

2021 PRIDEFEST RATES

PrideFest is BACK!!! Be a part of the largest LGBTQIA+ street festival in New York City on 4th Avenue between Union Square and Astor Place.

Registration opens on April 19 at nycpride.org. The 27th Annual NYC PrideFest will be held on Sunday, June 27, 2021 from 11AM – 6PM.

EXHIBITOR BOOTH RATES

CATEGORY	10x10 (1 spaces per individual/org)	10x20 (2 spaces per individual/org) <i>LIMITED SPACES AVAILABLE</i>	REQUIREMENTS
Non Profit – Literature ^(A,F)	\$500.00	\$1000.00	ALL EXHIBITORS MUST USE A TENT WITH A BACK WALL
Non Profit – Merchandise ^(A,F)	\$600.00	\$1200.00	ALL EXHIBITORS MUST USE A TENT WITH A BACK WALL
Small Business ^(B)	\$700.00	\$1400.00	ALL EXHIBITORS MUST USE A TENT WITH A BACK WALL
Mobile Exhibitor Non-Profit & Small Business ^(E)	\$1,300.00	ONLY 10x30 SPACE AVAILABLE	
Corporate / Marketing Medium Size Company ^(C,F) , Large Size Company ^(C,F)	Click here to complete the PrideFest 2021 Rate Request Form.		ALL EXHIBITORS MUST USE A TENT WITH A BACK WALL

FOODFEST EXHIBITOR BOOTH RATES

CATEGORY	10x10 (1 spaces per individual/org)	10x20 (2 spaces per individual/org) <i>LIMITED SPACES AVAILABLE</i>	REQUIREMENTS
Food Exhibitor ^(B, D)	\$900.00	\$1800.00	ALL EXHIBITORS MUST USE A TENT WITH A BACK WALL
Food Truck ^(B, E)	\$1800.00	ONLY 10x30 SPACE AVAILABLE	
Food Corporate / Marketing Medium Size Company ^(C) , Large Size Company ^(C)	Click here to complete the PrideFest 2021 Rate Request Form.		

- A. Non Profits: 501c3 organizations with an annual gross revenue of less than \$1,000,000.00. Please send your 990 form to pridefest-help@nycpride.org to verify your registration category.
- B. Small Business: One location with up to 75 employees
- C. Medium Size Corporation: Two locations and/or having 75 -100 employees | Large Size Corporation: Three or more locations and/or having over 100 employees
- D. Food Exhibitors can occupy a 10x10 space and must adhere to the rules of the Temporary Food Service Establishment Permit.
- E. Mobile Exhibitor Pricing and Food Trucks can occupy a 10'x30' space for exhibitors using vehicles to vend or provide services. Mobile Testing Units should register under this category.
- F. Non Profits with an annual gross over \$1,000,000.00 will be registered as a Corporate / Marketing groups based on locations and employee size.
- G. NYC Pride logo usage can only be used to promote the 2021 Pride Season. All logo usage must be approved by NYC Pride. Please email pridefest-help@nycpride.org for approval.

We continue to monitor the effects of Covid-19 and how it impacts the street festival. Heritage of Pride, Inc. will not be 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 cancellations at the request of the City of New York and/or New York State within 21 calendar days, exhibitors will receive a 50% refund.

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EXHIBITOR BOOTH ADD ONS

ITEM	DESCRIPTION	COST
Tent Package	(1) 10x10 white pop up tent with back wall; (2) folding chairs; (1) 6' wooden top rectangular table	\$170.00
(1) Tent	(1) 10x10 white pop up tent with back wall	\$150.00
(1) Table	(1) 6' wooden top table <i>Linen to cover table is strongly suggested</i>	\$30.00
(2) Chairs	(2) plastic folding chairs	\$20.00
Corner Booth on 4th Avenue (Main Festival Block)	Corner Booth will be placed on 4th Avenue between 13th Street and 9th Street (Main Festival Block). <i>LIMITED AMOUNT AVAILABLE</i>	\$600.00
Specific Location	Exhibitor ability to pick preferred space. NOT A CORNER BOOTH. <i>Please email pridefest-help@nycpride.org for more details on Specified Location.</i>	\$500.00
WIFI	WIFI connection at booth <i>WIFI is necessary to support POS systems and streaming capabilities.</i>	\$125.00
Power/Wi-Fi Pkg (20 amps)	WIFI connection and Power Drop for 20 amps, 110v, (2000 watts) <i>20 amps typically powers laptops, tablet, and other small devices</i>	\$300.00
Power (20 amps)	Power Drop for 20 amps, 110v, (2000 watts) <i>20 amps typically powers laptops, tablet, and other small devices</i>	\$200.00
Power (40 amps)	Power Drop for 40 amps. <i>Please email pridefest-help@nycpride.org to discuss your specific power needs.</i>	\$350.00
Ice	(1) 40 lbs. bag of ice	\$10.00
Sampling Permit	Temporary Food Service Establishment (TFSE) Permit for sampling food products.	\$300.00
INFO SERVICES Non-Profit Visibility	*NEW* Pride will distribute pamphlets and other giveaways from our info services booth. <i>Shipping not included.</i>	\$100.00
INFO SERVICES Small Biz + Corporations	*NEW* Pride will distribute pamphlets and other giveaways from our info services booth. <i>Shipping not included.</i>	\$125.00

Add Ons are subject to a \$10 late fee if purchased after June 7, 2021.