

A dark, atmospheric photograph of a festival stage at night. The stage is illuminated with blue and purple laser lights. A large, ornate, golden crown-like structure is the central focus of the stage. A large crowd of people is visible in the foreground, many with their arms raised.

2024 VENDOR INFORMATION PACKET

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Thank you for your interest in applying to be a craft vendor at 2024 Insomniac Festivals!

SECTION ONE

This packet contains all the information you will need to apply to to be a vendor, along with our Insomniac standards. **Please read through the packet in its entirety** before reaching out with questions as a lot of them will be answered here.

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All Information is subject to change without notice. We do our best to keep you all updated as soon as possible with changes as they happen and we appreciate your flexibility and understanding



2024 FESTIVAL LIST

SECTION TWO

QUICK FACTS

Festival - Location | **Date**

Please note, all dates and locations are subject to change



Beyond Wonderland (SoCal) - San Bernardino, CA | **March 22-23**

Project GLOW - Washington, D.C. | **April 27-28**

CAMP EDC Las Vegas - Las Vegas, NV | **May 16-20**

EDC Las Vegas - Las Vegas, NV | **May 17-19**

Beyond Wonderland Chicago - Chicago, IL | **June 1-2**

Forbidden Kingdom - Orlando, FL | **June 7-8**

Beyond Wonderland (PNW) - George, WA | **June 22-23**

Lost In Dreams - Los Angeles, CA | **July 12-13**

Nocturnal Wonderland - San Bernardino, CA | **September 14-15**



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2024 FESTIVAL LIST

SECTION TWO

QUICK FACTS

Festival - Location | **Date**

Please note, all dates and locations are subject to change



Escape Halloween - San Bernardino, CA | **October 25-26**

Boo! Seattle - Seattle, WA | **October 25-26**

EDC Orlando - Orlando, FL | **November 8-10**

Dreamstate - Long Beach, CA | **November 22-23**

Apocalypse - Long Beach, CA | **November 29-30**

Countdown - San Bernardino, CA | **December 30-31**



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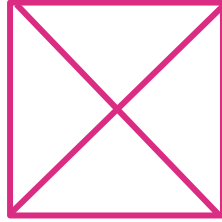
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BOOTH SPECS

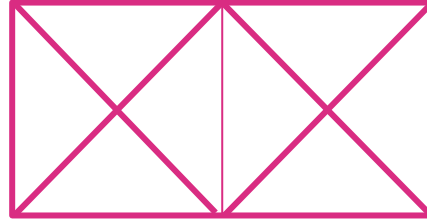
SECTION THREE



We have 2 main booth space options for all large festivals:



10x10



10x20

QUICK FACTS

Vendors are typically allotted a maximum of 5 ft in front of their booth unless otherwise noted. This is subject to change at each show, and can vary from festival to festival.

Larger spaces may be available upon request but only the width, not the depth. We charge booth prices in 10x10 increments. If you want an increased booth space you will have to purchase the price of two (or more) 10x10s. The depth will always be 10'.

Available spacing dimensions are 10x10, 10x20, 10x30, and so on, but we do not offer 20x20, 20x30, or any footprint with a depth larger than 10 feet. If the standard booth price is \$3,000 for a 10x10 than the price for a 10x20 will be \$6,000, a 10x30 would be \$9,000.



BOOTH SPECS



SECTION THREE

You will be informed (pre-contract) if the vendor village at a given festival is under one shade structure or stretch tent. If this is the case, you will be contracted based on your location inside the tent and the amount of space in your given location. The infrastructure of your booth will be made of wooden walls that typically stand 8' in height and vary in size.



Standard single wood pallet booth under the large stretch tent (other options include corners and double booths).



BOOTH PRICING

SECTION FOUR



QUICK FACTS

The prices are reflective of the standard single booth footprint (10x10 unless otherwise noted).

Please note, all pricing is subject to change. A 10-20% increase maybe applied based off attendance and/or space allocated

Festival	Venue Price	Camping Price
Beyond Wonderland (SoCal)	\$4,000	
Project Glow	\$3,000	
EDC Vegas & CAMP EDC	\$5,500	\$5,000
Forbidden Kingdom	\$3,000	
Beyond Wonderland PNW	\$4,000	
Lost In Dreams	\$4,000	



BOOTH PRICING cont..

SECTION FOUR



QUICK FACTS

The prices are reflective of the standard single booth footprint (10x10 unless otherwise noted).

Please note, all pricing is subject to change. A 10% increase maybe applied based off attendance and/or space allocated

Festival	Venue Price	Camping Price
Nocturnal Wonderland	\$3,500	\$3,000
Boo! Seattle	\$3,000	
Escape Halloween	\$3,500	
EDC Orlando	\$6,000	
Dreamstate	\$2,500	
Apocalypse	\$2,500	
Countdown	\$4,000	



BOOTH STANDARDS & SET UP



SECTION SIX

QUICK FACTS

A well lit and inviting booth will make festival goers more likely to pay you a visit!

Vendors may not block walkways or site lines of other vendor booths.

The Vendor Village is an essential part of the festival atmosphere. We will prioritize vendor selection for 2024 based on your products, services and the experience provided to headliners. Vending in years past does NOT mean you are automatically approved for 2024 vending.

