

PRIDEFEST FREQUENTLY ASKED QUESTIONS (FAQs)

Sunday, June 30, 2024 · 11:00AM to 6:00PM

Heritage of Pride, Inc. is so excited to have you join us in New York City for PrideFest 2024!

**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 FRIDAY, MAY 31, 2024 AT 11:59 PM

[If you are a for profit entity - please fill out this rate request form!](#)

1. What is PrideFest's location for 2024?

In close proximity to Union Square Park and Astor Plaza. Exact locations will be determined soon.

2. How do I register for PrideFest 2024?

All exhibitors should register through Eventbrite by Friday, May 10, 2024 at 11:59pm.

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. Alternatively, you can rent a tent, 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 approximately 200,000 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 is the size of one booth?

One booth space is 10'x10' or 10'x20' open on 4 sides. Mobile Exhibitor spaces are registered as 10'x30'. All set ups and displays must be contained within the booth space.

6. 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. All credit card payments processed by phone are subject to a 3% processing fee.

7. 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 FRIDAY, MAY 31 deadline to be considered complete.

8. 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 FRIDAY, MAY 31 deadline to be considered complete.

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

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

10. What time can I arrive to unload and set up my booth?



Exhibitor Load In begins at 8:30AM. Exhibitors may not arrive before 8:30AM. All vehicles used for load in must depart the festival site by 10:30AM.

11. 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.

12. 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.

13. 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.

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

Booth locations will be finalized after exhibitor registration closes on May 10, 2024. All confirmed and fully paid exhibitors will be notified of their booth locations by Wednesday, June 12, 2024.

15. 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 12th, 2024 at 4:00pm. RSVP and Zoom information will be shared the first week of June 2024. Exhibitors will learn about the festival map, load-in / load-out 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.

16. Where do I pick up my ice order?

Ice can be picked up at the Information Booth.

17. 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.

18. Can I bring vehicles onto the festival site?

Vehicles are allowed onsite from 8:30AM – 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.

19. 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.

20. I understand that I can't arrive until 8:30 AM for setup, but can I send my vendor to setup before 8:30AM?

No. We do not allow external vendors (balloon and décor vendors, DJs, audio, tent vendors, etc.) to arrive before 8:30AM.

21. 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.

22. If I arrive after 11am, can I still set up my booth?

Vehicles are not allowed on the festival site after 10:30 AM. 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.

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



The photo to the left represents a pop up tent with a back-wall. 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, (one) 6' wooden top table and (two) plastic folding chairs. The tent is open on all four sides (not pictured). 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.