



Vendor Information Packet

Pride Fest 2012
St. Louis, Missouri
June 23-24, 2012

IMPORTANT DATES

Application Deadlines

Pricing Grid

Very Early Bird
Early Bird
Regular
Late

Postmarked By

February 15, 2012
March 15, 2012
April 15, 2012
June 1, 2012
-or- hand delivered up to
June 15, 2012

REQUIREMENTS

- Payment and **ALL** required documents must be received by May 1, 2012
- **ALL** vendors **MUST** attend one of the Mandatory Meetings
- or be invited to participate in the Conference Bridge if located outside St. Louis
- Vendors **MUST** have a vendor permit from the City before they enter the park
- Pride St. Louis does not provide insurance nor accepts payments for insurance
- Vendors selling **ANY FORM** of food product **MUST** have insurance

CONTACT INFORMATION

Vendor information and questions may be directed to:

Darrell Grant

Vice President, Pride St. Louis, Inc.
Festival Director, PrideFest 2012
314.971.1125
vicepresident@pridestl.org

Chad Fox

Board of Directors, Pride St. Louis, Inc.
Operations Director, PrideFest 2012
314.276.7824
chad.fox@pridestl.org

**Emailing this address will send
your email to the entire
Vendor Relations Team**

vendor@pridestl.org

***All information in this publication applies
only to the PrideFest 2012 event.***

***Dates, times and location are
subject to change.***

***PSL reserves the right to revise these
policies and procedures at any time and
without prior notice.***

Mandatory Meetings

Meeting Date & Time	Vendor Type
Monday, May 7, 6pm	Non-Profit and Governmental Orgs
Wednesday, May 9, 6pm	Non-Food Commercial Vendors
Monday, May 14, 6pm	Food Concession Vendors
Wednesday, May 16, 6pm	Food Concession Vendors
Wednesday, May 23, 6pm	Non-Profit and Governmental Orgs
Wednesday, May 30, 6pm	ALL
Saturday, June 2, 9am	ALL
Monday, June 4, 6pm	Non-Food Commercial Vendors
Wednesday, June 6, 6pm	Food Concession Vendors
Saturday, June 9, 9am	ALL
Monday, June 11, 6pm	Food Concession Vendors
Wednesday, June 13, 6pm	Non-Food Commercial Vendors

A Conference Bridge will be set up for people who are not located in the St. Louis Metropolitan Statistical Area. Details will be provided to appropriate vendors. ONLY vendors outside the SLMSA will be allowed to participate in the Conference Bridge option.

All Mandatory Vendor Meetings are held at the:
The LGBT Center of St Louis
4337 Manchester
St. Louis, MO 63110
314-472-LGBT (5428)

Mission Statement

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, Inc. is dedicated to increasing the awareness of the general public to the presence of Lesbian, Gay, Bisexual and Transgender individuals in the community in an effort to eliminate prejudice and achieve harmony. Donations to Pride St. Louis, Inc. are deductible as charitable contributions.

The Pride St. Louis, Inc. organization herein after will be referred to as PSL.

PSL annually organizes and presents PrideFest for the general public as an educational and entertainment event and reserves all rights as producer. Any reproduction, broadcast or commercial use of any portion of the event, in whole or part, in any form, without the explicit written consent of PSL, is strictly prohibited.

PSL has no control over the weather, acts of nature, acts of terrorism, government intervention or any other cause that may prevent, and/or interrupt PrideFest weekend. Vendors, parade participants, and attendees shall indemnify and hold PSL harmless for any losses that could arise from such action(s).

PSL makes neither representation nor guarantees toward actual PrideFest attendance. PSL 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 bringing any kind of alcohol or illegal substance in the park are also prohibited. The laws of the State of Missouri and local ordinance of the City of St. Louis shall control the selling/wearing of any clothing, which would otherwise be considered in violation of state/local statutes. PSL reserves the right to remove any violator of the law or any guideline set forth by PSL.

Parking on the grass and/or in violation of other park regulations are subject to ticketing and/or towing of the vehicle. PSL accepts no responsibility and cannot intervene in these infractions and any subsequent actions by the Park or the City of St. Louis.

PSL reserves the right to refuse applications for Vendors/Booths that are inconsistent or are in conflict with the mission of PSL 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 PSL and denial of entrance to festival grounds.

