



## PrideFest 2017 Exhibitor Packet

Soldiers Memorial, Downtown St. Louis  
June 23-25, 2017

### IMPORTANT DATES

#### Application Deadlines

Super Early Bird:	<b>January 1, 2017</b>
Regular:	<b>May 1, 2017</b>
Late:	<b>June 1, 2017</b>

#### Notes:

\*Any applications received after June 1, 2017 will be considered on a case by case basis and are subject to approval before being accepted as a vendor.

\*\*Payment must be received in full by the dates below in order to qualify for that pricing tier. Please note that split payments will no longer be permitted and **payment is due at the time of purchase** to reserve your space.

### REQUIREMENTS

- Full payment and **ALL** required vendor documents must be received by May 1<sup>st</sup>, 2017 in order to be featured in the Pride Guide and online marketing for PrideFest 2017.
- **ALL St. Louis City and County resident** vendors **MUST** attend one of the mandatory meetings, which are listed at [register.pridestl.org](http://register.pridestl.org). For those located outside of the St. Louis area, you will be emailed a copy of the presentation to review.
- All vendors must have a valid vendor permit, which will be provided in your exhibitor packet.
- **All food vendors must have a valid health permit.** Pride St. Louis will obtain the health permit from the City of St. Louis on your behalf. Each vendor must complete the health permit application and submit it to Pride St. Louis no later than June 1<sup>st</sup>, 2017. Vendors selling **any form** of food or handmade personal care products **must** provide proof of insurance.
- Pride St. Louis does not provide insurance nor accept payments for insurance.
- **Applications received after June 1<sup>st</sup>, 2017 must be approved by the Vendor Director.**



# CONTACT INFORMATION

Vendor information and questions may be directed to:

[vendor@pridestl.org](mailto:vendor@pridestl.org)

Ethan Barnett  
Vice President and Co-Festival Director  
[vicepresident@pridestl.org](mailto:vicepresident@pridestl.org)

Jenn Reiss  
Vendor Director  
[Jennifer.reiss@pridestl.org](mailto:Jennifer.reiss@pridestl.org)

*Note: All information in this publication applies only to the PrideFest 2017 event. Dates, times and location are subject to change. Pride St. Louis reserves the right to revise these policies and procedures at any time and without prior notice.*

# MANDATORY VENDOR MEETINGS

Meeting Date & Time	Vendor Type
Tuesday, May 16 at 6:00 PM	All Vendors
Wednesday, May 17 at 6:00 PM	All Vendors
Tuesday, May 23 at 6:00 PM	All Vendors
Wednesday, May 24 at 6:00 PM	All Vendors
Tuesday, May 30 at 6:00 PM	All Vendors
Wednesday, May 31 at 6:00 PM	All Vendors

Vendors located inside the St. Louis Metropolitan Statistical Area are required to attend **one** mandatory vendor meeting. Details will be provided to appropriate vendors outside the St. Louis Metropolitan Statistical Area.

All Mandatory Vendor Meetings will be held at:

**Pride St. Louis**  
**3738 Chouteau Avenue**  
**St. Louis, MO 63110**

Main Phone: **314-317-0077**

Email: [vendor@pridestl.org](mailto:vendor@pridestl.org) or [info@pridestl.org](mailto:info@pridestl.org)



## Mission Statement:

“To foster an understanding of and equality for the LGBT community in the general population by raising awareness through educational programs and events ultimately leading up to the annual PrideFest in St. Louis.”

## Terms and Conditions

**Pride St. Louis, Inc. is an all-volunteer, tax-exempt, educational and charitable organization under Section 501(c) 3 of the Internal Revenue Code.**

Pride St. Louis, hereafter referred to as “PrideSTL”, annually organizes and executes PrideFest for the general public as an education and entertainment event, and reserves all rights as producer. Reproduction, broadcast, or commercial use in any form of any portion of the event without the explicit written consent of PrideSTL is strictly prohibited.

