



## Booth & Vendor Policies

By participating as a SLC Pride vendor, you agree to adhere to the below policies. We appreciate your understanding and cooperation in ensuring the smooth execution of the festival. If you have any questions or concerns, please feel free to reach out to our Vendor Market Coordinators for further clarification.

Within this document, and emails from the Vendor Coordinators, “vendor” refers to anyone who is running a booth or food truck including artists, small businesses, nonprofits, organizations, government entities, etc.. “Food vendors” refers to food trucks or booths where food is prepared on site. If you make artisan, prepackaged food, you fall into the “artist/small business” category.

## Contact Information

- Contact [vendors@slc-pride.org](mailto:vendors@slc-pride.org) with questions about artist, small business, nonprofit, or organization booths. You will be connected with either Paige, Ruby, or Q.
- Contact [foodvendors@slc-pride.org](mailto:foodvendors@slc-pride.org) with questions about food booths and food trucks. You will be connected with Shannon.
- Accessibility requests and questions can be sent to [accessibility@slc-pride.org](mailto:accessibility@slc-pride.org). Please also cc the relevant vendor email so we can plan accordingly.

Please give us 2-3 business days to reply. Our team is fully volunteer. Once we get to May and June, we will be checking inboxes daily.

## 2025 Festival Timeline

- February 15 - Applications open
- March 15 - Applications close
- April 15 - Applicants will be notified if they are accepted or waitlisted
- May 15 - Booth registration and fees due
- Early June\* - Synchronous (virtual) Vendor Orientation and FAQ
- June 28, 8-11:30am - Booth/Food load in
- June 28, 12-10pm - SLC Pride day 1

- June 29, 10am-6pm - SLC Pride day 2
- June 29, 6-9pm - Booth/Food load out

## Changes from 2024

We want to highlight a few changes this year that impact vendors.

First, we do not have access to as many indoor booth spaces this year and cannot provide indoor booth spaces. We will have more volunteers helping provide breaks, refill water, etc. to support all booths. We will also have a spot for people to fill 5 gallon buckets for misters and water. We cannot provide electricity for everyone and will prioritize electricity accessibility requests.

Because we don't have access to the indoor spaces, we have fewer booth spots than last year. We may ask applicants who select a 10x20 (double) booth if they can switch to a 10x10 booth to accept as many people as possible. We will follow up directly with these requests.

In positive news, **SLC Pride 2025 will be free to attend for all!**

## Vendor Orientation

To help with the ease and flow of the festival, as well as address questions in advance, we will be hosting a virtual Vendor Orientation in early June. \*The exact date of the orientation will be sent out in acceptance emails.

After the virtual orientation, we will send the recording as well as asynchronous orientation references. We understand that not everyone can make it to the virtual orientation but we strongly encourage people to attend. If you are unable to attend, we ask you to reply after reviewing the asynchronous orientation materials and let us know. We will follow up with people to ensure orientation materials are reviewed before the festival.

## Booth Fees Overview

This year, SLC Pride is moving to a sliding scale model for booth fees. Sliding scale allows more established artists, businesses, and organizations to contribute more. We strongly encourage ally owned businesses and organizations to pay on the higher end of the scale to help us support smaller queer owned businesses and organizations. We have provided recommended pricing for each category as a reference. Please reference the following sections for a breakdown of the sliding scale and recommendations.

Food Booths and Trucks are not a part of the sliding scale. Please see the Food Booths and Trucks Fees section below for more info.

### **Artist/Small Business Booth Fees**

The sliding scale range for Artist/Small Business is 10x10 booths is \$150-\$400, \$250 is recommended.

Artist/Small Business 10x20 booth sliding scale is \$500-800.

In the application, we ask if you are able to pay the recommended fee, above the recommendation, or below the recommendation. This is only so we can balance out income/expenses. Sharing that you will pay below the recommended booth fee will not affect your acceptance, it will help us better understand the financial needs of our community.

If you want to share a booth, reference the Booth Sharing and Shared Booth Fees sections below for details and the sliding scale.

### **Nonprofit/Organization/Government Entity Booth Fees**

The sliding scale range for Nonprofit/Organization 10x10 booths is \$150-\$400, \$275 is recommended

Due to the decrease in overall booth spaces, we will not be offering 10x20 booths for nonprofits/organizations. Our goal is to have as many artists, small businesses, organizations and nonprofits as possible so we are limiting double booths to artists/small businesses only.

