



Heritage of Pride, Inc.

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PRIDEFEST FREQUENTLY ASKED QUESTIONS (FAQs)

Sunday, June 28, 2020 • 11:00AM to 6:00PM

Heritage of Pride, Inc. is so excited to have you join us in New York City for PrideFest 2020!

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 SUNDAY, MAY 31st.

1. What is PrideFest's location for 2020?

We are very excited to return to 4th Avenue between Union Square and Astor Place Greenwich Village in New York City.

2. How do I register for PrideFest 2020?

All exhibitors should register through Eventbrite by May 15, 2020 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 or you can purchase them (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.

5. What is the size of one booth?

One booth space is 10'x10' and are immediately adjacent to other exhibitors. 10'x10' tents are open on all four sides with no tent walls. Mobile Exhibitor spaces are registered as 10'x30'. All exhibitor set up 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. 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.

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 May 31st 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 May 31st deadline for 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 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.

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 will not be selling anything; therefore, I will not collect sales tax at PrideFest. Why do I need to apply for a Certificate of Authority with New York 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 15, 2020. All confirmed and fully paid exhibitors will be notified of their booth locations by Friday, June 12, 2020.

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 Thursday, June 11, 2020 at 4:00pm. RSVP and call login information will be shared in May 2020. Exhibitors will learn about the festival map, load-in / load procedures, dumpster locations and more. This meeting is conducted over the phone with screen-share capabilities. 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. The information booth is located on 4th Avenue at E. 12th Street.

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 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.

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 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.

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. Approximately nine people fit comfortably under a 10'x10' tent with one 6' table.

22. 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.

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



The photos above represent 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. A limited supply of tent walls are available for an additional cost. 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.