



Gay Pride Celebration Committee of San Jose DBA Silicon Valley Pride
1346 The Alameda, PMB 508, Suite 7
San Jose CA 95126-2699
www.svpride.com

Silicon Valley Pride's 47th Annual Parade and Festival

Plaza de Cesar Chavez
Downtown San Jose

Festival | Saturday, August 27, 2022 | 6pm to 11pm

Parade | Sunday, August 28, 2022 | 10am to 12pm

Festival | Sunday, August 28, 2022 | 12pm to 6pm

Vendor Packet

Welcome!

We are excited to have you join us for Silicon Valley Pride!

Please read this instruction packet in its entirety.





Gay Pride Celebration Committee of San Jose DBA Silicon Valley Pride
www.svpride.com

1. Set Up

a. **Saturday, August 27, 2022 | Festival 6pm to 11pm**

- Vendor set up begins at 11am and ends by 4:45pm.
- It is ***highly recommended*** that all vendors participating Saturday and/or Sunday set up during the day on Saturday because Sunday has a shorter set up window. Although private security will patrol the grounds after the festival ends Saturday night, each vendor is responsible for securing their own possessions. Please remove all valuables from the festival grounds prior to departing Saturday. Silicon Valley Pride, the Board of Directors, SV Pride agents, and volunteers are **not** responsible for lost, stolen, damaged, and/or vandalized merchandise, equipment, and/or other possessions at any time.
- **Each vendor has 15 minutes to unload their equipment at their assigned space and remove their vehicle from the festival grounds.**
- **Vendor set up ends promptly at 4:45pm. All vehicles must be off the festival grounds at 4:45pm.**

b. **Sunday, August 28, 2022 | Parade 10am to 12pm | Festival 12pm to 6pm**

- Vendor set up begins at 7am and ends at 9:45am. As a reminder, it is ***highly recommended*** that all vendors participating Saturday and/or Sunday set up during the day on Saturday.
- **IMPORTANT ALERT** | Please be aware, after the parade ends, the festival grounds are inundated with a very large crowd. For perspective, excluding the audience, over 3,000 participants are scheduled to walk in this year's parade. **Please be prepared and well staffed to handle this initial rush of people beginning around 11:00am.**
- If your organization is participating in the parade, in addition to having a vendor booth on the festival grounds, you must have your vendor booth properly staffed during the parade in order to adequately service the very large influx of people once the parade ends.
- **Each vendor has 15 minutes to unload their equipment at their assigned space and remove their vehicle from the festival grounds.**
- **Vendor set up ends promptly at 9:45am. All vehicles must be off the festival grounds by 9:45am.**



Gay Pride Celebration Committee of San Jose DBA Silicon Valley Pride
www.svpride.com

2. Vendor Check-In

- a. To check in, enter the festival on the southbound side of Market Street from San Fernando. The check in tent will be located near the entrance. Upon check in you will be given your allotted vendor wristbands and you will be directed to your vendor space for set-up. Please have all volunteers wear wristbands at all times.
- b. You may bring a vehicle into the event to drop off the supplies to your vendor space. After you have unloaded the vehicle, please remove it from the grounds and return to complete the set-up. Vehicles are limited to 15 minutes on the grounds for drop-offs.
- c. After unloading, continue driving southbound on market and exit out the gate on the south end heading toward San Carlos. There will be someone there to open the fence so you can exit.
- d. If your booth is located on the side of the park closest to the Signa Hotel (the old Fairmont Hotel), you may do your drop off on that side. After check in, continue south on Market and exit the gate heading toward San Carlos. Make a U turn at San Carlos and proceed back up Market. There will be a staffed entrance gate in the fence that you can enter and proceed to your booth space for the drop off. After unloading, proceed north to exit on Market heading toward San Fernando.
- e. Please keep all vehicle traffic inside the grounds to 5mph or less!
- f. **Each vendor will receive eight (8) wristbands for each purchased booth space.**
 - All eight (8) vendor wristbands are issued upon initial check in, but you have the opportunity to purchase more at \$5 each.
 - Vendors are responsible for distributing wristbands for use on both days, and it is the vendor's responsibility to ensure participants arrive wearing one.
 - All vendor participants are required to wear a wristband at all times.
 - Vendor wristbands are identified as such.
 - For security purposes a vendor coming in after the start of the festival will be required to go through one of the entry points (including passing security screening) located on the Site Map.
 - Please note that entrance to the event during operating hours requires a wristband. If someone needs to enter that doesn't have one, please exit the event to give them one or have them purchase one at the main entrance.