In the application, we ask if you are able to pay the recommended fee, above the recommendation, or below the recommendation. This is only so we can balance out income/expenses. Sharing that you will pay below the recommended booth fee will not affect your acceptance, it will help us better understand the financial needs of our community.

If you want to share a booth, reference the Booth Sharing and Shared Booth Fees sections below for details and the sliding scale.

### **Food Booths and Trucks Fees**

Food booths and trucks will not have a sliding scale fee.

There is a flat \$500 fee needed to confirm your spot. In addition, SLC Pride will get a 15% commission on all sales after the first \$2500. For example, if you sell \$4000 in the weekend, \$1500 of that is subject to the 15% commission (\$225).

Food vendors cannot sell any drinks unless otherwise agreed upon. Please email Shannon (FoodVendors@slc-pride.org) with questions.

## **Attendance Policy**

Vendors are required and expected to attend both days of the festival.

This year's festival is free to attend! Vendors will not need passes for their helpers. Someone, excluding SLC Pride staff/volunteers, should be present at your booth during all festival hours. SLC Pride staff/volunteers will be available to refill water, grab items, and support vendors in other similar ways. SLC Pride staff/volunteers should not be relied upon to booth sit. We are available in extenuating circumstances but please plan help/support for yourself.

## **Booth Sharing**

Booth sharing is permitted for this event. You will be permitted to share a booth with up to 2 other vendors, three 3 vendors total. How you divide up the space is your responsibility. Please be kind and courteous.

How the booth fee, listed above, is divided is your responsibility but we ask that, as a booth, only 1 fee is sent to the SLC Pride team. For example, 2 vendors split the booth fee evenly. Vendor 1 Venmos Vendor 2 and Vendor 2 pays SLC Pride. This helps ensure that booth fees are paid and gives you, as the vendors sharing the booth, more flexibility in how the fee is divided.

Each vendor must apply and be accepted individually. In the application, each artist must list the other artists they would like to share a booth with. SLC Pride does not coordinate booth sharing, all coordination is the responsibility of the vendors.

## **Shared Booth Fees**

The sliding scale for shared 10x10 booths is \$200-\$500. The sliding scale for shared 10x20 (double) booths is \$500-\$800.

Food vendors cannot share booths.

## **Cancellation Policy**

## **Cancellation Period**

Vendors are required to provide notice of cancellation at least 1 week, 7 days, prior to the event. This allows us to make necessary adjustments and accommodate changes.

## **No Show Policy**

Vendors who fail to attend a scheduled event without prior notification may be subject to penalties. These penalties include potential suspension from future events and the loss of the booth fee. No-show penalties may be waived in cases of extenuating circumstances, such as extreme weather conditions, natural disasters, personal emergencies or other unforeseen circumstances. In the event of extenuating circumstances, please communicate with the SLC Pride Vendor Team as soon as possible. Extenuating circumstances will be handled on a case by case basis.

## **Cancellation Fees**

Cancellations made within the stipulated cancellation period may be subject to a cancellation fee of half [50%] of the total booth fee. This fee is intended to cover administrative costs and potential revenue loss. Exact fees will be handled on a case by case basis.

Cancellations that occur after the stipulated cancellation period are not eligible for a refund of the booth fee or application fee, excluding extenuating circumstances.

## **Refund Policy**

If a vendor cancels at least 14 days prior to the event, a refund of the booth fee, minus the applicable cancellation fee (up to half the booth fee/50%), will be processed within 3-5 business days.

If a vendor cancels within 14 days of the event, but within the cancellation period, a refund of the booth fee, minus the applicable cancellation fee (up to half the booth fee/50%), will be processed within 7 business days after the festival.

If a vendor cancels within 7 days of the event, but qualifies for any type of refund due to extenuating circumstances, a refund will be processed within 10 business days after the festival.

Refunds will be issued via the original payment method unless otherwise requested by the vendor.

## **Exceptions**

Exceptions to the cancellation policy may be considered on a case-by-case basis, taking into account the specific circumstances surrounding the cancellation. If you believe you need an exception to the cancellation policy, please reach out to the market coordinators. We will work to find equitable solutions.