Applicants will be contacted after receipt of their application via email if an email address is provided or by phone. If confirmation is not received by May 1, 2012, please contact the vendor coordinator immediately. It is the vendor's responsibility to contact PSL if confirmation is not received by the deadline.

Vendor Booth Types

Vendor booth use will fall into one of the three following categories:

Non-Profit Organizations and Governmental Agencies/Entities

Organizations having 501c3 status and Governmental Agencies/Entities are encouraged to participate in PrideFest 2012. Proof of status is required at time of application to qualify for category pricing. A Waiver of Liability is required of all vendors.

Commercial Vendors

This includes all vendors who are for-profit commercial and retail vendors EVEN IF you are only handing out information about your business. This category includes the sale of pre-packaged food items not intended for consumption at PrideFest 2012. Your booth is allowed to be informational, retail or a combination of both. A Waiver of Liability is required of all vendors. If you will be selling or distributing any form of food or beverage you are required to provide Proof of Insurance for your business (GL Dec Sheet or Accord Form)

Food Concessions

Food Concessions are defined as providing food items intended for consumption at PrideFest 2012. PSL reserves the right to classify any vendor as a Food Concessions vendor. The food items are normally prepared on site and/or offered as a meal. A Waiver of Liability is required of all vendors. You are required to provide Proof of Insurance for your business (GL Dec Sheet or Accord Form)

Because Food Concessions are more complicated to set up Food Concession Vendors are required to set up on Friday by appointment. Two (2) appointment times are available every 15 minutes from 9am to 7pm on Friday, June 22, 2012. Early arrivals are accepted and will be checked in at the earliest convenience. Late arrivals will be handled at the next available appointment.

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

General Terms

BEVERAGES

Due to restrictions in our rental agreement with Tower Grove Park, licensing and insurance issues and corporate sponsorships of PrideFest the sale and distribution of alcoholic beverages at PrideFest is exclusive right of PSL.

PSL reserves the right to dictate brands of beverages that may be sold. As of January 9, 2012 PSL is still in negotiations with a soft drink and water sponsor for festival.

Depending on how those negotiations proceed soft drink and water sales may become the exclusive right of PSL. All vendors will be notified of the status of beverage sales at PrideFest 2012 by May 1, 2012.

Beverage sales constitute approximately 10% of the overall Festival budget and are very important to the success of PrideFest 2012.

PERMITS

PSL will request a Permit Waiver from the City of St. Louis for all vendors whose applications are received prior to June 15, 2012. Vendors who hand-deliver their applications must provide for their own Permit from the City of St. Louis.

CANCELLATION POLICY

If a vendor cancels prior to May 1, 2012, 50% of the booth fee will be returned. Cancellations after May 1, 2012 will be reviewed on a case-by-case basis.

VENDOR BOOTH SIGNAGE

It is the responsibility of each vendor to create their tent signage. If renting a tent from PSL, the signs shall be attached to the tent in a way **NOT** to damage the tent

The Rental Agreement with Tower Grove Park **REQUIRES** all signage to be free standing and nothing is to be put in the ground. Violations will result in forfeiture of the booth deposit.

Vendor Booth Design

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 or beverage whether to be consumed at 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) of Accord Form (provided by your insurance carrier.

PSL neither provides nor accepts payment for insurance.

PSL 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.

Extra Booth Space

PSL is offering the opportunity for vendors to have additional booth spaces at a reduced rate (A Commercial Vendor getting the Very Early Bird Rate of \$225 for their first booth would pay \$205 for each additional booth space). Additional booth spaces can be adjacent to your original booth or located in a different area of the festival grounds.

Tables, Chairs and Tents

Items rented from PSL are to be returned by vendor to the Stoop Center to be accounted. Lost items will be charged: \$70 Table, \$30 Chair, \$100 Tent.

PSL only rents 10x10 tents for vendor use.

Electric Service

Electric service is a very expensive endeavor. As such PSL strives to locate vendors needing electric in clusters in order to keep expense to a minimum.

Electric service is provided in sets of 2 - 115 Volt outlets carrying a MAXIMUM of 20 Amps (similar to a standard single-gang wall plug at home)

All vendors requesting electric must provide PSL with a list of electrical items they wish to have at festival with Amperage listed. If Amperage (AMPS) is not listed on your item 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.

