



Heritage of Pride, Inc.

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PRIDEFEST FREQUENTLY ASKED QUESTIONS (FAQs)

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

Heritage of Pride, Inc. is so excited to have you join us in New York City for PrideFest 2021!

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 31st.

1. What is PrideFest's location for 2021?

This year we will return to a reduced footprint on 4th Avenue between 13th and 9th Streets in New York City.

2. How do I register for PrideFest 2021?

All exhibitors should register through Eventbrite by Friday, May 28, 2021 at 11:59pm. Click [here](#) to access PrideFest Eventbrite Registration website.

3. Does my exhibitor registration include tables, tents, chairs or power?

Exhibitor registration only includes asphalt and air. You may bring your own tent, table and chairs, however your tent must have a backwall for Covid-19 safety purposes. Alternatively, you can rent a tent with backwall, table, chairs (and more!) as an add on during the registration process.

4. How many people attend PrideFest annually?

PrideFest began in 1993 and consistently sees crowds of 300,000 annually in a normal year. In 2019, PrideFest peaked at 600,000 attendees due to the WorldPride 2019 | Stonewall 50 celebration. This year we expect to approximately 100,000 attendees over the course of 7 hours. Entry to the festival will be monitored to prevent large crowds at any one given time.

5. What Covid-19 safety protocols will be in place this year?

We are committed to making PrideFest a safe environment for all those who attend. With that in mind, we will be implementing the following safety protocols:

- Masks will be required and social distancing promoted
- All festival blocks will be gated with designated entrances to help with guest flow and crowd control
- Hand sanitizer & hand washing stations will be readily available
- Eating areas will be designated where attendees can distance and temporarily remove their masks
- Everyone must complete a health screening form and be temperature checked to enter the festival
- Each booth will have a designated occupancy amount that must be visibly displayed to attendees
- **All exhibitors must have booths with back walls** to help regulate the occupancy of each tent

6. What if I'm not ready to participate in an in-person PrideFest?

If you're 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.](#)

7. What is the size of one booth?

One booth space is 10'x10' and are placed at a 6 foot distance from other exhibitors. **All 10'x10' tents must have a backwall** and can be open on the 3 other sides. Mobile Exhibitor spaces are registered as 10'x30'. All exhibitor set up and displays must be contained within the booth space.

8. Do I have to submit payment during the registration process?

Payment is required to accompany your registration in order for it to be considered complete. We accept all major credit cards: Visa, Discover, MasterCard and American Express via Eventbrite. All credit card payments completed by phone are subject to a 3% processing fee.

9. Is there an option to pay by check or money order?

The Eventbrite system also allows for exhibitors to 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., 154 Christopher St. Suite 1D, New York, NY 10014. Payment must be received by the May 31st deadline to be considered complete.

10. My company cannot process payments without an invoice. Are you able to provide an invoice?

Invoices will be generated for all Pay By Check registrations. You must register via the Eventbrite Registration website in order to receive an invoice. Payment must be received by the May 31st deadline for to be considered complete.

11. Can I pay with cash or check on-site when I arrive?

No. Payment must be made prior to your arrival on-site.

12. What time can I arrive to unload and setup my booth?

Exhibitor Load In begins at 9:00AM. Exhibitors may not arrive before 9:00AM. All vehicles used for load in must depart the festival site by 10:30AM.

13. Do I have to send Permits and a Certificate of Insurance right away?

Yes. Please submit all permits and a certificate insurance with Heritage of Pride, Inc. listed as additionally insured by email to: pridefest-help@nycpride.org. PLEASE NOTE: YOUR APPLICATION WILL NOT BE CONSIDERED COMPLETE WITHOUT THE SUBMISSION OF THE REQUIRED DOCUMENTS.

14. How long does it take to receive New York City Permits?

NYC provides the Temporary Street Fair Vendor Permit and the Temporary Food Service Establishment Permit. If you apply online or in-person, you will receive your permit immediately. However, both permits require a Certificate of Authority from New York State which can take up to 4-6 weeks to process. We highly encourage all exhibitors to apply for the Certificate of Authority with New York State no later than April 30th.

15. I only wish to sample my food or beverage product. I won't be selling anything; therefore, I will not collect sales tax at PrideFest. Why do I need to apply for a Certificate of Authority with NY State?

Unfortunately, the Temporary Food Service Establishment requires that a Certificate of Authority be submitted with the application. This application can only be done in person and original documents must be submitted. You can also apply for the Temporary Food Service Establishment Permit using your Social Security Card, but you must submit your original document when applying for the permit in person.

16. When will I be notified about my booth location?

Booth locations will be finalized after exhibitor registration closes on May 28, 2021. All confirmed and fully paid exhibitors will be notified of their booth locations by Friday, June 18, 2021.

17. Will you be holding a meeting to share exhibitor information for event day?

Yes, we will have a virtual session for confirmed participants on Wednesday, June 16, 2021 at 4:00pm. RSVP and Zoom information will be shared the first week of June 2021. Exhibitors will learn about the festival map, load-in / load procedures, dumpster locations, safety protocols and more. This meeting is conducted over Zoom, and attendees can join via computer or phone. This is NOT an in-person meeting.

18. Where do I pick up my ice order?

Ice can be picked up at the Information Booth. The information booth is located on 4th Avenue at E. 12th Street.

19. If I purchase WiFi, what is the process of connecting to the internet onsite?

WiFi purchasers will be contacted in advance regarding their specific WiFi needs. Technicians are available onsite to handle any connectivity issues.

20. Can I bring vehicles onto the festival site?

Vehicles are allowed onsite from 9:00AM – 10:30AM for setup. Vehicles can return onto the festival site at 6:00PM to load out. Absolutely no vehicles are allowed on the festival site between 10:30AM – 6:00PM.

21. When I run out of product or promotional materials, can I pack up and leave my booth?

No. All exhibitors must keep their booths up and running from 11:00AM – 6:00PM. In an effort to keep the festival looking full and vibrant throughout the day, it is imperative that all exhibitors remain open during event hours. We recommend that exhibitors think of interactive ways to engage festival attendees outside of mainly distributing items. Sign-ups, quick games and visual content are a great way to stay open throughout the seven hour festival day. We also encourage exhibitors to stagger the times they are giving items away. The average exhibitor brought 1,000 - 5,000 items to distribute in 2019. Small items like stickers, buttons and pins usually last throughout the day.

22. I understand that I can't arrive until 9:00AM for setup, but can I send my vendor to setup before 9:00AM?

No. We do not allow external vendors (balloon and décor vendors, DJs, audio, tent vendors, etc.) to arrive before 9:00AM.

23. How many people should I staff for my booth?

One person must be staffed in your exhibitor booth at all times from 11:00AM – 6:00PM. Due to Covid-19 we ask you to be mindful of the number of people you staff in your booth at any given time.

24. If I arrive after 11am, can I still setup my booth?

Vehicles are not allowed on the festival site after 10:30AM. If you anticipate your arrival to be after 10am, you must call the Block Captain immediately. In an effort to utilize all the spaces available on the festival site, exhibitors who are not present by 11:30AM forfeit their booth space. Booth spaces are nonrefundable.

25. What happens if PrideFest is cancelled due to the Covid-19 pandemic?

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 of 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.](#)

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 to inquire. We strongly encourage exhibitors to bring a tablecloth to cover the wooden table top.

We look forward to seeing you at PrideFest this year!

Please reach out to pridefest-help@nycpride.org for any additional questions or concerns.