



SONOMA COUNTY PRIDE

Sonoma County Pride Festival – June 2, 2018 Festival Exhibitor Registration, Terms and Conditions Old Courthouse Square, Santa Rosa, CA **TOGETHER WE RISE**

Thank you for joining us for our 31st annual Pride Celebration event, the first in our new location. Please read all of these pages carefully. To ensure a safe and enjoyable exhibitor experience for everyone, the rules and regulations herein will be strictly enforced.

This year’s theme is *Together We Rise*. Since the election many in our community feel threatened by the hateful rhetoric and policies of the current national political leadership. Also the recent tragic fires have brought trauma and dislocation to many. This year’s theme is about joining together to resist bigotry and discrimination and helping our community heal and rebuild.

Exhibitors are encouraged to utilize the theme when possible to show that *Together We Rise*.

APPLICATION FEES AND DEADLINES

A limited number of Festival Exhibitor spaces are available in the following categories:

Category	Description	By April 22	After April 22
Non-Profit / Social	Non-Profits, Political Candidates, Advocacy Organizations	\$125	\$175
Artist	Handmade Arts, Crafts and Photography (No Imported Goods)	\$200	\$250
Commercial	Gifts, Clothing and For-Profit Sales	\$300	\$375
County Fair Style Novelty Treats	Ice Cream, Cotton Candy, Lemonade and Such (Single novelty item sales)	\$350	\$450
Full Food	Multi-Item Menu	\$500	\$600
Corner Space	Sell From Two Sides	\$50	\$75
Power	Single connection at back of tent. Must bring own extension cords. Max draw 20 amps (limited availability)	\$100	\$150
Tables	8’ Banquet Table	\$15 Each	
Chairs	Folding Chairs	\$ 3 Each	

- No registrations will be accepted after **Friday, May 18, 2018**.
 - Online Registration is available at www.SonomaCountyPride.org/Vendors.
 - Mail-in Registration is also available by downloading the application from the website.
- Submission of application and payment constitutes agreement to follow all terms and conditions listed below.
- The deadline for applications at the Early-Bird special rate is, **Friday, April 22, 2018**. Late application is

permitted, at increased fees, by **Friday, May 18, 2018**. No applications will be accepted after that.

- In the event more applications are received than can be accommodated at the festival, Sonoma County Pride (hereafter SCP) reserves the right to close registration for entries early if to ensure an efficient and manageable event.
- Registration fees are not refundable after Friday, May 18, 2018. Cancellation and a request for refund from the vendor committee must be requested by that date via email at Vendors@SonomaCountyPride.org.
- The SCP festival is a rain or shine event. All exhibitors/vendors must be prepared for rain or sun and heat. Unless the SCP cancels the festival, all exhibitors/vendors will be expected to be there and no application fees will be refunded.
- Upon receipt of your application, the vendor committee will email an acknowledgement notice, indicating whether further information is needed.
- All entrants must conform to the description stated on their application. Any changes must be submitted in writing with a copy of your Exhibitor/Vendor Application. No changes will be allowed after Friday, May 18, 2018. The Vendor Committee reserves the right to re-classify applicants.
- Exhibitor/vendor space assignments, a festival map and load-in times and instructions will be emailed to the primary contact approximately May 25th.

GENERAL RULES FOR ALL ENTRIES:

