2024**



**SAT & SUN 11AM - 7PM**  
**JULY 27TH & 28TH, 2024**

**REGISTRATION DEADLINE: JUNE 14TH, 2024**



**SAT & SUN 11AM - 7PM**  
**AUGUST 24TH & 25TH, 2024**

**REGISTRATION DEADLINE: JULY 12TH, 2024**



**SAT 11AM - 7PM**  
**SEPTEMBER 21ST, 2024**

**REGISTRATION DEADLINE: AUGUST 9TH, 2024**



**SAT 11AM - 7PM**  
**OCTOBER 5TH, 2024**

**REGISTRATION DEADLINE: AUGUST 23RD, 2024**



# VEGAN STREET FAIR

is an NATIONWIDE **annual all ages vegan food celebration** where local vegan, vegan-friendly, & plant-based restaurants, vendors, and sponsors come together to serve you bite-size portions of delicious eats all in one place.

Vegan Street Fair is expanding to 13 cities in 2024:

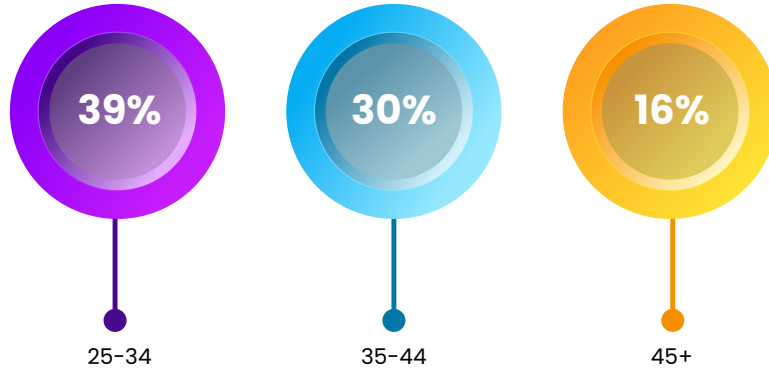
- 50 - 200 vendors per city
- DJ stages & live entertainment
- 40,000 attendees in LA
- 5000 - 10,000 local and global attendees per other cities



# EVENT DEMOGRAPHICS

Vegan Street Fair is the place to be year after year from local residents to international travelers from as far away as New York, Hawaii, Alaska, The UK, and even Australia. This hotbed of vegan trendsetting delivers on unique eats, vibrant energy, and community flair. **Everyone feels welcome at Vegan Street Fair.**

