



## CHICAGO PRIDE FEST

**Date:** Saturday & Sunday, June 17-18, 2017

**Time:** Saturday: 10:00 a.m. to 10:00 p.m.; Sunday: 10:00a.m. to 9:00p.m.

**Attendance:** 60,000

**Location:** On North Halsted Street, Chicago

**Beneficiary:** Northalsted Business Alliance

**Target:** 60,000 members of the gay/lesbian community. Affluent, highly educated A21-54 and high disposable income.

### Overview:

Pride Fest, which celebrates June's Pride Month, returns for its 15<sup>th</sup> fabulous year in 2017. It's held the weekend before Chicago's iconic annual Pride Parade (which this year takes place on Sunday, June 25).

Highlights include non-stop entertainment for gay/lesbian Chicagoans as well as for out-of-town visitors. Pride Fest features music top dance and pop/rock music acts on two stages, food and drink and more than 60 vendors offering arts, crafts and unique merchandise tailored to the gay community.

The fest is hosted by the Northalsted Business Alliance, which also sponsors the world-famous Northalsted Market Days in August.

Festival proceeds benefit the Northalsted Business Alliance.

### Components:

- National musical talent on two stages.
- DJ stage sponsored by RedBull.
- Arts & crafts vendors.
- Participation from local restaurants.

### Your application will NOT be processed without the following information:

- Completed festival application
- Payment for space and rentals fees

Still have questions? Please email [exhibitors@chicagoevents.com](mailto:exhibitors@chicagoevents.com) or call 773-584-6633.

# CHICAGO PRIDE FEST 2017 RULES & REGULATIONS

1. **Contract Cancellation:** Chicago Special Events Management (hereinafter "SEM") reserves the right to cancel a contract at any time for the good of the festival, by its sole discretion or by the direction of the Northalsted Business Alliance (AKA "Committee"). Any cancellations by management will be refunded if ALL rules and regulations have been followed. Cancellation or suspension due to 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 holds placed on business accounts or any individuals associated with or acting on-behalf of your business. Each participant is responsible for resolving ALL standing license holds prior to submitting their application. If there is a hold, SEM will be contacted by the City and/or State with holds on accounts. It is essential that you call each government agency regardless of your assumed standing prior to the event, to make sure your license or business is clear of any outstanding issues.
  - a. City of Chicago Department of Business Affairs & Consumer Protection Agency: 312-744-6060.
  - b. State of Illinois Liquor Control Commission (Alcohol Vendors): 312-793-3380.
3. **Exclusivity:** We do not provide guaranteed exclusivity to any participant/exhibitor. All food vendors will be permitted to sell ONLY 4 food items. These items will be approved by the committee. Also, all signs will need to be uniformed. An example will be sent directly after this application is processed.
4. **Water:** Running water is not provided on site. You must supply your own fresh water.
5. **Electricity:** No small portable generators or car batteries are permitted within your booth. All electricity on site, if paid for, is portable and provided by a third-party supplier. Any service disruptions and/or blackouts from electricity provided by SEM will not result in a rebate or refund.
6. **Music:** This event STRICTLY prohibits the playing of recorded or live music in your booth.
7. **Laws:** Drilling in the street is not permitted to secure your tent or equipment. Violators will be subject to a \$500 city fine and space cancellation at the event. You are directly responsible for city violations and fines.
8. **Set-up and Tear-down:** Each participant is responsible for setup, take down and clean-up of his/her booth space. 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 participant but is available for an additional fee if arranged prior to the event. Load-in/set-up times will be provided to you by email one week prior to the event. You must remove your vehicle immediately after unloading your merchandise. You are allotted 2 hours from closing time of the event to vacate your booth space after the event.
9. **No Show Policy:** Participants who have not checked-in and/or called the Festival Emergency Number (provided prior to event) by 8:00 AM Saturday, June 17th will be considered a "no-show." No Show participants/artist will NOT be eligible for refunds and assigned booth space will be forfeited to a wait-list participant.
10. **Trash Disposal:** Each space must be left clean throughout the event and each night. Trash receptacles and bags will not be provided, this is your responsibility. Trash (in bags) will be picked up from booths. May be subject to additional fees if your space is not maintained as delivered, upon vacating your event space.
11. **Indemnification:** The Northalsted Business Alliance, Chicago Special Events Management, its employees, festival service providers, or any participating sponsors will NOT be responsible for any injury, loss, or damage that may occur to the participant (artist or restaurant), any of the participant's employees or any property prior to, during or after the period covered by the participation exhibitor contract. This signed contract states that you agree to the terms and indemnify all parties working and producing the event from any liability or claim.
12. **Booth Space:** Each artist or restaurant must use only the space that they are granted. Only a three-foot entry way is permitted. Sidewalks must be left unobstructed at all times. It is strictly prohibited to store items on the sidewalk across or adjacent to your booth. We reserve the right to relocate a participating artist/restaurant when necessary even after a space has been assigned – based upon approval of the festival committee.
13. **Please note that all Vendors will be responsible for maintaining their space(s) in an orderly fashion, and may be subject to additional fees if your space is not maintained as delivered, upon vacating your event space. (i.e.trash and waste removal, damage to designated area property etc)**
14. **Third Party Vendors:** You cannot resell or lease any space to a 3rd party to participate in the event in your booth.
15. **Event Hours:** All vendors must remain open during festival hours.
16. Each participating bar will be charged a service fee from the beer distributor to cover on-site cost. This fee will be added on to your beer usage fee for product used on site and collected at the end of each day. The forecasted charges are approximately \$175.00 per booth location.

