

ROC Pride 2017 Non-Food Vendor Rules and Information (7/8/2017)

Instructions & Rules (Please read this before asking us!)

Fest Hours

- The Fest is open to the public from 1:00 pm to 9:00 pm on Saturday and from 12:00 to 6:00 pm on Sunday.

Tickets

- Vendor registration includes four Vendor Passes for the weekend, if vendors have more staff or volunteers, they will need to purchase additional tickets from the entrance gate. The tickets are \$10 for Saturday and \$5 for Sunday for anyone over the age of 10. Vendors will pick up their passes at the Vendor Check-In table.
- Your Vendor Passes need to be displayed on the persons responsible for your Vendor Space at all times. The passes can be pinned onto clothing or have a hole to place them on a lanyard. We are not supplying the lanyards or pins.
- The Vendor Passes indicate your table name and whether it is retail or non-retail. The passes indicate that you do not need an entry ticket.
- Only vendors applying for and obtaining Retail Vendor status may sell products of any kind.

Setup Time

- You may not perform any setup until Saturday at 9:00 am except by special permission of Lora Thody or Scott Fearing.
- There is no advantage for vendors to set up earlier and we highly encourage vendors for whom setup does not involve a lot of time to wait until at least 10:30 to enter the road to Vendor Check-In.
- Your Vendor Space is assigned to you beforehand and won't be changed by early arrival. If there is a problem with your Vendor Space you must report it to the Vendor Check-In Table or to Lora Thody by text to 585-427-8548.
- You will receive your assignment when you receive your Vendor Passes at the Vendor Check-In Table. You will also receive a parking map.
- Vendors must load-in and complete setup of space during between 9:00 am and 12:30 pm on Saturday and between 9:00 am and 11:30 on Sunday.

Vendor Access - See ([Vendor Access Map](#))

- The Vendor Access Road is about 700' from the corner of Norris and Culver on the south side of Norris (right hand side if you are coming from Culver Road. Drive up the road to the gate.
- At the gate, you will need to provide your vendor name and the cell phone number of the person in charge of your setup.
- Once you have passed the gate you will proceed to the Vendor Check-In table. At the Vendor Check-In table you will provide additional information, including your license plate number, and will be given your Vendor Passes and shown to your Vendor Space.

- There will be very limited parking in the small lot which pass through to get to the Check-In table. The time that you arrive at Vendor Check-In will be noted, as well as your license plate number.
- Vendors have 30 minutes to access their vehicle, either in the small lot or with the vehicle pulled near the Vendor Space. It will be noted when you leave the lot.
- After the 30 minutes is over, if your vehicle has not left the Vendor area, a volunteer will assess whether you may keep your vehicle where it is at that time.
- The volunteer's decision will be based on these criteria for the decision are:
 - Whether the vehicle impedes access to the gravel pathway or to the small lot above
 - Whether the vehicle impedes the projected flow of traffic
 - Whether the vehicle in any way intrudes on or limits the visual space of any other Vendor
 - Whether the vehicle impedes the view of a Fest-goer
- You will have 5 minutes to move your vehicle off the Fest grounds once the volunteer asks you to move it. If you fail to do so, your vehicle may be ticketed or towed.

Parking -- ([Parking Map](#))

- There is no reserved parking for vendors.
- Free parking is available along both sides of Norris Drive to the east of the Vendor Access Road or at the parking lots at the Water Authority, School #1, the Unitarian Church and Monroe Square. You can access the Water Authority and School #1 lots by taking a right turn at the beginning of the Vendor Access Road and going approximately 4/10ths of a mile to the Water Authority lot and about another 1/10th of a mile further to the School #1 lot.
- The free parking shuttle runs from 12:30 pm on Saturday and from 11:30 on Sunday and covers all four parking lots.
- There is no parking along Norris Drive, on either side of the road, between Culver Road and the Vendor Access Road).

Set Up

- Do not plan to have volunteers set up your booth or help with carrying your items. While they may assist you, they will also be very busy and will be instructed that they can only help if they have not been given another task.
- No part of an exhibit or product shall extend outside the space or interfere with adjoining spaces. No signage, flyers or promotional materials may be posted in or on locations outside of the Vendor's space without prior written consent of the Alliance.
- Vendor space is 10' x 10' and includes one table and two chairs. Additional tables/chairs, tents, and electrical hookup was available at the time of registration. Some addition table/chairs and tents *may* be available on the day, but we do not guarantee that. In addition, it is very unlikely that you will have an electrical hookup unless you requested one at the time of registration.
- Vendors not moved in and occupying space by these times will be considered "no shows" and will be ineligible for a refund. Such space is subject to reassignment and resale by the Alliance. Vendors shall install materials in such a manner as not to cause damage to other space or to the grounds. Any such damage and subsequent liability incurred by the Alliance, or resulting government fines or charges, shall be paid by the Vendor or reimbursed to the Alliance.

