

2022 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 February 8 at nycpride.org. The 28th Annual NYC PrideFest will be held on Sunday, June 27, 2022 from 11AM – 6PM.

EXHIBITOR BOOTH RATES

EXHIBITOR CATEGORY	EARLY BIRD 2/8/22 – 3/11/22		STANDARD 3/14/22 – 5/27/22	
	<u>10x10 Booth</u>	<u>10x20 Booth</u>	<u>10x10 Booth</u>	<u>10x20 Booth</u>
Non Profit – Literature (A,F)	\$550	\$1100	\$650	\$1200
Non Profit – Merchandise (A,F)	\$650	\$1300	\$750	\$1500
Small Business (B)	\$700	\$1400	\$800	\$1600
Mobile Exhibitor Non-Profit & Small Business (E) <i>ONLY (1) 10x30 SPACE AVAILABLE PER EXHIBITOR</i>	\$1350		\$1500	
Food Exhibitor (B, D)	\$750	\$1500	\$900	\$1800
Food Truck (B, E) <i>ONLY (1) 10x30 SPACE AVAILABLE PER EXHIBITOR</i>	\$1750		\$1900	
Food Exhibitor / Food Truck Profit Share (B, E)	Click here to complete the PrideFest 2022 Rate Request Form.			
Corporate / Marketing / Non Profit Medium Size Company (C,F), Large Size Company (C,F)	Click here to complete the PrideFest 2022 Rate Request Form.			
Food Exhibitor Corporate / Marketing Medium Size Company (C), Large Size Company (C)	Click here to complete the PrideFest 2022 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	\$180
(1) Tent	(1) 10x10 white pop up tent	\$175
(1) Table	(1) 6' wooden top table <i>Linen to cover table is strongly suggested</i>	\$35
(2) Chairs	(2) plastic folding chairs	\$20
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>	\$350.00
Power (20 amps)	Power Drop for 20 amps, 110v, (2000 watts) <i>20 amps typically powers laptops, tablet, and other small devices</i>	\$275.00
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 3, 2022.

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