- *Please be kind to our volunteers.* Festival volunteers are giving their time freely and should be appreciated. You must listen to their instructions.
- **Check-In and Set-up:** Check-in will be between 8:00am and 10:00am, Saturday, June 2 – NO EXCEPTIONS. Due to the Pride Parade route on Fourth Street and anticipated congestion, no vehicle access to the unloading areas will be allowed after 10:00am. The Festival grounds open at 11:00am and the parade starts at 12:00pm.
- The take-down period is 8:00pm – 10:00pm following the last performance on the festival stage. No vehicles are allowed on the square until the take-down period starts and festival organizers have determined it is safe to do so.
- Each 10' x 10' exhibitor space includes a tent with a back side-wall and a side-wall between the adjoining spaces. No tent provided for novelty food or full food spaces.
- Exhibitors are prohibited from selling alcohol.
- The SCP Parade and Festival is a GREEN event. Any plastic and paper products must be recyclable.
- The state of California requires all Exhibitors with sales have a valid Seller's Permit. It is the responsibility of the Exhibitor to obtain one and available for inspection. One-Day permits are available online through the California Department of Tax and Fee Administration. Food vendors with propane must have a valid propane permit from the City of Santa Rosa available for inspection.
- *Vendors must submit a liability insurance certificate for \$1 million naming "Sonoma County Pride" and the "City of Santa Rosa" as additional insured.*

SONOMA COUNTY PRIDE FESTIVAL 2018 TERMS AND CONDITIONS: Exhibitor agrees to the following:

1. Exhibitors will abide by all applicable laws, ordinances and regulations pertaining to health, fire prevention, public safety, business licenses, and sales tax permits.
2. Reservations are approved on a "first-come basis" and are secured after payment is received by the Chair of the Exhibitors Committee. Booth reservations and payments must be received no later than **Friday, May 18, 2018**.
3. Exhibitors will be assigned spaces on a first-come, first-served basis at the sole discretion of SCP, which reserves the right to make necessary changes to assignments at any time prior to the start of the Festival. To facilitate efficiency, load-in times will be assigned. Participants will receive detailed instructions regarding set-up procedures in late May. Except for food trucks and festival crews, No vehicles are permitted in the Festival area after 10:00am.

4. No refunds of cancelled reservations after Friday, May 18, 2018. The SCP Festival is a Rain or Shine event. No refunds will be issued for inclement weather.
5. Multiple adjoining spaces may be reserved by purchasing multiple spaces and notifying the Chair of the Exhibitors/Exhibitors Committee.
6. Tables and chairs may be rented on your original application or added prior to the registration cut-off date of Friday, May 18. Pre-ordered tables and chairs will be placed in your space prior to your arrival.
 - Please Note: We will be ordering the exact number we need, there will be no table and chairs available for rent the day of the event.
7. Limited power is available in certain areas. To facilitate proper placement, please reserve with your original application.
 - Please Note: SCP will provide a single connection at back of tent. Exhibitors must bring own extension cords. Max draw 20 amps. Exceeding that draw will trigger breakers and result in the Exhibitor forfeiting power for the duration for the event.
8. Exhibitors are solely responsible for the safe and secure transportation, set-up and care of their, equipment, supplies, products, personal property and other items. SCP is unable to assist in moving materials from your vehicle to your booth. Please plan ahead by bringing a cart or some other means of transporting your booth contents.
9. Space(s) must be staffed by Exhibitors during all Festival hours through 8:00pm. Failure to do so will result in disqualification for future SCP events.
10. Exhibitor staffers must adhere to the operational and safety policies of the Festival and Sonoma County Codes.
11. Exhibitors will leave their space(s) clean and clear of refuse by the close of the Festival take- down period. Failure to do so will result in disqualification for future SCP events.
12. To maintain the dignity and integrity of the event, SCP reserves the right to ask any Exhibitor whom they believe is not acting in the best interest of the Festival to leave the Festival area.
13. No food or beverage may be sold or distributed without approval, associated fees and insurance requirements may apply. Sample sizes of products may be distributed without prior approval.
14. Amplification of music or voice, which could constitute a nuisance to other Exhibitors, are not permitted.
15. SCP reserves the right at its sole discretion to deny sale and/or distribution of items deemed unsafe, offensive or otherwise not compatible with a diverse family-friendly event.
16. All state and local ordinances regarding nudity and obscenity will be strictly enforced.
17. Neither SCP, The City of Santa Rosa nor any of its officers, agents, volunteers, employees, independent contractors or other representatives shall be held liable for, and they are expressly released from, liability for any damage, loss, harm or injury to the person or property of exhibitor or any of its officers, agents, volunteers, employees, independent contractors or other representatives, resulting from theft, fire, water, accident or any other cause.
18. Exhibitors/Vendors shall indemnify, defend and hold harmless SCP and any of its officers, agents, volunteers, employees, independent contractors or other representatives (i) from and against any and all claims arising from any acts, failures to act, or negligence of Exhibitor/Vendor applicant or any of its officers, agents, volunteers, employees, independent contractors or other representatives, (ii) from and against any and all claims arising from the breach of, or default in the performance of any obligation on exhibitor's part to be performed under, these terms and conditions, and (iii) from and against all costs, attorney's fees, expenses, and liabilities incurred in the defense of any such claim or any action.
19. Under no circumstances shall SCP be liable for consequential, indirect, special or punitive damages of any kind, whether foreseeable or unforeseeable, whether based upon lost goodwill, lost profits, loss of entrance in parade, or otherwise, and whether arising out of breach of any express or implied warranty, breach of contract, negligence, misrepresentation, strict liability, or otherwise.