Vendors who overload the circuits causing electricity to be interrupted will be charged \$50 per occurrence, to be paid prior to restoration of power. Be aware interrupting power will have a negative impact on your neighbors.

WIFI Service

WIFI will be available in select clusters on the festival grounds. A WIFI Agreement is required to receive a Logon ID and Password. WIFI Agreement will be available at Festival Check-In as it may vary depending on final provider.

Parking Passes

Parking Passes are available for vendors who wish to park inside the park. PSL 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. Food Trucks will be located in such a way they will be able to leave the festival grounds overnight.

ICE (20LB Bags)

Vendors may pre-purchase 20LB bags of ice until June 1, 2012 at \$3 per bag. A limited number of additional bags will be available at festival for \$5 per bag.

Vendors are responsible for picking up their bags of ice at the Ice Central Station located at Pride Central. Ice WILL NOT be delivered to vendors by PSL.

Ice money is non-refundable as ice is non-returnable.

Deposit

PSL has to pay a significant damage deposit for the festival grounds at Tower Grove Park to protect the grounds and vegetation in the park. PSL is also required to leave the park clean and in pristine condition at 5pm on Monday following festival

PSL requires all vendors to pay a deposit for their booth spaces. Eligible Deposit Refunds will be made by September 1, 2012. Deposits can only be returned after TGP and PSL have had their second grounds review.

All vendors will be required to complete a check out process with the PSL Vendor Team before leaving the festival grounds. Failure to check out properly will result in forfeiture of the deposit. No vendor will be checked out prior to 6pm on Sunday, June 24.

Vendor Checklist

Please be sure to enclose the following:

- Completed Vendor Booth Design Form (page 6)
- Completed Vendor Information Form (page 7)
- Completed Vendor Agreement Form (page 8)
- Completed Waiver of Liability and Hold Harmless Agreement (page 9)
- Completed Food Concession Vendor Agreement Form (page 10)
- Completed Electrical Data Sheet (page 11)
 - Required if you are getting electric from PSL
- Copy of Insurance Certificate
 - Required if selling or distributing any form of food or beverage
- Copy of 501(c)3 or 501(c)4 nonprofit status if applicable

**Application and Payment
are to be mailed to:**

**Pride St. Louis, Inc.
Attn: Vendor Relations
P.O. Box 440383
St. Louis, MO 63144**

IMPORTANT DATES

Application Deadlines

Pricing Grid
Very Early Bird
Early Bird
Regular
Late

Postmarked By
February 15, 2012
March 15, 2012
April 15, 2012
June 1, 2012
-or- hand delivered up to
June 15, 2012

Vendor Booth Design (required of all vendors)

This section provides vendor applicants with information needed to design your Booth Space at PrideFest 2012.

Vendor Booth Rental Options:

PSL has opted for an a la carte selection for booths for PrideFest 2012. Booth pricing is based on an empty vendor space.

	Very Early Bird	Early Bird	Regular	Late	Quantity	Total
Non-Profit and Government 10x10	\$ 125	\$ 150	\$ 200	\$ 300		
Commercial 10x10	\$ 225	\$ 275	\$ 350	\$ 600		
Food Concession 10x20	\$ 325	\$ 450	\$ 600	\$ 800		
Extra Booth Space Discount	\$ 20 Rebate	\$ 30 Rebate	\$ 40 Rebate	0		
Table & 2Chair	\$ 50	\$ 60	\$ 70	\$ 80		
10x10 Tent	\$ 50	\$ 60	\$ 70	\$ 80		
Electric (2outlets @20amps max)	\$ 100	\$ 100	\$ 150	\$ 300		
WIFI Access	\$ 30	\$ 40	\$ 50	\$ 60		
Parking Passes	\$ 25	\$ 40	\$ 50	\$ 75		
20lb bags of ice	\$ 3	\$ 3	\$ 3	\$ 3		
Clean Up Deposit per 10x10 booth space*	\$ 100	\$ 100	\$ 100	\$ 100		

**GRAND
TOTAL** _____

CANCELLATION POLICY

If a vendor cancels prior to May 1, 2012, 50% of the booth fee will be returned. Cancellations after May 1, 2012 will be reviewed on a case-by-case basis.