## **Waitlist**

Vendors who have applied but were not immediately accepted will be placed on a waitlist in the order of application. Acceptance from the waitlist may change due to availability and vendor product variety.

## **Food Vendors (Food Trucks and Booths) Documentation**

To participate as a food vendor it's essential to adhere to the following guidelines and ensure all necessary permits and documentation are secure. Once accepted, you will be asked to submit the following documentation:

- Business License
- Food Handler Permit of onsite manager
- Certificate of Insurance: more details below.
- State Tax Identification: Proof of registration for Salt Lake City
- Commissary Agreement: A signed agreement with an approved local commissary
- Health Department Permits: Compliance with all Salt Lake County Health Department requirements

For Food Trucks, you also need to have a fire code sticker with up to date inspection.

The Health Department will check your truck or booth the day of the festival. If your truck or booth does not pass this inspection you will be asked to leave and are not eligible for a refund of your booth fee.

## **Safety and Security**

Given our current political climate, we want to share some of what we're doing to keep our community safe. In the planning stages, we have switched all our forms, documents, spreadsheets, etc. away from Google or other platforms that risk digital safety. We are also limiting access to documents with sensitive information like legal names, SSN, etc. If accepted, you will receive a registration form which is where we will

request sensitive information. We will never ask for sensitive information over social media, email, text, etc., only through the registration form.

During the festival, we will have bag checks for attendees and on site security. The security company we work with requires ongoing anti-bias training and has participated in the Inclusion Center for Community Justice's training as well. We prioritize de-escalation. We also have EMTs on site.

If you are concerned about a scam using the SLC Pride name/logo, don't hesitate to reach out over the emails provided above to confirm the legitimacy of something.

## **Load In/Load Out**

Vendors will be sent load in, load out, and zone information the week of the festival.

This email will include:

- Load in zones and arrival time based on zones
- Load in gate
- Vendor map with booths numbered and coordinating vendor list\*
- Public map with bathrooms, water stations, food booths, etc.
- Driving/parking information including when all non-approved cars must be off festival grounds
- Vendor Coordinators phone numbers for day of communication

### **When you receive this email please read it thoroughly.**

Please ensure you arrive at your allotted load in time, follow instructions given by SLC Pride organizers and volunteers, do not pack up or load out before the end of the event (unless discussed with a Vendor Coordinator), and follow load out instructions. As with all festivals, there's lots of moving pieces! Help us make set up and tear down as easy as possible for everyone involved.

\*Exact booth placement is subject to change. We will do our best to send an accurate map out in advance of the festival but there is always a chance something will change at the last minute. If your booth placement changes, a Vendor Coordinator will inform you upon arrival.

Please be courteous with parking and do not block the loading zone. Please maintain clear walkways in the case of an emergency. We will clearly communicate parking and driving expectations before and during the event.

For safety, no vendor vehicles, excluding food trucks, will be permitted on festival grounds during open festival hours or until all guests have left the event.

### **Scheduled Arrival Time**

Vendors are expected to arrive at the event venue and be ready to set up their booths at the scheduled arrival time specified in their event details email. This time is carefully chosen to facilitate the efficient setup of the market.

Some vendors will need to arrive at 8:00am to set up. This is assigned based on booth placement and cannot be avoided. We appreciate your cooperation with these early mornings.

### **Consequences of Late Arrival**

Vendors who arrive after the allotted arrival time has elapsed may experience delayed setup, impacting the overall flow of the event. In such cases, the Vendor Market Coordinator reserves the right to assign an alternative booth location, make adjustments to the vendor's setup as necessary, or dismiss the vendor from the event (see no show cancellation policy).

### **Early Take Down**

Early take down in any form, not otherwise agreed upon or due to extenuating circumstances, will result in dismissal from the event, and suspension from future SLC Pride events. When vendors begin to load out, attendees take that as their sign to leave which can cause disruption to festival programming. Please be respectful of the entire festival by not taking down your booth early.

### **Communication of Delays**

In the event of unavoidable delays, vendors are required to communicate with the Vendor Market Coordinators as soon as possible. Timely communication allows us to make informed decisions and minimize any disruptions to the event. Exceptions will be evaluated on a case-by-case basis but our goal is to work collaboratively.

