



Milwaukee Pride, Inc.
DBA
PrideFest Milwaukee

2017 Business Exhibit Booth Application

NOTE: No Exhibitor Booth Applications will be accepted after May 15th 2017 by mail!
Please complete this application and submit all forms with FULL payment to:

Milwaukee Pride Inc.
P.O. Box 1444
Milwaukee, WI 53201-1444

Name of Business: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Evening Phone: _____

Fax: _____ E-mail: _____

BOOTH RENTAL FEES

MARKET SQUARE

Open Air – Red Lettered spaces have tent provided, black lettered spaces
NO tent provided.

If you do not rent a tent from PrideFest, you MUST provide your own

If received before:	March 15th	May 15th	After May 15th*	
10x10 in covered building	\$600	\$700	\$1000	
1 table included:	___ Additional Tables @ \$15 each			\$ _____
2 Chairs Included:	___ Additional Chairs @ \$ 5 each			\$ _____
6 admission passes included	___ Additional Passes @ \$10 each			\$ _____
1 three day parking pass included	___ Additional passes @ \$15 each			\$ _____
Grand Total:				\$ _____
Indicate booth space choice from map enclosed:	1 st Choice	2 nd Choice	3 rd Choice	

No space is guaranteed, first come first serve.

Summerfest Store

1 – 14, inside building – no tent required;
15 - 20 are along side of building open air – tent required.

If received before:	March 15th	May 15th	After May 15th*	
10x10 in covered building	\$650	\$750	\$1100	
1 table included:	___ Additional Tables @ \$15 each			\$ _____
3 Chairs Included:	___ Additional Chairs @ \$ 5 each			\$ _____
6 admission passes included	___ Additional Passes @ \$10 each			\$ _____
1 three day parking pass included	___ Additional passes @ \$15 each			\$ _____
Grand Total:				\$ _____
Indicate booth space choice from map enclosed:	1 st Choice	2 nd Choice	3 rd Choice	

No space is guaranteed, first come first serve.

Non Premium Site

Not in main walkway, no tent provided but required
If you do not rent a tent from PrideFest, you MUST provide your own

If received before:	March 15th	May 15th	After May 15th*	
10x10 not in main walkway	\$700	\$800	\$1100	
Tent is required:	___ Provide my own			
	___ Rent from Pride Fest \$325 (includes lights)			
	___ Sidewalls (allows you to close tent) \$55			
1 table included:	___ Additional Tables @ \$15 each			\$ _____
2 Chairs Included:	___ Additional Chairs @ \$ 5 each			\$ _____
6 admission passes included	___ Additional Passes @ \$10 each			\$ _____
1 three day parking pass included	___ Additional passes @ \$15 each			\$ _____
Grand Total:				\$ _____
Indicate booth space choice from map enclosed:	1 st Choice	2 nd Choice	3 rd Choice	

No space is guaranteed, first come first serve.

Premium Site

Premium sites include any area that is in the walk ways going from the entrance to the Miller Stage & Dance Tent
 If you do not rent a tent from PrideFest, you MUST provide your own

If received before:	March 15 th	May 15 th	After May 15 th *
10x10 in main walk way	\$900	\$1,000	\$1,300
Tent is required:	<input type="checkbox"/> Provide my own <input type="checkbox"/> Rent from Pride Fest \$325 (includes lights) <input type="checkbox"/> Sidewalls (allows you to close tent) \$55		
1 table included:	<input type="checkbox"/> Additional Tables @ \$15 each \$ _____		
2 Chairs Included:	<input type="checkbox"/> Additional Chairs @ \$ 5 each \$ _____		
6 admission passes included	<input type="checkbox"/> Additional Passes @ \$10 each \$ _____		
1 three day parking pass included	<input type="checkbox"/> Additional passes @ \$15 each \$ _____		
Grand Total:	\$ _____		
Indicate booth space choice from map enclosed: _____ 1 st Choice _____ 2 nd Choice _____ 3 rd Choice			
No space is guaranteed, first come first serve.			

Liability insurance is required! A Certificate of Liability MUST be included with application or mailed to above address within 10 days of festival opening. Liability must be \$1,000,000 per occurrence and Milwaukee Pride Inc. must be listed as certificate holder. Cass Wood Insurance offers Liability insurance that you may purchase.

****Check one**

- I have Liability Insurance
 - Certificate of Liability included (must have PrideFest listed as Certificate Holder)
 - My insurance company will mail Certificate of Liability to PrideFest before 5/28/17
 - I will purchase Liability Insurance from Cass Wood, Please send me information when its available.

