



Heritage of Pride, Inc.

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MARKETFEST EXHIBITOR INFORMATION

We are so excited to have you participate in NYC Pride's MarketFest, a virtual experience brought to you by PrideFest launching on October 8th.

MarketFest is NYC Pride's **NEW** virtual space where vendors can engage with consumers and promote their small businesses like never before. Fundamentally functioning as a **directory**, MarketFest is *the* safe and accepting platform for LGBTQIA+ owned and operated businesses to increase their digital brand exposure.

MarketFest welcomes **ALL** LGBTQIA+ owned business, not just the traditional PrideFest vendors. If you are an artist looking to gain exposure of your work, own a restaurant or bar, offer therapy services, or run a website, then MarketFest is for you too!

[CLICK HERE TO VIEW OUR DEMO WEBSITE](#)

to see how your LGBTQIA+ owned & operated business could be featured on MarketFest.

Learn more details about MarketFest by reading the information below:

Registration Tiers

There are three tier options you can choose from when registering your organization for MarketFest. Here is a breakdown of the inclusions of each tier:

Tier 1 – The Directory

The Directory is a comprehensive aggregate of LGBTQIA+ owned and operated resources, services and merchandise. The Directory includes the following categories to cover a wide range of small businesses: Arts & Design, Beauty, Fashion, Home & Living, Lifestyle, Restaurants & Bars, Services, and Wellness & Health.

Offerings for Tier 1 are:

- Organization listed in the vendor directory
- Includes a short paragraph description of your organization, logo/image, and link to your website and social media accounts.

Tier 2 – Featured Vendor

Featured vendors are our highlighted vendors that receive increased prominence, and space to advertise their brand. The Featured Vendors page can only support up to 20 vendors at a time, and registration is on a first come basis. Offerings for Tier 2 are:

- All Tier 1 inclusions
- Prominent placement on the Featured Vendors page
- Dedicated tile on the Featured Vendors page of the site with brand logo or name
- Customizable brand page linked from your tile on the Featured Vendor page
 - Allows for up to 5 brand logos, images or videos of your choosing
 - Space for brand statement, description or to advertise your services or any specials/discount codes
 - Links to your website and social media accounts
- 1 dedicated, MarketFest branded, “vendor highlight” Instagram post on @NYCPride



Tier 3 – Vendor Spotlight

The Vendor Spotlight registration puts your brand at the forefront with the most exposure on the site. Vendor Spotlight can only support 8 vendors at a time, and registration is on a first come basis. Offerings for Tier 3 are:

- All Tier 2 inclusions
- Premium placement on the Home page with organization listed under the Vendor Spotlight header
- A dedicated banner at the top of the Featured Vendor page
- 1 collaboratively customized Instagram post on @NYCPride
- Inclusion as the “vendor highlight” in 1 e-blast to NYC Pride's 12K person email list

Exhibitor registration is ongoing and must be completed online via Eventbrite. **In order to have your business included in the October 8th site launch, you must register and submit all assets no later than Tuesday, September 22nd.** Any assets received after September 22nd will be added to the site on a weekly rolling basis [CLICK HERE TO VIEW RATES FOR MARKETFEST.](#)

Timing

MarketFest will be live from October 8th through the end of the year. In order to have your business included in the October 8th site launch, you must register and submit all assets no later than Tuesday, September 22nd. Following the launch, the site will be updated each week with new vendors. Please allow up to 2 weeks from when you submit your assets for your business to appear on the site.

You may register your company for either a 1 month placement on MarketFest, or a placement through the end of the year. If you would like to extend your time on MarketFest at the end of a 1 month registration, just register your organization again via Eventbrite.

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. Unfortunately, your organization cannot be added to the MarketFest website until your payment is received. All credit card payments completed by phone are subject to a 3% processing fee.

Vendor Categories

Vendors listed in the Directory will be filtered into categories to optimize the user search experience. Vendors may register their organization under one of the follow categories:

- Arts & Design
- Beauty
- Fashion
- Home & Living
- Lifestyle
- Restaurants & Bars
- Services
- Wellness & Health

Deliverables

Once you've registered for MarketFest, you'll receive an email with a link to submit your deliverables. Deliverables will vary based on your registration tier, but expect to provide the following: description copy, images and/or logo, website, and social media accounts. Your business cannot be added to the MarketFest website until all your deliverables have been received.



Selling

MarketFest serves as a vehicle to increase your brand exposure, and drive traffic to your accounts. At this time, MarketFest cannot support selling directly on the site. However, we encourage you to include specials or discount codes in your copy as a way to increase sales through your primary channels.

Deals of the Week

The Deals of the Week program is an add on which gives your organization an attention-grabbing opportunity to drive traffic to your site, by sharing specials or discount codes with the MarketFest community. From the icon on the Home page, shoppers can visit the Deals of the Week page to see an aggregate of specials on the site each week. To have your specials listed on the Deals of the Week page, add this to your Eventbrite Registration. Specials will be listed on the page for 1 week. [CLICK HERE TO VIEW RATES FOR ADD ONS.](#)

The Blog

The MarketFest blog acts as a resource to businesses and shoppers alike. The blog will feature curated content highlighting businesses, product reviews, providing resources for small businesses, shopping suggestions and more.

Those interested in having their business featured in a blog post for more organic marketing can purchase a blog feature as an add on. From there, you'll work with the NYC Pride team to collaborate on the topic, style and framing of your post and review the post prior to posting. For those interested, vlog postings are also an option with this add on. Some businesses may be featured organically in posts as content for the Blog is produced. Blog posts can be purchased via Eventbrite.

Ad Space

Ad space on the Home page banner is available for purchase, for those who are interested in additional visibility for their organization, and may be purchased via Eventbrite.

Social Media

As an opportunity for direct to consumer engagement with NYC Pride's vast audience, your organization may purchase a la carte social media posts or packages to further promote your organization on @NYCPride channels. While these posts are customizable, they must include MarketFest branding and colors. Once you have ordered social media add-ons via Eventbrite, you will receive an email with directions and dimensions for creating your posts.

Featured Vendors already receive (1) dedicated, MarketFest branded, "vendor highlight" Instagram post on @NYCPride. This is non-customizable. Vendor Spotlight already receives inclusion as the "vendor highlight" in (1) e-blast to NYC Pride's email list. This is non-customizable. Vendor Spotlight also receives a collaboratively customized Instagram post on @NYCPride.

**We look forward to having your business participate in MarketFest!
Please reach out to marketfest-help@nycpride.org for any additional
questions or concerns.**