**Failure to comply with any rules and regulations will result in on-site ejection and the loss of future participation in the event. By signing this application, I certify that I understand and will follow the rules and regulations and accept all the terms of this agreement.**

# 2017 Chicago Pride Fest

JUNE 17-18

Application Deadline: May 16, 2017



## EXHIBITOR APPLICATION

### Artist/Merchant/Not-For-Profit Application

#### EXHIBITOR TYPE

Artist  10x10 Space: \$350;  10x20 Space: \$600.

Merchant  10x10 Space: \$600;  10x20 Space: \$800.

Not-for -Profit  10x10 Space: \$550

*\*Includes: Application fee, Booth space, City of Chicago Itinerant permit fee.*

**NOTE: Late registration fee of \$75 incurred for applications received after May 16, 2017.**

#### CONTACT INFORMATION

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CONTACT NAME

BUSINESS NAME

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HOME ADDRESS

CITY

STATE

ZIP CODE

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BUSINESS ADDRESS

CITY

STATE

ZIP CODE

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HOME PHONE

BUSINESS PHONE

FAX

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ON-SITE CONTACT PHONE

EMAIL

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WEBSITE

FEIN/SSN/IL BUSINESS TAX#

#### BOOTH REQUEST

*List any booth or special requests. No request is guaranteed.*

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#### ITEMS BEING SOLD

*Please provide a detailed list of items being sold at your booth.*

**ELECTRICITY**  yes (additional \$150)  no

Please list ALL appliances, including lighting, which will require a power source at the event. If the voltage and amps for each appliance are incorrectly listed, you run the risk of not having ample electricity to power your needs.

**Voltage = the current:** 110/120v – house current; 220v – freezers, pizza ovens; 480v – heavy equipment.

**Amps** (traditionally found on back of appliance near cord): 15 amps – normal household appliances; 20 amps – heat lamps, electric cookers; 40 amps – deep fryer, refrigeration. For complex needs, please email photo of plug to [exhibitors@chicagoevents.com](mailto:exhibitors@chicagoevents.com).

Appliance Type	Quantity	Voltage	Amps

## RENTAL EQUIPMENT

Check all that apply.

Equipment Available	Quantity Requested	Total Cost (paid by vendor)
10'x10' tent (\$350)		\$
10'x20' tent (\$575)		\$
Tent Sides (\$30/10' side)		\$
Tent Lights (\$75)		\$
8-foot table (\$50 each)		\$
Chair (\$25 each)		\$
10-foot counter (\$20)		\$
Sign Poles (\$25/set)		\$
<b>Total Rental Fee</b>		\$

## FEE CALCULATOR

Fee	Amount
Booth Fee (reference first page of application)	\$
Rental Equipment Fee (above)	\$
Electricity Fee (above)	\$
Late Registration Fee (add \$75 after 5/16/17)	\$
<b>TOTAL AMOUNT DUE:</b>	

## PAYMENT OPTIONS

All payments will be processed regardless of your status of acceptance into the festival. Submission of an application does NOT automatically guarantee acceptance into the festival. All credit card payments are subject to a \$3.95 fee plus 2.95% of total.

CREDIT CARD TYPE

NAME ON CARD

CREDIT CARD #

EXP. DATE

CSV CODE

If paying by cash, check or money order, submit in person or mail to: Special Events Management, 2221, W. 43<sup>rd</sup> Street, Chicago, IL 60609. Do not send cash in the mail.

**SIGNATURE:** I understand and agree with all the terms of the 2017 Pride Fest.