

The Sacramento Gay & Lesbian Center Presents

# Sacramento Pride Festival

**Saturday, June 4, 2011**  
**10:00 am to 6:00 pm**

**Capitol Mall, Sacramento, California**



## **Non-Food Exhibitor Application**

(THIS IS NOT THE APPLICATION FOR FOOD VENDORS)

**Exhibitor applicant deadline: Friday, May 28, 2010, 5:00 pm**

Late applicants, if accepted, subject to a \$50 late charge

Mail or deliver to:

**Sacramento Gay & Lesbian Center**  
**1927 L Street, Sacramento, CA 95811**  
**(916) 442-0185 fax (916) 266-7453**  
**vendors@sacramentopride.org**

or on-line today at

**[www.sacramentopride.org](http://www.sacramentopride.org)**

	Day	Date	Time
Food vendor registration form and payment deadline	Friday	May 13, 2011	5:00 pm
Exhibitor (non-food) registration form and payment deadline	Friday	May 28, 2011	5:00 pm
Food vendor setup permitted	Friday	June 3, 2011	8:00 pm
Exhibitor (non-food) setup permitted	Saturday	June 4, 2011	6:00 am
Pride parade	Saturday	June 4, 2011	10:00 am
Food vendors and exhibitors must be fully set up	Saturday	June 4, 2011	10:00 am
Pride festival starts	Saturday	June 4, 2011	10:00 am
Booth teardown	Saturday	June 4, 2011	6:00 pm
Food vendors and exhibitors must be cleared from festival area	Saturday	June 4, 2011	9:00 pm

## Rules for Exhibitor Participation

**None of the following is to be sold, advertised, distributed, or otherwise present at the event without the written consent of the Sacramento Gay & Lesbian Center:**

**Alcoholic beverages  
Bottled water  
Third-party sponsorships  
National corporations/franchises**

The Center will be the sole distributor of water, ice, and alcoholic beverages. Funds raised from the sale of these items go directly to support the Center's programs and services.

**Due to health regulations, the sale of food products is strictly prohibited unless registered as a food vendor on the appropriate registration form.**

The Sacramento Gay & Lesbian Center (the "Center") proudly presents the Sacramento Pride Festival and Parade for the public as educational and entertainment events, and reserves all rights as producers. Any reproduction, broadcast, or commercial use of any portion of the event, in whole or in part, in any form without explicit written consent of Sacramento Gay & Lesbian Center is strictly prohibited.

The Sacramento Gay & Lesbian Center reserves the right to refuse anyone participation at this event and does not guarantee your success at this event.

By signing and submitting the attached application, you (hereinafter referred to as "Exhibitor") agree to comply with the following terms and conditions. Violations of these terms and conditions can be cause for removal from festival grounds without refund and can result in being expelled from future events. **NO INCOMPLETE APPLICATIONS WILL BE ACCEPTED.**

**Booth Space:** Exhibitor spaces are rented in 12 foot by 12 foot squares. Each space will include one 10 foot by 10 foot tent, one eight-foot table, and two chairs. You are permitted to use your own tent or booth structure in your space provided it fits into the space for which you have paid and other-

wise meets City of Sacramento safety guidelines. No tent or structure may exceed 15 feet in height. Additional tables and chairs are available for rent for a fee. Electricity may also be purchased for a fee.

**Product Exclusivity:** Product exclusivity is granted only to those Exhibitors who pay an exclusivity fee established by The Center. Please contact The Center for details. The Center reserves the sole right to determine who will be granted exclusivity and to determine the number of exhibitors that sell similar products and/or services.

**Trademarks:** The Center reserves the right to the use of its logos, name, marks, symbols, and other intellectual property. Any use of these without express written permission is a violation of the agreement with The Center and will result in expulsion from the festival.

**Placement:** The Center reserves the sole right to place Exhibitors in any location it deems fit. The Center will try to accommodate requests by Exhibitors but makes no guarantees. If you have a special requirement (i.e. ADA accommodation) please contact The Center.

**Set-up:** Exhibitors will be allowed to enter the festival at the Exhibitor gate at 6:00 am on the day of the event. All vehi-

cles must exit the gate by 9:00 am. Gates will not be opened for exit until 6:00 pm. All exhibitors and food vendors must remain open until at least 6:00 pm.

**Electricity:** An electrical connection of up to 15 amps may be purchased for an additional fee. The locations for which power can be supplied are limited and available on a first-come first-served basis only. Exhibitors will have one power connection per booth and are responsible for their own power strips or extension cords within their booth area. Due to City of Sacramento fire regulations, exhibitors wishing to bring their own generators may do so only with prior written consent of the Center.

