

November 7, 2016

Dear Future Featured Entrepreneur,

Looking for a chance to showcase your business to 15,000+ New Orleans investors, entrepreneurs, professionals, students, and other community members?

The 9th annual New Orleans Entrepreneur Week (NOEW), presented by IBERIABANK, is scheduled for March 19-24, 2017 and we're looking for startup founders to be part of the action.

Startup Catalyst, in partnership with Catalyst Fund and Nexus, is the hub of activity at the core of the NOEW campus all week long. We're inviting entrepreneurs to showcase their startups and connect with the NOEW community as a featured entrepreneur. Companies will be given space equipped with electrical power, wifi access, inclusion on select event collateral, and will also receive exclusive perks as a featured entrepreneur at the event.

Check out all the details below!

Premium Startup Showcase (limited to 10 slots)

- Attend as a featured entrepreneur and have the opportunity to make sales to the NOEW audience
- Booth setup for four days, **Monday, March 20th – Thursday, March 23rd, 2017**
- Featured on event collateral including NOEW website, Startup Catalyst Map, and dedicated booth signage
- Booth Setup: \$1,000
- 2 Big Idea VIP Party Tickets

Startup Showcase (limited to 15 slots per day)

- Attend as a featured entrepreneur and showcase your business, distribute samples, and generate leads
- Table setup for up to three days, **Monday, March 20th – Wednesday, March 22nd**
- Featured on event collateral including NOEW website and Startup Catalyst Map
- Table Setup: \$125 per day or \$300 for all three days

Are you in? Great! Fill out the [Startup Catalyst Information Form](#) and we will be in touch with you shortly.

Have Questions? Contact me at jon@ideavillage.org or call 504.304.3284

Want to engage in other ways? Learn more about our other [sponsor opportunities](#) or join us as a [VIP](#) for the week.

Best,

Jon Lindquist

Community Manager

The Idea Village

Frequently Asked Questions

Tell me more about NOEW.

NOEW is a week-long festival showcasing and celebrating innovation in New Orleans. NOEW engages a dynamic network of entrepreneurs, investors, corporations, non-profits, students, and professionals to support growing companies, spark conversation, and applaud the entrepreneurial successes.

What is the difference between the Startup Showcase and the Premium Startup Showcase?

Premium vendors are able to make sales of their products at NOEW. Startup alley booths are limited to distributing free samples and generating leads but are not allowed to sell. Startups may distribute food samples up to 2oz or give away items that do not interfere with prepared food sales at the event.

Are there any restrictions on what can be sold or distributed?

Yes, to be respectful of the venue so we ask that you don't distribute or sell the following items:
Stickers, Gum, Illegal Drugs or Products, Full size prepared food items (2oz samples of prepared food or beverage are permitted)

Can I do less than 4 days as a premium vendor?

Not this year. We are accepting vendors for the first time so we need to keep it simple and provide you with the most exposure possible. If you are only able to make one or two days please consider the startup showcase option.

Can I request hard-wired Internet access?

Unfortunately, we are not able to provide hard-wired Internet. There will be free and reliable Wi-Fi service across the NOEW campus.

What does the NOEW audience look like?

The NOEW audience is a dynamic group of people from diverse backgrounds and experiences. Please see specific information below.

Occupation:

Professionals: 49%
Entrepreneurs: 32%
Students: 7%
Investors: 3%
Other/Decline: 10%

Gender:

Female: 50%
Male: 45%
Other/Decline: 5%

Age

21 and Under: 4%
22-34: 48%
35-44: 23%
45-54: 15%
55-64: 8%
65+: 2%

What are my exclusive featured entrepreneur perks?

Your NOEW access badge will have the special designation as a featured entrepreneur, you will be listed on the featured entrepreneur section of noew.org, and will have first access to sign up Mentor Office hours during the week. Mentor office hours are your chance to connect with industry experts for a 1:1 session during NOEW. Featured entrepreneurs will also have access to the VIP lounge all week long.

Why do I need to provide my Race and Ethnicity information in order to register?

NOEW is produced by The Idea Village, a 501 (c)3 nonprofit organization that is federally funded. We are therefore required to report on the demographics of the entrepreneurs that we serve. This information is reported in aggregate and is not used to individually assess you or your venture.