Booth Set-Up

Decorations should enhance the Vendor Village aesthetic while authentically representing your brand. So whether your booth is decked out, freaky, fabulous, or chill, we encourage you to do whatever goes with the vibe of your products and brings life to the festival experience.

Booth decorations are key for us and for festival goers. We don't want to see items just set out on a table, bland decor, or anything that devalues our vendor village. **Booth walls are empty—it's important to decorate them to create an inviting and engaging booth space. You can hang tapestries, install gridwall, or put up art pieces.**

It is extremely important to the integrity of the festival that all vendors curate an alluring booth space with unique products, friendly service and positive vibes.



PAST BOOTH EXAMPLES

SECTION SIX



Here are a few examples of past booths that did a great job of creating an exciting and inviting booth experience:

This is a great opportunity for you to express yourself and invite a captive audience to interact with your brand!



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PAST BOOTH EXAMPLES



More examples of past booths that did a great job of creating an exciting and inviting booth experience:

SECTION SIX



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PAST BOOTH EXAMPLES



Here are a few examples of past booths that do NOT meet our standards:

SECTION SIX



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PROHIBITED ITEMS



****Insomniac will not allow any products that infringe upon intellectual property or copyrights without a valid license, including but not limited to Artist Imagery and/or Insomniac, Live Nation, and/or EDC brand assets.****

SECTION SEVEN

Prohibited Products

These items are not allowed in the festival and will result in the vendor being kicked out and they will never be allowed to vend.

QUICK FACTS

Please read through this list of products - you will not be accepted to be a vendor if you plan to sell any prohibited products.

Selling any prohibited items may result in your removal from the festival grounds as a vendor.

This is subject to change at each festival location.

- Marijuana
- CBD
- Hemp
- Pre-Wraps
- IV Hydration
- Food or Beverage
- LED Gloves (Rave Gloves)
- Any Drug Paraphernalia



APPROVED VENDOR NEXT STEPS

SECTION EIGHT

QUICK FACTS

Not all vendors who are approved will be confirmed for a given festival. At some shows we have very limited space and this is subject to change on a case by case basis.



Once you have applied to be a vendor, our team will review internally and select vendors for approval.

- ❑ Once you are approved and confirmed for a festival we will be sending you the official contract via HelloSign, payment link via QuickBooks (we do NOT accept credit cards) and information on how to submit your Certificate of Insurance (COI) and Credential Requests.
- ❑ **If you have any updates to your product list or new items you would like to sell, these ARE REQUIRED TO BE APPROVED BY THE PINEAPPLE TEAM AND INSOMNIAC. Send updated lists to insomniac@thepineappleagency.com**



Information you will receive after getting confirmation for a festival:

Official Contract
Payment Link
Required COI Language
Credential Submission Link



Information you will receive prior to show:

Load In / Out Procedures
Credential Pickup
Best Practices



VENDOR BENEFITS & CODE OF CONDUCT

SECTION EIGHT

QUICK FACTS

ANY violation to our code of conduct policies will result in probationary status. If a second violation occurs while you are in probationary status you will not be returning to any future festivals.



UPDATED CODE OF CONDUCT & VENDOR BENEFITS

CODE OF CONDUCT

- ❑ Under no circumstance will we tolerate any physical or verbal abuse toward staff members, other vendors, or headliners
- ❑ There will be no moving of vendor booths once the layout has been set and signage is in place
- ❑ SIGNED contracts and FULL payment are due no later than 30 days prior to load-in unless otherwise instructed.
 - ❑ If payment is not received within 30 days prior to festival load-in your spot will be offered to another vendor on our wait list
- ❑ Failure to follow load-in/out procedures and timelines outlined in the load-in/out packet for each show will result in a violation.



FREQUENTLY ASKED QUESTIONS



SECTION NINE

QUICK FACTS

For any other questions or concerns please contact:

insomniac@thepineappleagency.com

** Please be prepared to supply your own Wifi in the event that the Wifi at a specific show is spotty or not offered by the venue.

What amenities are associated with the booth fee? With the space purchased, you will receive

- Dedicated vendor stall
- Overhead Lighting
- Power
- Wifi**
- Signage
- (1) Table and (2) Chairs *per single booth space*

How do vendors handle sales? Sales can be cash or credit, vendor required to provide their own POS system if accepting credit cards.

Will I have extra space at my booth for inventory? NO. We do not guarantee any storage space. **Please plan to have enough inventory for each day. You will be allowed to restock your products the morning prior to each show date. We do our best to accommodate a back of house space, but sometimes it is not logistically possible. Please plan ahead.**

What are items should we bring for our booth? Extra lighting, zip ties, hanging racks, grid walls, tables, chairs, decorations, extension cords, power strips, tarp or something else to cover the front of your booth when closed, etc. Anything that will help display your products properly.

What is your best advice for first time vendors? We highly suggest bringing decorations for the inside of your booth space including floor and wall coverings! Decorations should fit your brand and the vibe of the festival to bring depth to the experience. Headliners are attracted to lights, sounds, energy, and decor. If you have an empty, white walled booth, headliners will not be drawn in, and will visit other booths.



THANK YOU

If you have any questions about information regarding the 2024 Vendor Information Packet please email insomniac@thepineappleagency.com