**Parking:** Exhibitors may park in various garages in the area for a nominal fee. All vehicles not remaining for the duration of the festival must exit the festival area by 9:00 am.

**Admission:** Each Exhibitor will be given four admission tickets to the festival as part of their space rental. Additional entry tickets may be purchased at regular price.

**Orientation:** Exhibitors are asked to attend one orientation prior to the festival. Dates and locations to be determined and announced.

**Deadlines:** The deadline for non-food exhibitors is 5:00 pm on Friday, May 28, 2011. Due to health regulatory filings, the deadline for food vendors is two weeks earlier, 5:00 pm on Friday, May 13, 2011. At the discretion of The Center, late applications may be accepted. A late fee will apply.

**Cancellations:** You may cancel your booth application at any time before the Deadline as stated above. You will receive a refund of fees paid, less a 15% processing fee. Cancellations after the deadline will not be refunded.

Assigned spaces not checked-in and occupied by the Exhibitor by 10:00 am on the day of the event will be subject to resale by The Center. Provided there is adequate additional space, the original Exhibitor may be reassigned, but under no circumstances will a refund be made.

**Restrictions:** None of the following are to be sold, displayed, distributed, or otherwise present at the event without the express written consent of The Center: alcoholic beverages, bottled water, third-party sponsorship, national corporations/franchises. Food of any kind and beverages may be sold only by registered food vendors, subject to conditions. Exhibitors found in violation of these rules are subject to immediate expulsion from the festival grounds with no refund of fees paid without prejudice to The Center's right to other claims or damages.

**Insurance:** All Exhibitors must provide proof of insurance. A Certificate of Insurance must be submitted with your application naming Sacramento Gay & Lesbian Center as an additional insured with a minimum general liability limit of \$1 million. Your existing insurance policy is usually sufficient. If you do not have insurance please contact The Center as we have affordable one-day coverage available through our insurance program.

**Noise:** The Center reserves the right to monitor or prohibit the use of any electronic equipment, machinery, or other activity that it determines, in its sole discretion, is distracting from other booths or attendees.

**Conduct:** All Exhibitors and all of their representatives shall conduct themselves at all times in accordance with normal standards of decorum and good taste. The Center reserves

the right to eject from the festival grounds anyone violating those standards.

**Adult products:** Sellers of adult products, including but not limited to movies, toys, publications, or other items of an adult nature must clearly identify this on the application. The Center reserves the right to limit, impose special conditions on, or prohibit such sales in its sole discretion. Selling adult products without prior notice and consent of The Center is prohibited.

**Marijuana Sales:** The sale of marijuana, including "legal" or "medicinal" marijuana, shall not be permitted under any circumstances.

**Tobacco:** The sale of tobacco of any kind is prohibited. Smoking shall be confined to designated smoking areas.

**Tattooing and/or Body Piercing:** Exhibitors providing permanent tattooing and/or body piercing must submit a letter of approval from the local health department and all required permits with the application. No genital piercing will be permitted on festival grounds.

**Non-Profit:** Exhibitors claiming non-profit booth pricing must provide a copy of their Internal Revenue Service letter of determination with their application.

**Rainbow Chamber Discount:** Current members of the Sacramento Rainbow Chamber of Commerce are entitled to take a discount of \$35.00 from their exhibitor fees. Proof of membership and/or confirmation from the Rainbow Chamber may be required.

**Licenses and Taxes:** Exhibitors are responsible for obtaining and complying with all necessary licenses, permits, and tax regulations. You are advised that a Business Operations Tax Certificate is required to sell, expose for sale, or offer for sale any goods, wares, or merchandise in the City of Sacramento. For more information contact the City of Sacramento at 916-808-8500.

**Limitation of Liability, Indemnity, and Release:** Neither The Center, 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.

Exhibitor shall indemnify, defend, and hold harmless The Center 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 or any of its officers, agents, volunteers, employees, independent contractors or other representatives, (ii) from and against any and all claims arising from 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.

Under no circumstances shall The Center 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 use of the booth, or otherwise, and whether arising out of breach of any express or implied warranty, breach of contract, negligence, misrepresentation, strict liability, or otherwise.

**Important Details**

- Pride is on **Saturday, June 4, 2010.**
- Booths must remain open until 6:00 pm.
- Applications must be turned in with full payment.
- Applications received after May 28th cost more. Apply now!
- Late entries will be accepted only as resources and time permit.
- You can register immediately on-line at [www.sacramentopride.org](http://www.sacramentopride.org)
- Check [www.sacramentopride.org](http://www.sacramentopride.org) for updates.