3. Vendor Location

- a. In the body of the email containing this attachment, you were provided a Vendor Space Number which corresponds to your assigned space. Please provide this number upon

Silicon Valley PRIDE 2022 Vendor Packet

vendor@svpride.com

Page 3 of 7



Gay Pride Celebration Committee of San Jose DBA Silicon Valley Pride
www.svpride.com

check-in.

- b. Although we worked hard to minimize direct sun exposure, Silicon Valley Pride highly recommends participants bring plenty of sunscreen, bottled water, sunglasses, and hats. If you requested a space with electricity, consider bringing a fan to help stay cool.

4. Vendor Parking

- a. Parking is **not** provided. We recommend that you arrive early to drop off your supplies at your assigned vendor space, and park your vehicle in a public parking spot. You are responsible for paying your own parking costs, and for obeying all City of San Jose and State of California parking ordinances.

5. Securing your Merchandise and Personal Items

- a. Each vendor is responsible for securing their own possessions within their assigned vendor space.
 - Please be mindful of your items at all times and we recommend you do not leave booths unattended.
 - Please remove all valuables from the festival grounds prior to departing Saturday.
 - **Silicon Valley Pride, the Board of Directors, SV Pride agents, and volunteers are not responsible for lost, stolen, damaged, and/or vandalized merchandise, equipment, and/or other possessions at any time during, before, or after the event.**

6. Safety and Security

- a. Safety and Security Guidelines
 - Please be aware of your surroundings. Although private security guards and San Jose Police Officers will patrol the festival grounds, if you notice something odd or suspicious, please inform a security guard, San Jose Police Officer, or a volunteer immediately.
 - If there is an immediate threat or medical emergency, please call 911 immediately.
- b. All emergency exits are clearly marked throughout the park and on the Master Site Map at the information booth. Please familiarize yourself with the closest two exits.
- c. Security
 - Safety of our Vendors, Volunteers, and Festival Goers is Silicon Valley Pride's number one concern. We will have the following security measures in place.
 - Security will be checking all bags upon entrance.
 - All festival goers will be "wanded" upon entrance.
 - There will be a security guard stationed at all openings in the fence line.



Gay Pride Celebration Committee of San Jose DBA Silicon Valley Pride
www.svpride.com

- There will be roaming security guards at all times during festival hours.
- Security guards will monitor the perimeter of the festival during festival hours.

7. Vendor Teardown After the Festival

- a. Vendor teardown begins immediately following the end of the festival at 6pm on Sunday, and must be completed no later than 8pm.
- b. You may bring your vehicle into the festival to pick up items starting 45 minutes after the event closes on Sunday (6:45PM). Please DO NOT attempt to drive into the event prior to that as there are many people on foot leaving the event at that time and it creates a safety hazard for the pedestrians.
 - Please use the same Vendor Entrance and Vendor Exit as you did for set up.
 - Each vendor will have 15 minutes to load their equipment at their assigned space and remove their vehicle from the festival grounds.
- c. Each vendor is responsible for cleaning their assigned vendor space and leaving it in the condition it was found. Please leave all rented chairs, tents and tables at the space.
- d. Please be patient and courteous to others during the tear down and exit process.

8. Helpful Hints and Other Information

- a. Saturday is normally slower than Sunday.
- b. If you are planning on coming only on Sunday, you might want to consider setting up during setup time on Saturday (there is a very short window on Sunday to set up.)
- c. Make sure your booth staff or volunteers have a phone number to contact you the day of. If a volunteer arrives after the festival has started, they will need to have a wristband on or you will need to be available to bring it to them.
- d. The purchase of a vendor space does not include a canopy, table, and/or chairs. If you did not purchase these items separately from Silicon Valley Pride we strongly suggest that you bring your own.
- e. If you are signed up for Saturday night, then electricity was included in your order. It is required that you bring lighting for your vendor space on Saturday night.
- f. Electricity provided will be provided via one electrical socket with a capacity of 4 Amps unless you noted special needs in your registration. The outlet will be near, but likely not inside your booth. Please bring a 50 foot extension cord to connect to power. It is recommended to bring a power strip if you have multiple items to plug in. The power strip or extension cord must be rated outdoor compliant.



