

# **PRIDEFEST EXHIBITOR INFORMATION**

**Sunday, June 27, 2021 · 11:00AM to 6:00PM**

We are so excited to have you join us for NYC Pride's PrideFest 2021!

Booth spaces are 10'x10' and this year will be placed at a 6 foot distance from other exhibitors to help with social distancing. Mobile Exhibitor spaces are 10'x30'. All exhibitor set up and displays must be contained within the booth space.

**If you have not yet submitted payment, a Certificate of Insurance, proper permits, or your EIN, you risk forfeiture of your payment/participation in PrideFest.**

**ALL ITEMS MUST BE SUBMITTED NO LATER THAN EOD MONDAY, MAY 31<sup>st</sup>.**

Check out details to prepare for PrideFest 2021 by reading the information below:

## **Registration**

Exhibitor Registration will close on Friday, May 28, 2021 at 11:59pm. [CLICK HERE TO VIEW RATES FOR PRIDEFEST 2021](#). Registration must be completed online via Eventbrite. All exhibitors MUST submit one of the following DURING registration:

- ☐ Federal Employer Identification Number (FEIN or EIN)
- ☐ Individual Tax Identification Number (ITIN or TIN)
- ☐ New York State Tax ID Number
- ☐ Social Security Number *(If you do not have an EIN, TIN or NY State Tax ID Number)*

**If you have not yet submitted payment, a Certificate of Insurance, proper permits, or your EIN, you risk forfeiture of your payment/participation in PrideFest. ALL ITEMS MUST BE SUBMITTED NO LATER THAN MONDAY, MAY 31<sup>st</sup>.**

## **Payment**

Fees are due upon the completion of registration and can be paid via credit card on Eventbrite. We accept all major credit cards: Visa, Discover, MasterCard and American Express. The Eventbrite system also allows for exhibitors to select the Pay By Check option. Invoices will be generated and emailed to those who select the Pay By Check option. If you wish to pay by Money Order, you should select Pay By Check. Checks and Money Orders should be paid and mailed to: Heritage of Pride, Inc., Christopher St. Suite 1D, New York, NY 10014. Please reference the invoice number or Eventbrite order number with your payment. If payment or notice of payment (such as a Purchase Order or email confirmation) is not received within 30 business days, your registration will be denied. All credit card payments completed by phone are subject to a 3% processing fee.

## **Safety**

Masks will be required at this year's festival and social distancing will be promoted. To support this, all festival blocks will be gated during event hours, and there will be designated entrances to the festival in order to monitor guest flow, and help with crowd control. In order to enter the festival, all attendees and exhibitors will be temperature checked and required to complete a health screening form. Hand sanitizer will be readily available throughout the festival, and hand washing stations will be located in proximity to restrooms. Additionally, there will be a designated eating lounge, where attendees can distance and remove their masks to eat.

Each exhibitor booth will have a designated occupancy amount. Each booth must visibly display their booth occupancy to attendees. **All exhibitors must have booths with back walls.** This is to help regulate the occupancy of each tent. If you do not have a tent with a back wall, it can be rented through HOP.

## Load In

Load in for PrideFest will begin NO EARLIER than **9:00AM**. All vehicles not being used for your booth MUST be removed from the event site NO LATER than **10:30 AM**. Your vendors (balloon and décor vendors, DJs, audio, tent vendors, etc.) cannot arrive before 9:00AM for setup. Please allow for heavy traffic, as there will be road closures due to Pride events. You will be sent a specific vehicle load in/load out permit that will allow you access onto the festival site. During load in, block leads will direct you to your booth space and assist you with any concerns. You can also go to the Information Booth for additional assistance. If you ordered power, please bring a 100 ft extension cord to connect to the generators.

## Load Out

All Exhibitors are required to start booth breakdown NO EARLIER THAN BUT PROMPTLY at **6:00PM** and must vacate the street NO LATER than **7:00PM**. **Food Exhibitors must shut down heating systems by 5:30PM.** You will be sent a specific vehicle load in/load out permit that will allow you access onto the festival site. During load out, block leads will assist you with any concerns. You can also go to the Information Booth for additional assistance. Police will begin to reopen the street after 6:00PM.