### PrideSTL:

- Claims no responsibility for weather, acts of nature, acts of terrorism, government intervention, or any other cause that may prevent and/or interrupt PrideFest. Vendors, parade participants, and attendees shall indemnify and hold PrideSTL harmless for any losses that could arise from such event(s)/action(s).
- Makes neither representation of nor guarantees actual PrideFest attendance.
- Accepts no responsibility for items left at the festival site. Vendors, parade participants and attendees are urged to responsibly secure all items from theft.
- Vendors, parade participants, and attendees shall not display, offer for view, sell, or consume any illegal or contraband items. Unauthorized alcohol sales, illegal alcohol consumption, and possession of any kind of outside alcohol or illegal substance in the park are also prohibited.
- Restates that the laws of the State of Missouri and local ordinances of the City of St. Louis shall control the sale/wear of any clothing. PrideSTL reserves the right to remove any violator of the law or any guideline set forth by PrideSTL.
- Restates that parking any vehicle on the grass and/or in violation of park regulations may result in ticketing and/or towing of the vehicle. PrideSTL accepts no responsibility and cannot intervene in these infractions and any subsequent actions by the park or the City of St. Louis.
- Reserves the right to refuse applications for vendors/booths that are inconsistent or in conflict with the mission of PrideSTL and PrideFest, as determined by the Board of Directors.

Vendor Information meetings are **mandatory** and failure to attend will result in the loss of any fees paid PrideSTL and denial of entrance to festival grounds.

Applicants will receive confirmation of their application via email at the email address provided in the online application process. Confirmation of your participation in PrideFest 2017 will be sent no later than **June 1, 2017**. PrideSTL reserves the right to exclude any vendor for any reason. PrideSTL carefully makes vendor-related decisions based on creating an active and exciting blend of businesses, non-profits and information kiosks so as to create an environment beneficial to all.



## Vendor Booth Types

Vendor booths fall into one of the three following categories:

### Non-Profit Organizations, Craft/Artist, and Governmental Agencies/Entities

Organizations having 501(c)(3) or 501(c)(4) status and/or governmental agencies/entities are strongly encouraged to participate in PrideFest 2017. Proof of non-profit organization status is required at the time of application to qualify for category pricing. A waiver of liability is required of all vendors. Qualification for “craft/artist” booths require proof that merchandise is locally hand-made for sale.

### Commercial Vendors

This category includes all vendors who are for-profit commercial and retail organizations/businesses **even if** only handing out information about the organization/business. This category includes the sale of pre-packaged food items not intended for consumption at PrideFest 2017. Booths are allowed to be informational, retail, or a combination of both. A waiver of liability is required of all vendors. If selling or distributing any form of food, beverage, or handmade personal care product, proof of insurance is required.

### Food Concessions

“Food concessions” is defined as providing food items intended for consumption at PrideFest 2017. With reasonable cause as determined by the Board of Directors, PrideSTL reserves the right to classify any vendor as a food concessions vendor. Food items are typically prepared on-site and offered for sale. A waiver of liability is required of all vendors. Proof of insurance is required (GL Dec Sheet or Acord Form).

Food concessions includes any vendor required to obtain a St. Louis City Health Department permit, which PrideSTL will acquire on the behalf of the vendor as part of the application process. The fee for the health permit application is included in the cost of the booth fee(s). PrideSTL **must** receive health permit applications no later than June 1<sup>st</sup>, 2017.

PrideSTL has decided to limit the number of “food concessions” this year to no more than twenty (20), but additional food concessions can be added upon approval by the Board of Directors. Beverage-only concessions may be unlimited and will be based on providing what PrideSTL judges to be the best variety of beverages for attendees. **Sale of lemonade is EXCLUSIVE to “The Names Project”**. Any food vendor selling beverages **must** purchase all exclusive items through the PrideSTL commissary. Exclusive items include all branded soda, water, energy, and sports drinks. Vendors will be notified of these items at the mandatory vendor meetings.

All food vendors **must** set up on Friday, June 23<sup>rd</sup>, 2017. Set up times will be provided at the vendor meetings.

Food concessions must sign and adhere to the Food Concession Vendor Agreement.