Take Down

- Vendors shall not remove property or goods during the open hours of the Fest without the prior consent of the Alliance.
- Vendors must leave the space free of all rubbish and broom clean.
- Vendors must remove everything from the Fest site by 8:00 pm on July 16 unless given permission to do otherwise from Lora Thody or Scott Fearing.

Security

- There will be security personnel on site from Friday at 5:00 pm through Monday at 9:00 am. This does not mean, however, that the Alliance or any of its personnel or contractors is liable for any loss or damages caused by third parties.
- Please do not leave cash or other valuables on the Fest grounds over night.

Additional Rules

- Each Vendor shall publicly affirm that it fully supports lesbian, gay, bisexual, transgender, and intersex people in their full identities and supports their right for full legal equality and the efforts to end violence, bias, and discrimination against them. This must be demonstrated both in word and deed. Failure to comply may result in actions by the Alliance which may include the Vendor being escorted off the premises.
- Vendors are required to follow all New York State, County of Monroe, and City of Rochester laws and ordinances regarding permits, sales tax, health insurance and public safety.
- Vendors are liable to the Alliance (Gay Alliance of the Genesee Valley, Inc.) for any fines or other liabilities incurred by the Alliance due to the failure of the Vendor to comply with all applicable government regulations, tax regulations, licensing requirements, public safety regulations or any other applicable regulations.
- The Alliance is not be liable or responsible to any Vendor or any other person for any injury or damage to any person, business or property in any way related to or arising in connection with the Fest. Any and all claims for such injuries or damages are hereby waived and the Vendor agrees to indemnify and hold harmless the Alliance and its officers, directors, employees, agents, or volunteers (Indemnified Parties) against any and all claims, liabilities, losses, and expenses, including reasonable attorney's fees, imposed on, incurred by or asserted against the Indemnified Parties that were caused by any act or omission of the Vendor that occurred within the space leased by the Vendor or that arose in connection with activities conducted by the Vendor in connection with the Fest.
- Vendors agree to indemnify and hold harmless the Gay Alliance of the Genesee Valley, its Board, employees and volunteers involved with Rochester Pride from all claims and liabilities.
- Vendor acknowledges responsibility for compliance with all Vendor rules that are posted or communicated to the Applicant from time to time.
- Vendor agrees that the space will be staffed and operated in a professional and courteous manner at all times the Fest is open to the public.

- Vendor fees for applications and registration are non-refundable. There is no “rain date” should the Fest be cancelled or shortened due to inclement weather or other acts of nature or conditions beyond the control of the Alliance.
- The Alliance reserves the right to determine the eligibility of any application for space.
- Vendor tents must comply with all city & county regulations and the required inspection of any vendor tents is the responsibility of the vendor. Failure to comply will result in denial of access to space and forfeiture of all applicable fees and may result in fines and penalties payable by the Vendor.
- Assignment of space is at the sole discretion of the Alliance. Should conditions dictate, the Alliance reserves the right to reassign space or relocate space as necessary. Requests for adjoining space must be made and paid for when the application is submitted.
- Vendors shall not operate amplification equipment or voice or audio reproducing machines of any type and the Alliance may require the immediate removal of any such equipment.
- Vendors shall not place in the space, or anywhere on the Fest grounds, any apparatus or goods that are objectionable to the Alliance or that in any manner considered by the Alliance to be dangerous. The alliance reserves the sole right to determine whether the Vendor must remove any apparatus or goods and the Alliance may require their immediate removal. The Alliance may prohibit the display of any sign, article or product that, in its opinion, is not keeping with the nature and character of the Fest, or not in harmony with other Vendor spaces.
- Vendors must make provision for the safeguarding of goods, materials, equipment and displays at all times. The Alliance does not guarantee or protect Vendors against loss or damage. The Vendor agrees to indemnify and hold harmless the Alliance, its officers, directors, agents, volunteers and employees for any loss or damage of any kind to the Vendor’s goods, materials or other property.
- The officially designated names and logos for the Fest and for ROC Pride are the property of the Alliance and may only be used with the prior written consent of the Alliance.
- The Alliance reserves the right to be the sole vendor of merchandise displaying artwork referencing the 2017 ROC Pride events and activities or the Alliance. Vendors wishing to sell commemorative or other products or merchandise containing these marks or words must have the written consent of the Alliance to do so. Absent such consent, the display or sale of such products or merchandise is expressly prohibited on the Fest grounds.