## Exhibitor Load In / Load Out Vehicles

All vehicles not being used for your booth MUST be removed from the event site NO LATER than **10:30 AM**. If you are using a vehicle as a part of your booth, you must indicate this during registration. Exhibitors that include vehicles that are not included in the initial registration and do not fit within the registered space are subject to relocation or vehicle removal.

## Vendor Conduct

We are looking to create a family-friendly environment, so you must comply with the following guidelines:

- ☐ Fair, courteous, non-discriminatory, and professional staff
- ☐ Keep a well-maintained, safe, and clean space
- ☐ Provide quality service and products
- ☐ Adhere to all covid safety protocols inc. wearing a mask, social distancing, and tent occupancy guidelines

Any violation of the above expectations risks having your booth space revoked

## Use of Generators

If your booth is using an open flame or grill, you will be required to provide (one) fire extinguisher. FoodFest participants must have a **Class K** fire extinguisher in their booth or food truck. Due to FDNY regulations and violations, we no longer allow independent generators within the festival site. If you require power, you can purchase power through the Eventbrite site. If you ordered power, please bring a 100 ft extension cord to connect to the generators. We will allow Food Trucks to use generators that are built-in and contained within the mobile unit. You are required to inform Heritage of Pride if you will be using a generator ahead of time for FDNY inspection purposes. Any generator in operation at PrideFest must be gas operated and **use no more than 20 lbs. of fuel. Absolutely NO diesel generators will be allowed on the festival site.**

## Ice & Use of Freezers/Refrigerators

As a convenience to our exhibitors, PrideFest can provide ice for exhibitors that require their products to remain cool. (One) bag of ice is 10 lbs. Exhibitors are responsible for picking up their ice order from the Information Booth and bringing their ice order to their booth. We welcome the use of freezers and refrigerators but they must arrive onsite **no earlier than 9:00AM**. Exhibitors must coordinate their delivery and pick-up directly with their vendors.



## Garbage Disposal

Heritage of Pride, Inc., the Producers of PrideFest will participate in the Go Green Festival, as required by law. Sustainable recommendations will be sent out in April 2021 to help exhibitors prepare for our Green Initiatives.

**Exhibitors are responsible for hauling their trash to the dumpsters.** It is recommended that exhibitors haul their trash multiple times throughout the day to reduce the risk of garbage piles. If found not following the rules for waste management, you will be red flagged and will not be allowed to participate in our event in the future. Block Leads will enforce proper waste management throughout the day.

The Event Producers reserve the right to exclude or terminate an exhibitor's participation in PrideFest.

## HOP Information Booth

Heritage of Pride will have an Information Booth at the festival. The Information Booth will be staffed with knowledgeable volunteers along with maps and itineraries for the day. Exhibitors can go to the Information Booth for details on WiFi, dumpster locations, tents, tables and chairs. Exhibitors who purchased ice during registration must pick up their bags of ice at the Information Booth. Hospitality baskets will also be distributed from the Information Booth. Lost & Found is located at the Information Booth.

## Counterfeit/Prohibited Items

The sale of counterfeit merchandise is prohibited by law. The sale/distribution of **alcoholic beverages and/or narcotics are strictly prohibited**. Any exhibitor found to be in violation of the law will be ejected from the festival and will not be entitled to a refund. All merchandise for sale must be pre-approved by the Event Producer. If you are found selling or distributing unapproved items during the Festival, you may be removed from the premises, forfeiting all fees involved.

## Parking

PrideFest is unable to provide dedicated parking for exhibitors or sponsors. Street parking in New York City is free on Sundays. Parking garages are available in the area but exhibitors are responsible for coordinating their parking needs with local garages.

## WiFi / Internet Access

Access to the internet is available for purchase through our Add On options. Though our WiFi connection does not require power, we strongly recommend exhibitors using tablets, laptops and photo booths that require WiFi to consider our WiFi / Power Package that will ensure your devices are properly functioning throughout the day. Our tech team will be onsite to troubleshoot any connectivity concerns.

