

# **PRIDEFEST EXHIBITOR INFO PACKAGE**

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

We are so excited to have you join us for NYC Pride's PrideFest 2024!

**Booth spaces are 10'x10'.**

**Mobile Exhibitor spaces are 10'x30'.**

**Exhibitors must keep booth set ups and displays must be contained within the booth space.**

Check out details to prepare for PrideFest 2024 by reading the information below:

## Registration

**Exhibitor Registration will close on Friday, May 10, 2024 at 11:59pm.**

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

## Payment

Fees are due upon the completion of registration and can be paid via major credit card on Eventbrite. 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., 154 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 may be denied. All credit card payments completed by phone are subject to a 3% processing fee.

## Safety

Hand sanitizer will be readily available throughout the festival, and hand washing stations will be located in close proximity to restrooms. Additionally, there will be a designated eating lounge, where attendees can distance and remove their masks to eat.

# Load In

Load in for PrideFest will begin NO EARLIER than **8:30AM**. All vehicles not being used for your booth MUST be removed from the event site NO LATER than **10:00 AM**. **Your vendors (balloon and décor vendors, DJs, audio, tent vendors, etc.) cannot arrive before 8:30AM 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 **10:00 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 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 8:30AM**. Exhibitors must coordinate their delivery and pick-up directly with their vendors.

## 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. Lost & Found is located at the Information Booth.

## 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 May 2024 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.

## 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. Exhibitors are responsible for coordinating their parking needs.

## 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.

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](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
- ❑ Open / Unsealed Food & Beverage Products

Exhibitors must obtain a Temporary Food Service Establishment Permit (TFSE) to distribute your wrapped or sealed 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	<input type="checkbox"/> NYC's Temporary Street Fair Vendor Permit*	<input type="checkbox"/> <a href="#">Online Application</a> <input type="checkbox"/> Apply in Person***: Dept. of Consumer Affairs, Licensing Center, 42 Broadway in Manhattan
Selling Food (Wrapped)	<input type="checkbox"/> NYC's Mobile Food Vendor or Temporary Food Service Establishment Permit*	<input type="checkbox"/> Apply in Person***: Dept. of Consumer Affairs, Licensing Center, 42 Broadway in Manhattan
Selling Food (Unwrapped)	<input type="checkbox"/> NYC's Mobile Food Vendor or Temporary Food Service Establishment Permit* <input type="checkbox"/> Food Protection Certificate**	<input type="checkbox"/> Apply in Person***: Dept. of Consumer Affairs, Licensing Center, 42 Broadway in Manhattan
Sampling Food (Wrapped)	<input type="checkbox"/> NYC's Mobile Food Vendor or Temporary Food Service Establishment Permit*	<input type="checkbox"/> Apply in Person***: Dept. of Consumer Affairs, Licensing Center, 42 Broadway in Manhattan
Sampling Food (Unwrapped)	<input type="checkbox"/> NYC's Mobile Food Vendor or Temporary Food Service Establishment Permit* <input type="checkbox"/> Food Protection Certificate**	<input type="checkbox"/> Apply in Person***: Dept. of Consumer Affairs, Licensing Center, 42 Broadway in Manhattan

\*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-help@nycpride.org](mailto:pridefest-help@nycpride.org)

\*\*\* In-Person Licensing and Collections Services Available By Appointment Only. DCWP is accepting in-person visits from customers with appointments only at their Manhattan and Queens locations. You must schedule an appointment to meet with a DCWP representative. For health and safety reasons, DCWP cannot serve walk-ins. View flyer to learn how to schedule an appointment in [English](#).

## 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.