Food vendors are **REQUIRED** to submit a list of all menu items prior to the mandatory vendor meetings. Vendors may **ONLY** sell the listed items on your menu. PrideSTL will work to ensure a variety of food options and will specifically limit the amount of similar items being sold.



# General Terms

## PrideFest Vendor Supply and Commissary Program

PrideFest will have certain sponsorship and vendor arrangements that will allow us to supply booths and vendors exclusively as part of the festival. The following items listed below must be supplied exclusively through Pride St. Louis. Detailed pricing for pre-sale of items will be provided at vendor meetings. These arrangements allow us to establish exclusive product sponsorships and facilitate the helpful supply and delivery of these items directly to your booth at the festival!

The following items will be provided to you, for a cost, exclusively through Pride St. Louis. You may not purchase/and sell the below items without obtaining them exclusively through Pride St. Louis.

- Bottled water (free or for sale)
- Bottled soda beverages
- Energy drinks
- Bottled juices
- Lemonade and fruit punch
- Any alcoholic beverages

Commissary details will be provided no later than the vendor meetings. PrideSTL will maintain an on-site commissary system to deliver items throughout the weekend as needed. There is no need to preorder.

## Beverages and Ice

Due to restrictions in our rental agreement with the City of St Louis, licensing and insurance issues, and sponsorships of PrideFest, the **sale and distribution of alcoholic beverages at PrideFest is the exclusive right of Pride St. Louis**. PrideSTL does not allow any vendor to sell alcoholic beverages as part of the festival.

**Lemonade sales are limited to “The Names Project: AIDS Memorial Quilt”**. The Names Project uses the funds raised from lemonade sales to pay the expenses of bringing a portion of the quilt to PrideFest. With the spread of HIV remaining a pandemic in our community, it is a vital part of our festival helping us to recognize the past, and plan for a future without HIV/AIDS.

PrideSTL reserves the right to determine brands of beverages that may be sold at individual vendor booths. All bottle water sales and distribution of such is the exclusive right of Pride St. Louis.

**PrideSTL is the exclusive ice provider at PrideFest.** Ice pricing and availability will be provided in detail at the mandatory vendor meetings.

## PERMITS

PRIDESTL works directly with the License Collector and Health Department for permits from the City of St. Louis for all vendors whose applications are received prior to June 1<sup>st</sup>, 2017. Any vendor who receives



approval after June 1<sup>st</sup>, 2017 must obtain their own permit from the City of St. Louis at an additional cost to the vendor. After June 1<sup>st</sup>, PrideSTL will not be able to obtain permits on behalf of vendors, and vendors will not be eligible for a refund for the cost of the permit. Any approved food vendor operating without a license will be forced to close down immediately and will not be issued a refund.

### Canvassing/Soliciting

**Only vendors with paid booth space are allowed to solicit within the festival zone** and must be within ten (10) feet of their purchased booth space **at all times** when soliciting attendees. All canvassers/solicitors must be **clearly identifiable** with the group that they are representing. Canvassers are to be respectful of space being utilized by other vendors and are asked not to conduct conversations, surveys, etc., within ten (10) feet in front of another organization's booth. Complaints from vendors regarding canvassers from a specific organization will result in that organization being required by PrideSTL to cease all canvassing activity. Cessation of canvassing will not result in any refund to the vendor.

### Cancellation/Refund Policy

Vendors may cancel their booth space at any time for any reason, but **are required to do so in writing by email or written letter to the Vendor Director**. Cancellation does not ensure a refund and is subject to approval by the Board of Directors of Pride St. Louis.

- **Cancellations made before April 1<sup>st</sup>, 2017 would be eligible for a 50% refund.**
- **Cancellations made after May 1<sup>st</sup>, 2017 will NOT be eligible for a refund unless authorized by the Board of Directors.**

Any vendor may transfer their credit to another year if they cancel their space in lieu of a refund. Forfeiting booths or forced closing for any reason will not result in the issue of a refund. Pride St. Louis does not guarantee vendor sales, placement, or vendor satisfaction, and as a result will not consider any full or partial refunds based on these criteria. Any vendor who successfully participates in PrideFest 2017 will not be eligible for a refund. **No refunds** for booths will be issued after May 1<sup>st</sup>, 2017. Any vendor requests for refund are to be paid out net thirty (30) days after PrideFest 2017 has concluded.