Please write the name of your company or organization in the "memo" line of the check if not already pre-printed.

Vendor Name: _____

Signature: _____

Date: _____

Vendor Information (required of all vendors)

Legal Name of Company/Organization: _____

Company Federal ID Number: _____

Name as you wish it listed in the 2012 Pride

Guide: _____

Address: _____

City, ST, Zip: _____

Telephone: _____

Website: _____

Primary Contact Name: _____

Primary Contact Title: _____

Primary Contact Phone: _____

Primary Contact Email: _____

Booth Type: _____ Non-Profit & Governmental _____ Commercial _____ Food Concessions

Description of business or organization: _____

Description of product or service you will be featuring at PrideFest 2012: _____

Please let us know if you have any special placement requests (close to x, not close to x, etc.): _____

We are interested in receiving vendor information from Metro East Pride: _____

We are interested in receiving vendor information from St Louis Black Pride: _____

We are LGBT owned/operated: _____

We will accept Credit/Debit Cards at our booth: _____

We have a WiFi based Credit/Debit terminal: _____

We do not have a WiFi based Credit/Debit terminal but would be interested in one: _____

How did you hear about PrideFest? If you were referred by another vendor please include their name: _____

We have participated in the following festivals

Emphasis on: 1. Pride Festivals, 2. St. Louis Area Festivals,

3. Missouri Festivals, 4. Other Festivals.

Feel free to attach a separate list if necessary: _____

Signature: _____

Date: _____

Vendor Agreement (required of all vendors)

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 which constitutes the application.

These include but are not limited to; my responsibility for all local, state, and federal taxes applicable to my activities at PrideFest, to obtain all necessary permits, insurance coverage and Waiver of Liability and Hold Harmless Agreement form to indemnify and hold Pride St. Louis, Inc., its board of directors, committee, volunteers and assigns harmless for any liability incurred as a result of activities at PrideFest, and to uphold and adhere to all local, state and federal laws while conducting activities at Pride Fest.

I understand I/We (organization / company) are alone responsible for parking infractions and any fines and/or towing costs assessed.

I/We (organization / company) understand that this application is subject to rejection by the Board of Directors with those inconsistent and/or in conflict with the Mission of PrideFest and any fees received will be returned.

I/We understand that a cancellation policy is in effect for the refund of booth fees due to vendor cancellation.

I/We understand an appropriate representative of my/our organization must attend one of the Mandatory Vendor Meetings. Interns are not considered an appropriate representative.

I/We (organization / company) understand I/we must have a vendor permit or waiver from the City of St. Louis before entering the park.

IN SIGNING THIS AGREEMENT, I ACKNOWLEDGE AND REPRESENT THAT I have read the this Vendor Agreement, understand it and sign it voluntarily as my own free act and deed, no oral representations, statements or inducements, apart from the foregoing written agreement, have been made. I execute this document for full, adequate and complete consideration fully intending to be bound by the same.

Vendor Name: _____

Signature: _____ **Date:** _____

OFFICE USE ONLY

Amount Enclosed _____
Check Number _____
501c3/4 _____
Waiver _____
Proof of Insurance _____
Electrical Request _____

Booth Design Form _____
Information Form _____
Agreement Form _____
Food Form _____
Postmark _____

Waiver of Liability and Hold Harmless Agreement (required of all vendors)