## COVID-19 Force Majeure Policy

The City of New York, New York State and Heritage of Pride are continuing to monitor the effects of the Covid-19 pandemic and its potential impact on PrideFest. Heritage of Pride, Inc. will not be held liable for event cancellation at the request of the City of New York and/or New York State based on the current public health crisis. In the event of an event cancellation at the request of the City of New York and/or New York State within 21 calendar days, exhibitors will receive a 50% refund. If you have questions or concerns on event cancellation by the City of New York, they can be reached by telephone at (212) 788-0025. [Read more about our cancellation policy.](#)

## MarketFest

Not ready to be back in-person? Join us virtually on MarketFest. MarketFest is NYC Pride's FREE virtual Vendor Directory focused on amplifying LGBTQIA+ small businesses. MarketFest was launched in Fall 2020 as an alternative to an in-person PrideFest experience. Viewers can easily search for their favorite LGBTQIA+ vendors, or discover new small businesses by filtering by categories. When viewers see something they like, they can visit the vendor's website with just one click. We're expanding the directory, and including ALL LGBTQIA+ owned and operated businesses who register via Eventbrite on the directory this June. [Click here to register for MarketFest.](#)

Below are photos to better understand booth displays at our festival:



The photo to the left represents a pop up tent with a backwall. Note: All tents rented through NYC Pride will have white tops. The photo to the right represents the Tent Package Add on which includes (one) 10'x10' white top tent (back wall not shown in image), (one) 6' wooden top table and (two) plastic folding chairs. The tent is open on three sides, with one back wall. Please email [pridefest-help@nycpride.org](mailto:pridefest-help@nycpride.org) to inquire. We strongly encourage exhibitors to bring a tablecloth to cover the wooden table top.

## Exhibitor Sampling / Giveaways

We allow and encourage exhibitors to pass out samples and giveaways at PrideFest. Exhibitors **MUST** stay at their booth when passing out samples or giveaways to festival attendees. Exhibitors **ARE NOT ALLOWED** to leave their booth to hand out samples or giveaways. Exhibitors **ARE NOT ALLOWED** to walk around the festival site to encourage festival attendees to visit their booth. Exhibitors that are sampling food products will not be placed in our FoodFest area. If you are sampling food products:

- ☐ Wrapped / Sealed Food & Beverage Products Exhibitors must obtain a Temporary Food Service Establishment Permit (TFSE) to distribute your wrapped or sealed products.
- ☐ Open / Unsealed Food & Beverage Products Exhibitors must obtain a Temporary Food Service Establishment Permit (TFSE) **AND** must have proof of a Food Protection Certificate or ServSafe Certificate. See FoodFest Guidelines on instructions to obtain a TFSE Permit and details for Food Certification / SafeServ.

## Exhibitor Permits

Depending on your activation, you will be required to submit proof of the following permits:

Type of Activation	Proof of Permits Required	How to Obtain Permit
Selling Merchandise, Crafts and other Wares	<ul style="list-style-type: none"> <li>NYC's Temporary Street Fair Vendor Permit*</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Online Application</a></li> <li>Apply in Person: Dept. of Consumer Affairs, Licensing Center, 42 Broadway in Manhattan</li> </ul>
Selling Food (Wrapped)	<ul style="list-style-type: none"> <li>NYC's Mobile Food Vendor or Temporary Food Service Establishment Permit*</li> </ul>	<ul style="list-style-type: none"> <li>Apply in Person: Dept. of Consumer Affairs, Licensing Center, 42 Broadway in Manhattan</li> </ul>
Selling Food (Unwrapped)	<ul style="list-style-type: none"> <li>NYC's Mobile Food Vendor or Temporary Food Service Establishment Permit*</li> <li>Food Protection Certificate**</li> </ul>	<ul style="list-style-type: none"> <li>Apply in Person: Dept. of Consumer Affairs, Licensing Center, 42 Broadway in Manhattan</li> </ul>
Sampling Food (Wrapped)	<ul style="list-style-type: none"> <li>NYC's Mobile Food Vendor or Temporary Food Service Establishment Permit*</li> </ul>	<ul style="list-style-type: none"> <li>Apply in Person: Dept. of Consumer Affairs, Licensing Center, 42 Broadway in Manhattan</li> </ul>
Sampling Food (Unwrapped)	<ul style="list-style-type: none"> <li>NYC's Mobile Food Vendor or Temporary Food Service Establishment Permit*</li> <li>Food Protection Certificate**</li> </ul>	<ul style="list-style-type: none"> <li>Apply in Person: Dept. of Consumer Affairs, Licensing Center, 42 Broadway in Manhattan</li> </ul>

