



Dear Exhibitor,

We thank you for your interest in the 2016 Chicago Pride Fest! Held in the heart of Boystown and ushering in Pride Weekend, with the Gay Pride Parade on Sunday, June 26<sup>th</sup>, Pride Fest draws a unique and diverse professional audience from around the Midwest. With 3 music stages featuring over 20 entertainers and more than 75 artisans and restaurants, Pride Fest looks forward to celebrating another year in the community as it continues to grow.

This year's event will be held on Saturday June 18<sup>th</sup> from 11am to 10pm and Sunday June 19<sup>th</sup> from 11am – 10pm.

Please note the **application and payment deadline date is Monday May 16<sup>th</sup>, 2016. This is a firm date.** You must submit all of your paperwork including payment. All payments will be processed upon receipt and does not indicate acceptance into the fair. All applications will be reviewed by the festival committee on a rolling basis.

Below are several highlighted rules & regulations we ask that you adhere to as a participating exhibitor:

- Exhibitors must use all exhibit spaces for which they apply (e.g. 10x10 or larger); no booths may be vacant at any time. Entryways to businesses must be no wider than 3 feet.
- You must stay within the footage you have purchased. This means you may NOT use any portion of the sidewalk for equipment or a larger setup.
- Exhibitors are **strictly prohibited** from re-selling booth spaces to third parties.
- In the spirit of Pride Fest, and to maintain the integrity of the event throughout the weekend, **all booths must remain open during festival hours.**
- Food and beverage vendors must prominently display pricing on all signage. Exhibitors will receive uniform brand (if sponsor exists) and pricing information for water and soda with the confirmation materials.
- All talent booking for the event must go directly through the Pride Fest Committee. The playing of recorded or live music in your booth is strictly prohibited. Music (even pre-recorded) must be pre-approved by Festival Management.

You will find a full list of rules and regulations on the final page of this application packet. If you fail to comply with these rules, it may jeopardize your future participation in this event.

If you have any questions, don't hesitate to contact me at [exhibitors@chicagoevents.com](mailto:exhibitors@chicagoevents.com).

I look forward to working with you and producing a fun, enjoyable and successful event for all!

Sincerely,

Exhibitor Relations



**APPLICATION and Payment DEADLINE: May 16, 2016**

## 2016 Chicago Pride Fest

Saturday June 18<sup>th</sup> 11am 10pm  
Sunday June 19<sup>th</sup> 11am 10pm

### ARTIST/MERCHANT/NOT-FOR-PROFIT APPLICATION

Please note: There is a non-refundable \$15 Application Processing Fee included in booth cost. Applications submitted with credit card payments will be charged an additional Regline service fee of \$4.75 plus 3.95% of your total purchase. If you have any questions regarding this please contact Exhibitor Relations at [exhibitor@chicagoevents.com](mailto:exhibitor@chicagoevents.com)

#### Exhibitor Type:

##### Artist

☐ 10'x10' Space \$350\*

☐ 10'x20' Space \$600\*

##### Merchant

☐ 10'x10' Space \$600\*

☐ 10'x20' Space \$800\*

##### Not-for-Profit

☐ 10'x10' Space \$550\*

\*Includes: Application fee, Booth space and City Itinerant license fee

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\* Includes: Application fee, Booth space, City Itinerant license fee

Total Booth Fee: \$\_\_\_\_\_

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**Late registration fee of \$75 incurred for applications received after May 16, 2016 if space is available**

\*Please note: Corporations, chain stores, franchises, product brands, field marketing & promotional companies, marketing agencies, public relations firms and all their respective clients, including free giveaways and sampling are considered sponsors, and must contact Karyn Serota at 773-584-6625.

Have you previously participated in this event? ☐ Yes ☐ No

#### Booth Request:

(We will do our best to honor any special request, however, desired locations are not guaranteed)

### CONTACT INFORMATION

Contact Name: \_\_\_\_\_ Business Name: \_\_\_\_\_  
Home Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Business Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
On-site Contact Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Web site: \_\_\_\_\_ FEIN/SSN/IL Business Tax #: \_\_\_\_\_

**Please provide a DETAILED description of items to be sold/displayed:**

**Music:** The festival prohibits the playing of recorded or live music in your booth. All music within the festival is strictly planned and approved by the festival committee and Special Events Management (hereinafter "SEM"). Unless prearranged and permission is granted in advance, no live performance is allowed in your booth space.

**Please Initial that you have reviewed and understand your order and the rules outlined on this page x\_\_\_\_\_**

## ELECTRICITY OPTIONS:

If electricity is required, it **MUST** be purchased from Special Events Management (SEM). Personal generators and car batteries are not acceptable. Please note that you are responsible for providing your own extension cords.