### Vendor Booth Signage

It is the responsibility of each vendor to create their tent signage. If renting a tent from PrideSTL, the signs shall be attached to the tent in a way not to damage the tent. Additional fees for tent damage will apply.

### Proof of Insurance

*Acord forms should be made out to:*

Pride St Louis  
3738 Chouteau Avenue  
Suite 200  
St Louis, MO 63110



## Insurance / Waiver of Liability

A waiver of liability **WILL BE REQUIRED** before any vendor may set up. Proof of insurance is required for all vendors selling or distributing food, beverages, and/or handmade personal care products (whether intended to be consumed at the festival or not). **Please make all payments directly to the insurance provider.** Acceptable proof of insurance is a General Liability Declarations Sheet (GL Dec Sheet) or Acord Form (provided by the insurance carrier).

PrideSTL neither provides nor accepts payment for insurance.

PrideSTL will review all Proof of Insurance documents with the assistance of their Insurance Broker with final determination of acceptance made by the Broker. The Broker determination is final.

## Booth Purchase / Design Process

PrideSTL utilizes an *A La Carte* method of vendor booth design. This is made up a combination of selections from five (5) categories chosen by the vendor based on their needs:

### **1. Booth type/selection**

- a. PrideSTL offers four booth sizes for non-profit and for-profit entities at 10', 20', 30' and 40' wide. All booths are 10' deep. All vendor booths are on a solid surface. Food vendors will have the option for a 20', 30' and 40' space. All food vendor spaces are 10' deep but will also include additional space for storing and prepping items.

### **2. Guaranteed corner location (limited to a specific number of booth spaces; first come, first served)**

- a. There is also a \$200 fee for any vendor who would like to purchase a corner space. A corner location is identified as any booth on the corner of the intersection. Please note that corner locations are limited and are only available on a first come first serve basis.

### **3. Plotting fee (vendor will have the option to choose their space during booth selection)**

- a. This year, PrideSTL offering the opportunity for you to select your own booth location during the selection process. There is a \$50 plotting fee, which allows you to choose your space. Vendors who do not select their space will be placed by the Vendor Relations Team and notified of their location by June 10<sup>th</sup>, 2017.

### **4. Individual Booth Preferences**

- a. Tent
  - i. PrideSTL only rents 10x10 tents for vendor use.
  - ii. Lost/broken tents **will** result in a \$120/tent fine.
- b. Table + two (2) chairs
  - i. Items rented from PrideSTL are to be returned in the same condition in which they were received. All rented items must be left in your booth space and in working condition or you **will** be fined. Lost or broken items will be charged: \$80/table, \$40/chair, and \$120/tent. All broken items will be subject to review by a Pride St. Louis staff member upon request.
- c. Electric (limited to specific zones; electric is limited and on a first come, first served basis)
  - i. Electric service is a very expensive endeavor. As such, PrideSTL strives to locate vendors needing electric in clusters in order to keep expense to a minimum.