****Check one**

If you are selling goods or services PrideFest is required to have a copy of your Wisconsin Sellers Permit on file. You must send in a copy of your permit with application or must fill out the state form if you do not have one, or are from out of state.

- I have included a copy of my Wisconsin Sellers Permit
- I have included a filled out Wisconsin form (available at www.pridefest.com) I will not be selling anything and do not need a sellers permit.

Grand Total: \$ _____

****Check one**

- Check included for full amount payable to Milwaukee Pride, Inc.
- I authorize Milwaukee Pride, Inc. to charge my credit card for full amount & emailme a receipt to the email address on this application.

Name on Card: _____
CC# _____ - _____ - _____ - _____ Exp: ____/____ Sec Code: _____
Billing Zip Code: _____
 Please call me and take my credit card info over the phone: _____ - _____ - _____

REFUND/CANCELLATION POLICY: Due to limited spaces, Milwaukee Pride Inc. reserves the right to refuse refunds on all booth spaces that are reserved but not occupied during the Festival. Registered booth spaces will only be held till 1 p.m. on Friday. If your booth is not occupied and set up at that time your booth space could be given away to a vendor adjoining your reserved space, or to a vendor on a waiting list.

This Application is subject to approval and acceptance by Milwaukee Pride Inc. and Milwaukee World Festivals, Inc., and to availability. Milwaukee Pride Inc. and Milwaukee World Festivals, in their sole discretion, reserve the right to reject this Application for any reason, including without limitation, booths which would be inappropriate given the nature and location of the event, or which may be offensive to PrideFest patrons.

Since PrideFest 2017 occurs on property controlled by Milwaukee World Festival, Inc., and is subject to a lease between it and Milwaukee Pride, Inc., all rules and regulations of Milwaukee World Festivals apply to this Application and are strictly enforced. A copy of the rules and regulations will be provided to the Applicant upon request.

Any violation of these rules and regulations by a person associated with the Applicant will result in immediate expulsion of the Applicant without refund or compensation.

Because space is limited, registered booth areas will only be held until 1 p.m. on Friday, June 9th, 2017. If the applicant does not occupy and have its exhibit set up by then, Milwaukee Pride Inc. has the right, in its sole discretion, to award the booth reserved for the applicant to another entity. PrideFest will not refund any portion of the amounts paid by applicant pursuant to this application if its booth is awarded to another entity because the applicant had failed to have its exhibit set up by the required time.

Applicant will provide copies of all associated state and federal licenses applicable for offsite premise locations to Milwaukee Pride Inc. Prior to June 1st, 2017.

As a duly authorized representative of _____ (Applicant), it and all persons associated with the Applicant will abide by the rules and regulations of Milwaukee World Festivals and Milwaukee Pride Inc., and all applicable laws.

I understand and agree that booths are REQUIRED to be staffed until 9pm each day.

Dated: _____, 20_____

On behalf of Applicant

SIGNATURE REQUIRED OR APPLICATION IS VOIDED

FESTIVAL REGULATIONS FOR ALL BOOTH EXHIBITORS

Hours of operation for PrideFest Milwaukee for June 9th – 11th, 2017 are as following:

Friday – 3PM till Midnight
Saturday – 12PM till Midnight
Sunday – 12PM till 10PM

All Booths in the Market Place area are to be open from opening time till a minimum of 9pm on Friday, Saturday & Sunday. Keep in mind that on Sunday the gates to bring your vehicle on the festival grounds will not be open until security gives the ok.

Failure to follow the required times will result in forfeiture of your booth space for the entire weekend with no refund, and your application will be denied for following year.

All business or other activity for which applicant has rented space must be conducted in your designated area only. No distribution of literature, items, or sales thereof may be transacted by strolling through the festival grounds. Fliers, handbills, petition will be limited to exhibitor's booth area only.

Individual(s) responsible for violations that result in PrideFest being fined by Milwaukee World Festival Inc. for will be held responsible for payment of those fines.

Business booth operators will receive 6 one day admission passes and 1 parking space in the PrideFest lot as available. Organization booths will receive 3 one day admission passes (Parking pass is **not included**). ONE PASS PER PERSON MUST BE PRESENTED FOR GROUNDS ADMITTANCE.

Additional admission and parking passes may be purchased from PrideFest at a discounted price.