SONOMA COUNTY PRIDE

2018 Exhibitor/Vendor Application Form

Saturday, June 2, Load-In 8am-10am; be ready by 11am:

Applications must be received by May 18, 2018

Organization/Business Name: _____

Primary Contact Person: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Phone: (____)____-____ Contact Email: _____

Onsite Contact Name (if different): _____

Onsite Contact Phone: (____)____-____ Email: _____

Vendors must submit a liability insurance certificate for \$1 million naming "Sonoma County Pride" and the "City of Santa Rosa" as additional insured.

Please describe what you will offer in your space including merchandise descriptions & activities:

Organization/Business Name: _____

Type of Application (Check One):

CATEGORY	DESCRIPTION	By April 22	After April 22
Non-Profit / Social	Non-Profits, Political Candidates, Advocacy Organizations	\$125	\$175
Artist	Handmade Arts, Crafts and Photography (No Imported Goods)	\$200	\$250
Commercial	Gifts, Clothing and For-Profit Sales	\$300	\$375
County Fair Style Novelty Treats	Ice Cream, Cotton Candy, Lemonade and Such (Single novelty item sales)	\$350	\$450
Full Food	Multi-Item Menu	\$600	\$800

Optional Add-Ons:

CATEGORY	DESCRIPTION	By April 22	By April 22
Corner Space	Sell From Two Sides	\$50	\$75
Power	Single connection at back of tent. Must bring own extension cords. Max draw 20 amps	\$100	\$150
8' Banquet Tables (\$15.00 each)	Quantity: _____ Total \$\$: _____		
Folding Chairs (\$3.00 each)	Quantity: _____ Total \$\$: _____		

Total Enclosed: \$ _____

I have read and agree to all terms and conditions put forth in the Sonoma County Pride Terms & Conditions.

Signature: _____ **Date:** _____

Payment is accepted by check, money order or credit card. Payment must accompany completed application. Incomplete applications for without payment will not be processed. The vendor committee will send an acknowledgment email to the Primary contact upon receipt. To register and pay online please visit www.SonomaCountyPride.org/Vendors/ or use the form below to pay by credit card.

Credit Card Information			
Card Type:	<input type="checkbox"/> MasterCard	<input type="checkbox"/> VISA	<input type="checkbox"/> Discover <input type="checkbox"/> AMEX
Cardholder Name (as shown on card):	_____		
Card Number:	_____		
Expiration Date (mm/yy):	_____		
Cardholder ZIP Code (from credit card billing address):	_____		

**MAIL APPLICATION & INSURANCE CERTIFICATE TO:
 SCP EXIBITOR/VENDOR REGISTRATION
 PO BOX 2017
 GUERNEVILLE, CA 95446**