## By Age



13-24 accounts for the remaining 15%

## By Gender





# SOCIAL MEDIA MARKETING POWER



VSF INSTAGRAM MARKETING REACH

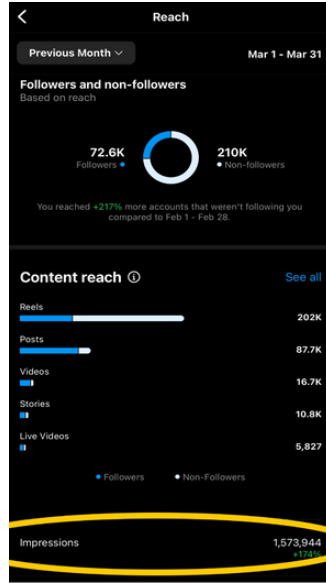
**1.5M+**  
Monthly  
Impressions

**182k+**  
Followers

**202k+**  
Avg Reel  
Reach

**87k+**  
Avg Post  
Reach

**16k+**  
Avg Video  
Reach

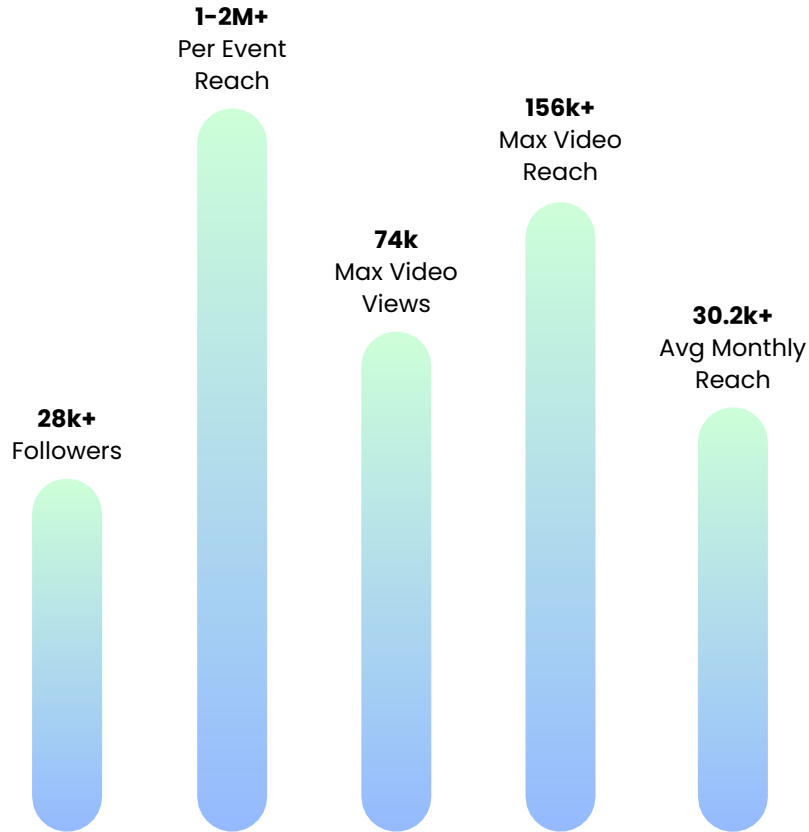




# SOCIAL MEDIA MARKETING POWER



VSF FACEBOOK MARKETING REACH





# TRADITIONAL MARKETING POWER

12k  
Newsletter  
Subscribers

20+  
National  
Publications

"Vegan Street Fair Los Angeles is the largest single-day vegan event in the world ... spanning multiple city blocks, to offer vegan eats to thousands of attendees. From \$4 bites to infant-sized vegan burritos, this annual street fair will have something for everyone." - **LiveKindly**

"Cancel all your plans. The Vegan Street Fair is this Sunday in NoHo. If you don't eat animal products and you don't go, what are you even doing with your life?"  
- **Los Angeles Magazine**

"If veganism conjures images of bland salad, then you haven't experienced the vegan food renaissance happening in Los Angeles. Enter the Vegan Street Fair..."  
- **The LAist**

"Entry is complimentary, sweet, and there is a kid-cool vibe to the happening." - **NBC Los Angeles**

## ABC 7 LA - 2024

In studio interview

### CBS LOS ANGELES

The largest single-day vegan event in the world.

### ABC 7

You'll find almost any food you can think of, but everything is completely vegan.

### LAIST.COM

...the vegan food renaissance happening in Los Angeles. Enter the Vegan Street Fair.

### LAMAG.COM

Cancel all your plans. The Vegan Street Fair is this Sunday in NoHo.

### TIMEOUT

Taste and sip your way through plant-based dishes

### KTLA 5

Starts at :58





# PRICE LIST

Merge with the *world's largest* vegan & plant-based event for **maximum reach.**



# VENDOR FEES

## Flat Fee + 10% of Sales

Ask about our multi-city rates & payment plans.



**VENDOR PROVIDES** weighted white tents, tables, electricity & health permit. Health permit IS included in LA ONLY.

1

### 1 day cities

Phoenix, The Bronx, Pittsburgh, Indiana, Chicago, Minneapolis, Salt Lake City, Austin

2

### 2 day cities

Atlanta, Seattle, Bay Area



### LA - Flagship

Los Angeles (includes health permit)

Non Food Truck/ Cart Space (up to 30')	\$150	\$250	\$275
City Licensed Food Truck/ Cart Space (up to 30')	\$300	\$500	\$750
UNLICENSED Food Truck/ Cart Space (up to 30')	-	-	\$975
Non Food Booth 10x10	\$100	\$200	\$275
Non Food Booth 10x20	\$175	\$375	\$525
Prepared Booth 10x10	\$300	\$500	\$975
Prepared Booth 10x20	\$575	\$900	\$1925
Prepackaged WITH Samples Booth 10x10	\$150	\$250	\$685
Prepackaged WITH Samples Booth 10x20	\$275	\$475	\$1350
Prepackaged NO Samples Booth 10x10	\$150	\$250	\$650
Prepackaged NO Samples Booth 10x20	\$275	\$475	\$1295
EXHIBITOR 10x10 - NO SALES	\$500	\$1000	\$1500
EXHIBITOR 10x20 - NO SALES	\$900	\$1975	\$2500

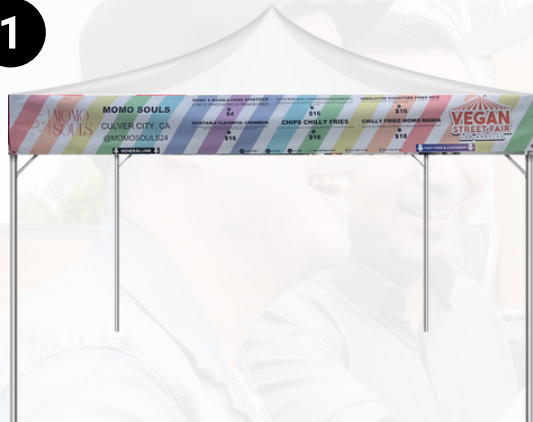


# VENDOR REQUIREMENTS

## VEGAN STREET FAIR IS A FULLY CASHLESS EVENT



1



**Fully white** weighted tent. We provide signage in the space you see here, and you can add any extra signage anywhere else you'd like that doesn't block this signage.

You also provide your own electricity, water, health department needs, tables, etc.

3



You can take payments for all of your products using a STRIPE READER ONLY or TAP TO PAY on the device. Other readers like square DO NOT WORK.

[PURCHASE HERE!](#)

2

### CASHDROP

ALL vendors, including non food, are required to use CASHDROP for this event. This automatically gives us our 10% of sales and your 90% of sales directly to our Stripe accounts. Exhibitors who are NOT selling are excluded from CashDrop [SIGN UP HERE!](#)

4



Food & beverage vendors who need a KDS will need 2 iOS devices and non food only need 1. You can rent these for very cheap or borrow if you do not have an iOS device. This is NOT optional. You will also want to have a SECURE and functioning Hot Spot for your devices.

# REGISTER HERE!







Contact us for more information

Jorge Vidal | Partnerships

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