☐ YES, I WILL NEED ELECTRICITY (\$150)

☐ NO, I WILL NOT NEED ELECTRICITY

Please list ALL appliances, including lighting, which will require a power source at the above event. If the volts and amps for each appliance are not correctly listed you run the risk of not having the necessary amount of electricity on site to power your booth.

**Voltage** = the current: 110/120: house current; 220: Freezers, pizza ovens; 480: Heavy equipment

**Amps**\*: 15 amps: Normal household appliances; 20 amps: Heat lamps, electric cookers; 40 amps: Deep fryer, refrigeration

\*Amp rating can be found on the back of the appliance near the cord.

Appliance Type	Quantity	Voltage	Amps
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.

## FEE SUMMARY & PAYMENT OPTIONS:

### Booth Rental Equipment Options:

☐ 10'x10' Tent (\$350) Qty\_\_\_ \$ \_\_\_\_\_

☐ 10'x20' Tent (\$525) Qty\_\_\_ \$ \_\_\_\_\_

☐ Tent Sides (\$30/10' side) Qty\_\_\_ \$ \_\_\_\_\_

☐ Tent Lights (\$75) Qty\_\_\_ \$ \_\_\_\_\_

☐ 8' Table (\$50) Qty\_\_\_ \$ \_\_\_\_\_

☐ Chairs (\$25/chair) Qty\_\_\_ \$ \_\_\_\_\_

☐ 10' Counter (\$20) Qty\_\_\_ \$ \_\_\_\_\_

☐ Sign Poles (\$25/set) Qty\_\_\_ \$ \_\_\_\_\_

**TOTAL RENTAL FEE:** \$ \_\_\_\_\_

### TOTAL FEE CALCULATOR:

Total Booth Fee \$ \_\_\_\_\_

Rental Equipment Fee \$ \_\_\_\_\_

Electricity Fee \$ \_\_\_\_\_

**Late Registration Fee:**

After May 16, 2016 \$ 75

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

## PAYMENT OPTIONS

(Applications **MUST** be submitted with full payment to be considered. There are **NO EXCEPTIONS** to this rule. All payments will be processed regardless of your status of acceptance into festival. Submission of an application does NOT automatically guarantee acceptance into the festival.)

### Please select a payment method:

☐ **Cash** (DO NOT MAIL. All cash transactions are only accepted at the office location)

☐ **Check or Money Order**

Make check/money order payable to: Special Events Management

Mail to: Pride Fest  
c/o Special Events Management  
2221 W. 43<sup>rd</sup> St.  
Chicago, IL 60609

☐ **Credit card** (you **MUST** fill out all the information below)



Name (on card) \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Credit Card # \_\_\_\_\_

Sec Code (3 digit code on back of card) \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**\*\*Credit card payments will be charged an additional Regonline Fee of \$4.75 + 3.95% of your total purchase\*\***

### 2016 REFUND PROCESS

*If the event is faced with inclement weather, Acts of God and/or any situation that threatens the safety of exhibitors and patrons, Special Events Management has the authorization to cancel the event which will not result in the refunding of your fees.*

1. The \$15 application fee is non refundable.
2. A \$50 non refundable administration fee will be applied to any canceled application.
3. Cancellations made before May 18, 2016 will forfeit 50% of total fees paid.
4. Cancellations made on or after May 18, 2016 (including the day of event) will NOT be entitled to a refund.
5. Vendor will be charged \$100 for a returned check and cancellation of contract may result for charges submitted and returned as insufficient funds.

**If due a refund, make check payable to:**

☐ Name of Business ☐ Contact Name

### IMPORTANT INFORMATION ON BUSINESS HOLDS (With the City of Chicago and/or State of Illinois)

Any standing debt that you have with the City of Chicago (parking tickets, water bills, awning, etc.) both personally and through your business will put a hold on your (Itinerant Merchant) license being issued. All of these debts should be paid as soon as possible prior to the event. You can access debts you have with the City by calling 312-744-6249.