NO VEHICLE TRAFFIC WILL BE ALLOWED IN THE PARK AFTER AN HOUR PRIOR TO THE FESTIVAL OPENING. Storage vehicles (trucks, cars, etc.) must be parked in approved areas. PrideFest Inc. assumes no responsibility for any tickets issued or vehicles towed.

Exhibitors must provide equipment necessary for their own booth set-up with the exception of one 30"x 8' table & two chairs provided with an approved application. Only one organization or vendor may use each table unless prior written approval has been obtained by Milwaukee Pride Inc. Information exhibitors may not sell any items or solicit contributions. Milwaukee Pride Inc. is unable to accept responsibility for any lost or stolen items, or for the return of any rental equipment than our own.

Any electrical equipment to be provided in exhibitor's area requires Milwaukee Pride Inc. approval prior to festival. All phone hook-ups must be approved by Milwaukee Pride Inc. (**activation fee required**)

All exhibitors are required to properly clean their areas. If exhibitor's booth area has any debris remaining after conclusion of the festival, Milwaukee Pride Inc. will impose a clean-up fee of \$200.00 per applicant's rented space at time of check out on Sunday June 11th 2017 and **payable immediately.**

All fees including insurance fees **must be paid** when the booth application is submitted. **All permits, insurance and sellers permits, must accompany booth application with applicable fees. It is the responsibility of all exhibitors to obtain all permits, licenses.** Booth Spaces will be confirmed only when Milwaukee Pride Inc. has received full payment and all necessary completed forms. **ONLY CASH AND CREDIT CARD WILL BE ACCEPTED AFTER May 15th.**

Other than water, no food or beverage may be brought onto the PrideFest grounds. In addition **NO FOOD ITEMS OR BEVERAGES** may be sold or distributed at any booth without the written consent of PrideFest Inc.

If you will be doing any type of sales (retail or organizational) on the Festival property you **MUST** provide Milwaukee Pride Inc. with a copy of your Wisconsin Department of Revenue Seller Permit, or complete Form **S-240** Wisconsin Operator and Vendor/Seller Form. A copy of this form is included behind the Exhibit Vendor Application.

Milwaukee Pride Inc. prohibits the sale of any item that may be illegal. All vendors **MUST** submit a merchandise list for approval by Milwaukee Pride Inc. (See Application). Only items that are listed may be sold at the festival. There will be a limited number of "same kind" exhibitors All exhibitors should list alternative selling items of a diverse category. In the event of an excessive number of "same kind" exhibitors, Milwaukee Pride Inc. reserves the right to limit the number of "same kind" exhibitors. The decision of the PrideFest Co-Producers is final.

Please prepare for any type of weather. The main booth area is roof-covered and lighted. However, strong winds and rain will cause problems on the exposed side area(s) of your booth. Plan ahead! Bring plastic tarps, rope, wire, string, tapes, etc. in the event of inclement weather. Weigh down any loose table-top items such as brochures, etc. Milwaukee Pride Inc. is not responsible for providing materials or tools to secure your area against weather.

Milwaukee Pride, Inc., dba PrideFest Milwaukee is not responsible for lost, damaged or stolen items.

The Following phrases may not be used on any item sold: "PrideFest", "Summer Fest", "Pride Parade", "Pride 2017", "Pride Festival", "Henry W. Maier Festival Park", or any derivative of these.

PROMOTIONAL GIVEAWAYS

Any travel agency or business conducting giveaways or promotions must submit copies of promotional materials that will be distributed at their booth at PrideFest **2017**. Under no

circumstances will individuals be required or requested to write down or submit any credit card numbers to be eligible for drawings, giveaways or prizes. **Booths must display, in writing that entrants who provide personal information will be contacted by phone if selected as a winner and they may then be required to provide credit card information for eligibility. A visible sign must be hung by the booth stating that a phone call will follow in days after the festival at the number listed on the entry form!! No Exceptions!!!**

POP-UP TENTS

If you plan to use your own pop-up tent, please check the cost on the booth application sheet. There are limited spaces available in the vendor area that has electrical power. However, these are in an open, non-covered area. With prior approval, some pop-up tents may be located at various locations on PrideFest grounds. Again, they are located in an open, non-covered area and may not have electrical outlets available. Pop-up tent vendors must provide their own lighting. If you wish to be located elsewhere on the grounds other than the Market Place, please inform Milwaukee Pride Inc. in writing, when you submit your application.