In the email with load in/out details and the vendor map, vendors will also get the Vendor Coordinators phone numbers if they don't already have that contact info.

## **On Site Policies**

### **Security/Theft**



SLC Pride will have overnight security but recommend taking precautions to protect your inventory and set up overnight. SLC Pride isn't liable if anything is stolen, broken, etc.

## **Equipment and Set Up Expectations**

SLC Pride does not have any equipment (tents, chairs, tables, weights, etc.) for rent. If accepted, you are responsible for providing everything needed for your set up including 200lbs. of weights for 10x10 canopies.

Select booth spots may be asked to bring more than 200lbs of weight. If you are placed in one of these spots, you will be contacted separately and can be moved if you are unable to bring required weights. This is to ensure everything is safe and secure even with strong winds.

Your booth, displays, and products must stay within your designated booth space unless otherwise agreed upon. You cannot put signs, displays, etc. outside of your booth spot as it is a safety hazard. You may be asked to move or adjust your set up if any part of your booth is outside your designated space.

All booths are also required to provide proof of insurance.

## **Insurance**

All booths must have insurance. You will be expected to show an insurance certificate if requested by SLC Pride staff/volunteers.

If you don't have insurance, or don't want to go through your company insurance you can get event insurance. You can use any company you want. We recommend ACT as they specialize in events and are a local company. You can get more information here: [Artists, Craft and Tradesmen Insurance](#).

Insurance policies must include:

- Coverage from June 28-29
- General liability coverage of \$1,000,000

You will need to add SLC Pride, Vestar Gateway, and Salt Lake City Corporation as Additionally Insured. Below is the information needed.

### **SLC Pride c/o ICCJ**

90 W 500 S#333  
Bountiful, UT 84010

Vendors@SLC-Pride.org

**Vestar Gateway**

18 N Rio Grande St.  
Salt Lake City, UT 84101

**Salt Lake City Corporation**

451 S State Street  
Salt Lake City, UT 84111

**Waste Removal**

Vendors are responsible for removing their own waste from the event. For food vendors there will be a water waste disposal location. Dispose of all water waste there, not on the sidewalks, grass or streets around the festival grounds

Vendors are expected to leave a clean space during and after the event. Please pick up trash and be courteous to those around you.

SLC Pride will provide sustainability recommendations to all vendors to minimize our environmental impact.

**Vendor Presence**

Due to the sensitive nature of SLC Pride, there is a zero tolerance policy for negative speech that could be perceived as racist, homophobic, transphobic, sexist, or otherwise discriminatory. Vendors are strongly encouraged to report negative behavior to the Market Coordinators. If you, or someone supporting your booth, creates a harmful environment you may be asked to leave.

Vendors are encouraged to decorate their booths with Pride and inclusive themes. Your display should be clean, organized, welcoming, and with clear pricing. Please consider those who are sensitive to loud noises, difficulty seeing or hearing, and other access needs.

**Accessibility**

**Vendor Accommodations**

If you, or someone assisting with your booth, requires any accommodations or specific accessibility needs, please list those in the application.

Accessibility requests and questions can be sent to [accessibility@slc-pride.org](mailto:accessibility@slc-pride.org). Please also cc the relevant vendor email so we can plan accordingly.

## **Overall Accessibility**

SLC Pride's Accessibility Coordinator is working on compiling resources about booth accessibility. These recommendations and resources will be shared with vendors and vendors are strongly encouraged to review/implement them.

For more information about overall event accessibility, please reference [slc-pride.org](http://slc-pride.org). Event accessibility information will be added to the website a few weeks before the festival.

## **Advertising**

SLC Pride will be advertising this event on a variety of platforms. Vendors are strongly encouraged to share the event on their social media leading up to the event. Advertising materials will be sent in acceptance emails. The more we all share to our networks the better the event will be!

## **Note from Vendor Market Coordinators**

We understand that sometimes circumstances change, and events may need to be canceled or rescheduled. As the Vendor Market Coordinators, we strive to maintain transparency and fairness in our policy. These policies are in place to give clarity and guidance as we organize SLC Pride but we know that no policy can take into account every possible situation. Our goal is a successful event for everyone involved so feel free to reach out if you have questions or concerns.

Quinn Winter  
Paige Barnson  
Shannon White  
Ruby Griffith