**Please Initial that you have reviewed and understand your order and the rules outlined on this page x\_\_\_\_\_**

## 2016 RULES & REGULATIONS

1. **Contract Cancellation:** Special Events Management (hereinafter referred to as "SEM") reserves the right to cancel a vendor contract at any time for the good of the festival, by its sole discretion or by the direction of its clients. Any cancellations by management will be refunded if vendor has followed the rules and regulations. Cancellation or suspension because of lack of proper city licensing or failure to meet or maintain guidelines will not be eligible for refunds.
2. **Account Holds:** SEM and the Northalsted Business Alliance are not responsible for denial of a license by the City of Chicago (and State of Illinois Liquor Control Commission - for Alcohol Vendors only) due to any hold placed on business accounts associated with the vendor. Each vendor is responsible for resolving any standing holds with the City of Chicago and/or State of Illinois prior to submitting their application. Please note: Most business are not aware of a hold until their application is submitted and SEM is contacted by the City and/or State. It is essential that you call each government agency regardless of your assumed standing. Please call the City of Chicago Department of Business Affairs & Consumer Protection Agency at 312-744-6060, and the State of Illinois Liquor Control Commission (Alcohol Vendors only) at 312-793-3380.
3. **Exclusivity:** We do not provide guaranteed exclusivity to any vendor.
4. **Booth Placement:** We reserve the right to relocate a vendor when necessary even after a space has been assigned.
5. **Water:** Running water is **not** provided on site by SEM. You must supply your own fresh water.
6. **Electricity:** No small **portable generators or car batteries** are permitted on grounds of the event for use within your booth. All electricity on site is portable and provided by a third party vendor designated by SEM who is licensed and insured in accordance with state requirements. Any service disruptions and/or blackouts will not result in a rebate or refund of any kind.
7. **Music:** The EVENT strictly prohibits the playing of recorded or live music in your booth.
8. **Laws:** Drilling in the street is not permitted. Violators will be subject to a fine of \$200 and/or space cancellation by Special Events Management. You are directly responsible for any city violated ordinances and fines.
9. **Set-up and Tear-down:** Each vendor is responsible for setup, take down and clean up of his/her stand. Vehicles are allowed on the street only for setup prior to the event and tear down once the festival closes. You will be notified when it is safe to bring your vehicle on the street. Unless otherwise noted, parking is not provided to any vendor. Load-in/set-up times are provided in the confirmation letter sent to you prior to the event. You must remove your vehicle immediately after unloading your merchandise. You are allotted 2 (two) hours from the closing time of the event break-down and vacate your booth space. Please bring the necessary assistance/manpower to ensure this. For every 30 minutes you exceed this time frame (event closing time), \$50.00 will be charged to your credit card.
10. **No Show Policy:** Participants who have not checked-in and/or called the Festival Emergency Number (number will be available in confirmation materials) by 08:00 AM Saturday, June 18<sup>th</sup> will be considered a "no-show." No Show Participants will not be eligible for refunds and assigned space(s) will be forfeited to wait-list applicants.
11. **Trash Disposal:** Each space must be left clean throughout the event and each night. Trash receptacles and bags will not be provided. Each vendor must provide necessary trash receptacles and bags for garbage inside the booth. Trash (in bags) will be picked up from the booths. All garbage left not bagged will be subject to a fine of a \$100 and/or the cancellation of participation.
12. **Side walks must be left unobstructed at all times. It is strictly prohibited to store items on the sidewalk across or adjacent to your booth.**
13. **Business Conduct:** Vendors and their employees must maintain the highest degree of professionalism in their booths and on the event grounds at all times.
14. **Indemnification:** The Northalsted Business Alliance and Special Events Management, employees, related festival providers of goods and services, or any participating sponsor will NOT be responsible for any injury, loss, or damage that may occur to the vendor, or to the vendor's employees or property from any cause whatsoever prior to, during or subsequent to the period covered by the vending contract; and the vendor signing this contract expressly releases all of the foresaid from, and agrees to indemnify each of them against any and all claims from such loss, damage or injury from participation in the event. SEM cannot and will not be held responsible for equipment failure including any acts of GOD beyond the control of the event organizer.
15. **Booth Space:** Vendors must use all space that they are granted. No space may stand vacant. Only three feet of space as an entry way into your place of business is permitted.
16. **Event Hours:** Vendors must remain open during festival hours.
17. **Third Party Vendors:** Re-selling booth spaces to third-party exhibitors is strictly prohibited.
18. **Damages to Rental Equipment:** Extra fees will be incurred by participant for damages and clean-up of rental equipment as deemed necessary by rental equipment company for returned items which are damaged; or in need of cleaning following event.

**By signing below**, I hereby acknowledge and accept all terms of this vendor application by which will be considered a legal contract between myself (Vendor) and the Event Producer (Northalsted Business Alliance - sponsoring organization and or agent thereof, SEM) including all rules and regulations and understand that I am legally bound by this agreement. As a participating exhibitor, I acknowledge my financial responsibility for any damages to equipment items ( i.e. tent, table, chair, sidewall, counter, sign pole, etc.), rented from the production company or third party supplier, inflicted by myself or an employee in my booth and the terms regarding the festival or city rules and violations as outlined in this document. I acknowledge that SEM is acting as an agent for the Northalsted Business Alliance who owns the event and at no time is SEM empowered to negotiate fees, offer discounts or refunds. Under all circumstances unless stated in the rules and regulations, there are no refunds.

*(You will NOT be held accountable for rental equipment that you do not rent, however, we must have acknowledgment from you in the event that you add rental equipment to your application at a later time or rent an item on-site. It is your responsibility to inspect your tent during load-in and make management aware of any existing damages prior to the opening of the event.)*

By \_\_\_\_\_

Date \_\_\_\_\_