Gay Pride Celebration Committee of San Jose DBA Silicon Valley Pride
www.svpride.com

9. Further Restrictions & Conditions

- a. All vendors are responsible for any and all acts and/or omissions on their part, or on the part of their agents and/or employees, which may result in injury or damage to themselves or third parties. Applicant specifically agrees to hold Silicon Valley Pride free and harmless from any and all claims arising out of any such act or omission.
- b. All vendors are required to abide by the rules and regulations as established by Silicon Valley Pride, the City of San Jose, and the State of California. Violators are subject to citation and/or possible removal from the festival.
- c. Vendors are prohibited from posting flyers or other information at any location of the event outside their assigned booth space.
- d. Vendors may not sell or give away prepared food or beverages from their booths in the park. You may distribute pre-packaged items, such as candy.
- e. Silicon Valley PRIDE reserves the right to remove anyone from the festival for any reason.

10. Health and Safety Considerations

Vendors must follow all posted guidelines regarding health and safety rules, along with all CDC rules, regulations, and guidelines in place at the time of the Festival.

By attending to the Festival, vendor certifies that you do not fall into any of the following categories:

- 1. Individuals who currently or within the past fourteen (14) days have experienced any symptoms associated with COVID-19, which include fever, cough, and shortness of breath among others;
- 2. Individuals who have traveled at any point in the past fourteen (14) days either internationally or to a community in the U.S. that has experienced or is experiencing sustained community spread of COVID-19; or
- 3. Individuals who believe that they may have been exposed to a confirmed or suspected case of COVID-19 or have been diagnosed with COVID-19 and are not yet cleared as non-contagious by state or local public health authorities or the health care team responsible for their treatment.

If a vendor falls into any of the above categories at the time of the Festival, they must cancel their appearance at the Festival and provide immediate notice to SVPrize of the cancellation. By participating in the Festival, Vendor represents that they do not fall into any of the above categories.



Gay Pride Celebration Committee of San Jose DBA Silicon Valley Pride
www.svpride.com

Vendor agrees to ensure that all parties associated with their participation at the Festival engage in self-monitoring for signs and symptoms of COVID-19 (symptoms typically include fever, cough, and shortness of breath) and, seek medical advice and assistance if anyone experiences symptoms of COVID-19 within 14 days after participating in the Festival or related activities. You are encouraged to contact us at info@svpride.com if you or anyone who participated in the Festival with you is diagnosed with COVID-19 within 14 days after your participation in the Festival or related activities.

ASSUMPTION OF THE RISK. By attending the festival, the vendor acknowledges and understands that their participation in the Festival and all related events includes possible exposure to and illness from infectious diseases including but not limited to COVID-19. While particular rules and personal discipline may reduce this risk, the risk of serious illness and death does exist. VENDOR KNOWINGLY AND FREELY ASSUMES ALL SUCH RISKS RELATED TO ILLNESS AND INFECTIOUS DISEASES, SUCH AS COVID-19, even if arising from the negligence or fault of SV Pride. Vendors hereby knowingly assume the risk of injury, harm and loss associated with the activity, including any injury, harm and loss caused by the negligence, fault or conduct of any kind on the part of SV Pride.

RELEASE. By attending the festival, vendor acknowledges the health risks associated with their participation in the Festival and all related activities, including but not limited to transient dizziness, lightheaded, fainting, nausea, muscle cramping, musculoskeletal injury, joint pains, sprains and strains, heart attack, stroke, or sudden death. Vendor agrees that if Vendor experiences any of these or any other symptoms during the Festival, Vendor will discontinue their participation immediately and seek appropriate medical attention. VENDOR DOES HEREBY RELEASE AND FOREVER DISCHARGE SVPRIDE FROM ANY CLAIM WHATSOEVER WHICH ARISES OR MAY HEREAFTER ARISE ON ACCOUNT OF ANY FIRST AID, TREATMENT, OR SERVICE RENDERED IN CONNECTION WITH ARTIST'S PERFORMANCE OR PARTICIPATION IN THE FESTIVAL OR ANY RELATED ACTIVITY.

11. Additional Questions?

Please direct all questions pertaining to this packet to vendor@svpride.com.

Thank you for your support of Silicon Valley Pride!