- ii. Electric service is provided in sets of 2 - 115 Volt outlets carrying a MAXIMUM of 20 Amps (similar to a standard single wall plug at home). **All food vendors will be provided 2 outlets per 10 x 20 space and additional electric is not available.** All vendors must comply with the electric requirements and must provide a list of items that are to be plugged in from their booth. Vendors must provide this list no later than the vendor meetings. Vendors who do not provide a list of electrical may be subject to forfeit their booth space.
  - iii. All vendors requesting electric must provide PrideSTL with a list of electrical items they wish to have at festival with Amperage listed. If Amperage (AMPS) is not listed on your items you can calculate it by formula (Wattage/115). For example, an average laptop is 200 Watts (200/115) and is roughly 2 Amps; a home microwave is 1000 Watts (1000/115) and is roughly 9 Amps. **ONLY** items listed on your form will be allowed. Your electrical needs must be submitted by the date of the Vendor Meetings.
  - iv. Vendors who overload the circuits causing electricity to be interrupted will be charged \$100 per occurrence, to be paid prior to restoration of their power. Be aware, interrupting power will have a negative impact on your neighbors. Vendors who fail to comply with the electric guidelines could forfeit their booth space with no refund provided.
- d. Wi-Fi
- i. Wi-Fi will be available in select clusters on the festival grounds.
  - ii. A Wi-Fi agreement is required to receive a logon ID and Password. The agreement will be available at festival check-in.
  - iii. All vendors are required to pay for Wi-Fi service no later than June 1<sup>st</sup>, 2017.
- e. Ice
- i. Vendors will be supplied ice, as needed. Ice money, once delivered, is non-refundable as ice is non-returnable. **20 lb. bags will be \$6, due on delivery.** You may purchase ice by cash or credit card on-site from the commissary.
  - ii. You may pre-order ice until June 1<sup>st</sup>, 2017.
5. Payment. Payment must be made in full prior to being approved as a vendor. Pride does not permit or allow for split, partial, or post-dated payments.

### Waiver of Liability

A Waiver of Liability is required of all vendors.

### Parking Passes

Parking Passes are available for vendors who wish to park inside or adjacent to the festival grounds. PRIDE STL will attempt work to provide parking as close to your booth space as is feasible. If your vehicle is your booth (i.e., cooler truck) you will not be required to pay for a parking pass; however you will be required to leave that vehicle in the park overnight.

### Security Deposit

No security deposit is required. All fees will cover the cost of your booth space purchase, equipment rental, license fees, and other fees associated with your booth space at festival. As such, you will not receive a refundable deposit in 2017. However, you are still responsible for any damage or loss your area or rentals.





## PAYMENT

PrideSTL is committed to safe and secure electronic payments. We will utilize a secure point-of-sale (POS) online interface payment system this year. **Please note that there is no option for split or partial payment arrangements.** All vendors must provide payment **in full** in order to reserve their space and guarantee their preferred rate of purchase. Any partial payments will not be confirmed as a vendor and may forfeit their space along with any possible refund.

### Payment Options:

- **Payment via MasterCard**
  - MasterCard is the preferred card of PRIDESTL and PrideFest 2017. As such it is our preference that all vendors pay using their MasterCard credit/debit card. Because of our relationship with MasterCard PRIDESTL is proud to waive the processing fees for vendors paying using their MasterCard.
- **Payment by all other Credit/Debit Cards**
  - In order to cover credit/debit card processing fees for non-MasterCard payments, PrideSTL charges a \$10 processing fee.
- **Payment by Check**
  - Handling checks (checks, money orders, and cashier's checks) is cumbersome and time-consuming for an all-volunteer organization. PrideSTL charges a **\$30 check processing fee** for any vendors choosing to make payment via paper check.
  - Please note that vendors requiring to pay via paper check must notify the Vendor Director and receive approval prior to sending a paper check in the mail.
  - The new online point of sale system will accept checks digitally with the routing and account information.
  - Any paper checks issued must include the full payment and must not be returned by our bank for any reason. **PRIDESTL reserves the right to charge a \$50 fee for any returned checks on the first instance.** If there are multiple issues with a payment being returned, Pride St. Louis reserves the right to forfeit your space and to blacklist the organization.
  - **Please make all pre-approved checks payable to Pride St. Louis, Inc. and send to Attn: Vendor Director 3738 Chouteau Ave., Suite 200, St. Louis, MO 63110.**

## Consent to Agreements

By signing below, I, as an agent/representative of the above organization/company, hereby acknowledge, accept, and agree to all terms, responsibilities, representations, and disclaimers contained in this PrideFest Vendor Information Packet, Vendor Agreement and Waiver of Liability, which constitute this application.

*John A. Doe*

Full Name

*Sample Organization*

Legal Name of Organization

*John A. Doe*

Signature

*MM/DD/YYYY*

Date