\*This permit requires proof of New York State's Certificate of Authority. This is the 9, 10, or 11-digit number on your New York State Department of Taxation and Finance Certificate of Authority. You must enter this number on the permit application. To apply for a Certificate of Authority, visit the [NYS License Center](#). You will need a NY.gov ID to access the application form. To request a paper application, call (518) 485-2889. Allow four to six weeks after applying to the New York State Department of Taxation and Finance to receive your Certificate of Authority.

\*\* We accept proof of Food Protection Certificates from all states and local municipalities. If necessary for your activation, please email a valid copy of a food Protection Certificate to [pridefest-helo@nycpride.org](mailto:pridefest-helo@nycpride.org).





## Certificate of Insurance

All exhibitors, including sponsors, must submit a Certificate of Insurance (commonly known as a COI). Heritage of Pride must be listed as the Certificate Holder and the address should read:

Heritage of Pride, Inc.  
154 Christopher St. Suite 1D  
New York, NY 10014

All Certificates of Insurance MUST include:

- ❑ Commercial General Liability with minimum limits of \$1,000,000 occurrence / \$2,000,000 aggregate on an occurrence basis. Claims made policies will not be accepted:
  - ⇒ If alcohol is being served or sold by you or any of your contractors, include Liquor Liability coverage with a minimum of \$1,000,000 per occurrence.
  - ⇒ If medical services are being provided by you or any of your contractors, include Medical Malpractice coverage with a minimum of \$1,000,000 per occurrence.
  - ⇒ If venues or permits related to your activation or participation require limits of liability in excess of \$1,000,000, include an Umbrella or Excess Liability policy to satisfy those limits.
  - ⇒ If employing a contractor, you shall include all contractors as insureds under your policies or shall obtain separate Certificates of Insurance and Endorsements for each contractor.
- ❑ Commercial Automobile Liability, including owned, non-owned, hired, borrowed or rented vehicles with minimum limits of \$1,000,000 occurrence.
- ❑ Workers Compensation insurance and New York State Disability as required by applicable state law, including Employers Liability of \$1,000,000 limit. You, your employees, your contractors and their employees, or any interns or volunteers of yours or theirs are not employees of Heritage of Pride, Inc. and cannot claim under Heritage of Pride, Inc. Workers Compensation coverage or New York State Disability plans.
- ❑ Heritage of Pride Inc., its directors, officers, employees and volunteers shall be named as Additional Insured on the Certificate of Insurance (ACORD 25). We must receive the executed Certificate of Insurances at least 14 days prior to the start of your participation in or activation at any events.  
Additionally, your policy must:
  - ⇒ Be written by an insurance company with AM Best rating of at least A
  - ⇒ Waive Subrogation
  - ⇒ Provide that your insurance is primary and not contributory to any insurance carried by Heritage of Pride, Inc.

The Event Producers shall not be liable to exhibitors for fire, theft, casualty, or other loss, nor any act or failure to act on the part of the Event Producers. exhibitors shall hold harmless and indemnify Producer/Sponsor against any third-party claim arising from the activities of Exhibitors or its employees.

If you have not already turned in a Certificate of Insurance to NYC Pride or are unable to reach your Insurance provider, we can connect you with a 1-day Event Insurance Provider. Please email [pridefest-help@nycpride.org](mailto:pridefest-help@nycpride.org).

**We look forward to seeing you at PrideFest this year!**  
**Please reach out to [pridefest-help@nycpride.org](mailto:pridefest-help@nycpride.org) for any additional questions or concerns.**