1. In consideration for participating in the annual Pride St. Louis, Inc. Pride Festival event held in Tower Grove Park on the dates of June 23 and June 24 2012, I hereby RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE Pride St. Louis, Inc., the Board of Directors, Tower Grove Park, committee members, volunteers, sponsors or agents (Hereinafter referred to as RELEASEES) from any and all liability, claims, demands, actions and causes of actions whatsoever arising out of or related to any loss, damage, or injury including death, that may be sustained by me, or to any property belonging to me, WHETHER CAUSED BY THE NEGLIGENCE OF THE RELEASEES, or otherwise, while participating in such event, or while in, on or upon the premises where the activity is being conducted. I am fully aware of risks and hazards connected with the event, including but not limited to the risks as noted herein, and I hereby elect to participate in said event, and to enter the above named premises and engage in such event knowing that the event may have a crowd exceeding 80,000 participants. I VOLUNTARILY ASSUME FULL RESPONSIBILITY FOR ANY RISKS OF LOSS, PROPERTY DAMAGE OR PERSONAL INJURY, INCLUDING DEATH, that may be sustained by me, or any loss of damage to property owned by me, as a result of participating in such event, WHETHER CAUSED BY THE NEGLIGENCE OF RELEASEES or otherwise.
2. I/We (organization / company) understand that this application is subject to rejection by the Board of Directors with those inconsistent and/or in conflict with the Mission of PrideFest and any fees received will be returned. I further hereby AGREE TO INDEMNIFY AND HOLD HARMLESS THE RELEASEES from any loss, liability, damage or costs, including court costs and attorney's fees, that may incur due to my participation in said event, WHETHER CAUSED BY NEGLIGENCE OF RELEASEES or otherwise. I understand the Releases do not maintain any insurance policy covering any circumstance arising from my participation in this event. As such, I am aware that I should review my insurance coverage.
3. It is my express intent that this Release and Hold Harmless Agreement shall bind the members of my family. If I am alive, and my heirs, assigns and personal representative, if I am not alive, shall be deemed as a RELEASE, WAIVER, DISCHARGE AND COVENANT NOT TO SUE the above named RELEASEES. I hereby further agree that this Waiver of Liability and Hold Harmless Agreement shall be construed in accordance with the laws of the State of Missouri.
4. I UNDERSTAND THAT PRIDE ST. LOUIS, INC. WILL NOT BE RESPONSIBLE FOR ANY MEDICAL COSTS OR PROPERTY LOSS ASSOCIATED WITH ANY INJURY OR LOSS I MAY SUSTAIN.
5. I further agree to become familiar with the rules and regulations of the Pride St Louis, Inc. Pride Festival Vendor packet and not violate said rules of any directive or instruction made by the person or persons in charge of said event. I will assume the complete responsibility of any activity done in violation of any rule or directive or instruction.
6. I also understand that I should and am urged by Pride St. Louis, Inc. to obtain adequate insurance to cover any personal injury to myself or property loss which may be sustained during the event.

IN SIGNING THIS AGREEMENT, I ACKNOWLEDGE AND REPRESENT THAT I have read the following Waiver of Liability and Hold Harmless Agreement, understand it and sign it voluntarily as my own free act and deed, no oral representations, statements or inducements, apart from the foregoing written agreement, have been made. I execute this document for full, adequate and complete consideration fully intending to be bound by the same.

Vendor Name: _____

Signature: _____

Date: _____

Food Concession Vendor Agreement

(required of all vendors selling/distributing form of food or beverage intended to be consumed at PrideFest 2012)

I/We understand Concession Vendors are required to furnish all supplies and food service permits necessary to operate their food area. It is the responsibility of each Concession Vendor to be aware of any specific Health Department food service requirements for her/his particular food item(s). Concession booths will be inspected at the PrideFest site by a City of St Louis Health Department official prior to operation. PSL is not responsible for Concession Vendors meeting Health Department requirements in order to pass inspection, and will not refund any monies because of failing the Health Department inspection.

A copy of the Health Department Food Service requirements is available by calling the Health Department at (314) 612-5336.

I/We understand Food Vendors must contain drainage, operational waste, and live coals. All food waste and trash must be placed in the rented receptacle provided on PrideFest grounds and not in the trash bins available to PrideFest attendees. Violation of these regulations will result in loss of deposit and possible exclusion from future Pride events.

I/We understand Food Vendors are required to use compostable materials given to PrideFest attendees. No Styrofoam items may be used. PrideFest is happy to make recommendations of compostable material vendors.

A vendor will be on site with appropriate materials for sale at festival. Failure to comply with this requirement will result in vendor being closed with no refund made.

IN SIGNING THIS AGREEMENT, I ACKNOWLEDGE AND REPRESENT THAT I have read the this Food Concession Vendor Agreement, understand it and sign it voluntarily as my own free act and deed, no oral representations, statements or inducements, apart from the foregoing written agreement, have been made. I execute this document for full, adequate and complete consideration fully intending to be bound by the same.

Vendor Name: _____

Signature: _____

Date: _____