**2011 PRIDE EXHIBITOR (NON-FOOD) APPLICATION**

SPONSORING ORGANIZATION NAME

CONTACT PERSON NAME & TITLE			CONTACT PHONE NUMBER (MOBILE PREFERRED)		
EMAIL ADDRESS			APPLICATION DATE		
MAILING ADDRESS					
CITY	STATE	ZIP CODE			

Sacramento Pride is produced by and supports the Sacramento Gay & Lesbian Center, a 501(c) (3) charitable organization and is the largest source of funding for the Center and its activities.

Pride is run entirely by volunteers. Please help us by remembering:

We are here to put our community's best foot forward. Please keep your entry in good taste.

This is a fun event, but it requires months of careful planning. Please adhere to our rules and deadlines. They help us make the event great.

Our volunteers do their very best to balance the needs and interests of everyone. Delays and changes happen. Please keep a sense of humor and be patient and understanding. Obnoxious or disrespectful conduct towards the organizers will not be tolerated and may result in removal from the event.

**Financial Details**

QUANTITY	DESCRIPTION	UNIT PRICE	EXTENDED
	STANDARD EXHIBITOR BOOTH <i>(One 10x10 tent, one 8 ft table, two chairs, four tickets)</i>	400.00	
	NON-PROFIT EXHIBITOR BOOTH <i>(One 10x10 tent, one 8 ft table, two chairs, four tickets)</i>	150.00	
	ELECTRICAL OUTLET <i>(120 volt, 15 amp service. One outlet provided)</i>	125.00	
	PREMIUM LOCATION <i>(At The Center's sole discretion-see instructions)</i>	75.00	
	ADDITIONAL TABLES <i>(Eight foot table, one included at no additional cost)</i>	44.00	
	ADDITIONAL CHAIRS <i>(Two included in standard package)</i>	11.00	
	ADDITIONAL ADMISSION TICKETS <i>(Four included in standard package)</i>	10.00	
	RAINBOW CHAMBER MEMBER DISCOUNT <i>(See instructions - current RCC members only)</i>	-35.00	
	LATE CHARGE IF RECEIVED AFTER JUNE 4, 2010 <i>(Late entries accepted only as resources and time permit)</i>	50.00	
		TOTAL	

**Payment Details** make checks payable to Sacramento Pride

CREDIT CARD NUMBER

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EXP. DATE (MM/YY)	NAME ON CARD
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AUTHORIZED SIGNATURE

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Send completed applications to Sacramento Gay & Lesbian Center, 1927 L Street, Sacramento, CA 95811.

(916) 442-0185

# EXHIBITOR APPLICATION (continued)

SPONSORING ORGANIZATION NAME

CONTACT PERSON NAME & TITLE

CONTACT PHONE NUMBER (MOBILE PREFERRED)

**DESCRIPTION OF ACTIVITY**

Please give a brief description of what you plan to do or sell in the space. Use additional pages as necessary. Note any special requests here. Special requests will be accommodated only as resources and time permit. Please note restrictions on generators in the instructions.

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*Alcoholic beverages  
Bottled water  
Third-party sponsorships  
National corporations/  
franchises*

*The Center will be the sole distributor of water, ice, and alcoholic beverages. Funds raised from the sale of these items go directly to support the Center's programs and services.*

*Due to health regulations, the sale of food products is strictly prohibited unless registered as a food vendor on the appropriate registration form.*

*If selling products, a California resale permit is required. Contact the State Board of Equalization at (916) 227-6700 for information.*

STATE OF CALIFORNIA RESALE PERMIT NUMBER

I am planning to sell adult products. You will be contacted to discuss special requirements.

**PUBLIC INFORMATION ABOUT YOUR ENTRY**

This information will be published on the Sacramento Pride web page ([www.sacramentopride.org](http://www.sacramentopride.org)), used for pre-event publicity, and provided to media organizations. Please provide a brief description of your organization, your entry, and why you are participating. Information subject to editing before publication.

*Exhibitor is advised that a Business Operations Tax Certificate is required to sell, expose for sale, or offer for sale any goods, wares, or merchandise in the City of Sacramento. For more information contact the City of Sacramento at 916-808-8500.*

Do not include information about this entry on the web site or in media or other pre-event publicity.

By signing below, I certify that I have read and understand the application instructions and rules for participation. As the primary contact person, I understand I will be the only person the Center will contact to inform the organization of important information, dates, and requests for additional information. I further understand that participation in Pride a privilege and will adhere to the letter, the spirit, and the principles of this event. **This is a binding legal contract** and I am 18 years of age or older and have been authorized by my sponsoring organization to enter into this contract.

SIGNATURE

TITLE

DATE