



Festival Orientation

Registrants Meeting | 15 May 2019



shhh **OUT**
PAST, PRESENT & PROUD
WASHINGTON DC
PRIDE2019.ORG

THE FESTIVAL

Agenda

- Festival Overview
 - The Day
 - The Space
 - The Checklist
- Festival Setup
- Festival Tear Down
- Q & A

Festival Day: Exhibitors' Day

Time	Description
9:00AM – 10:30AM	Setup (with vehicles onsite)
10:30AM – 12:00PM	No vehicles onsite Setup (without vehicles onsite)
12:00PM – 7:00PM	Festival Exhibitor Hours
1:00PM – 9:00PM	Capital Stage Hours
7:00PM	Teardown (without vehicles onsite)
9:00PM	Teardown (with vehicles onsite) *contingent on MPD safety approval

Pro Tips:

- + Bring hand-trucks
- + Only enter through 7th & Constitution
- + Vehicles on-site time: 5min max



Exhibitor Space

Included:

- + 1 – Tented space measuring 10'x10'x8'
- + 1 – table
- + 2 – chairs

Notes

- Space is extremely tight and your neighbors will love you if you remain within your 10'x10'
- Bring an extension cord for electricity

Add-ons:

Need to know by tonight, see registration immediately

- ☐ Additional tables
- ☐ Additional chairs
- ☐ Power (electricity, 20-amp single phase)
- ☐ Premium location
- ☐ Additional booths
- ☐ Ice



Checklist

Festival Prep:

- ☐ Confirm onsite and drive-on POC with Capital Pride
- ☐ Confirmed registration details and invoice
- ☐ Engage your internal team for Festival presence
- ☐ Publicize involvement effort to your wider stakeholder community
- ☐ Reach out to org partners

Action Items:

- ☐ Registration changes: (additional tables, chairs, electricity, premium location)

If applicable:

- ☐ Green Certification
- ☐ Reserve Ice
- ☐ Certificate of Insurance
- ☐ DC Sales Tax prep



THANK YOU

Email us at

festival@capitalpride.org



Festival Overview

44th

Annual DC Pride
Festival

10th

Capital Pride
Celebration

50th

Commemoration
of Stonewall Riots

300+

Participating
Partners

180+

Festival Volunteer
Commitments





PRESENTED BY



General LGBTQA Organizations / Faith-Based Organizations
Alumni, Educational & Professional Services / Military, Government Agencies
Information Booth / Dupont Dance Tent and Beverage Garden
Monument Stage, Food Court and Beverage Garden
Green Village / Sponsors
Sports Village / Health and Wellness / Political
Travel & Leisure / Family Area / Capital Stage



Festival Volunteer Teams

Operations

- + Logistics & Dispatch
- + Safety & Health
- + Media
- + OpsHQ

Growth

- + Bucket Brigade
- + Finance
- + BevOps
- + Sponsor Relations

Experience

- + Exhibitor & Attendee Experience
- + FoodOps
- + Entertainment
- + Accessibility



Exhibitor: GREEN Certification



What's the benefit?

Use less, waste less, pay less! Tell Capital Pride how you're taking being more environmentally friendly at Festival, and receive a *Certified Green Vendor* poster to display at your booth. Take credit for "green" deeds and draw environmentally conscious festival patrons to your booth! Some steps may save you money, too.



Vendor: GREEN Certification



All vendors are required to use earth-friendly packaging and bags (no plastic bags may be used). Failure to comply will result in a DC enforced fine on-site and/or removal from the Festival. NOTE: Styrofoam is also been banned for use in DC

Learn more here:

<https://www.capitalpride.org/about/sustainability-initiatives/>



You are welcome here

FESTIVAL OVERVIEW



FESTIVAL SETUP

- Exhibitor entry begins at **9:00AM**. Vehicles will enter through 7th St. & Constitution Ave
- Upon entry, Exhibitors will be **greeted by volunteers** who will direct you to your booth
- Vehicles will have a **max of 5 minutes** of onsite time, please unload as fast as possible so that others might have their time
- **Maintain the lane:** Even during setup we are required to maintain a fire lane throughout Festival grounds

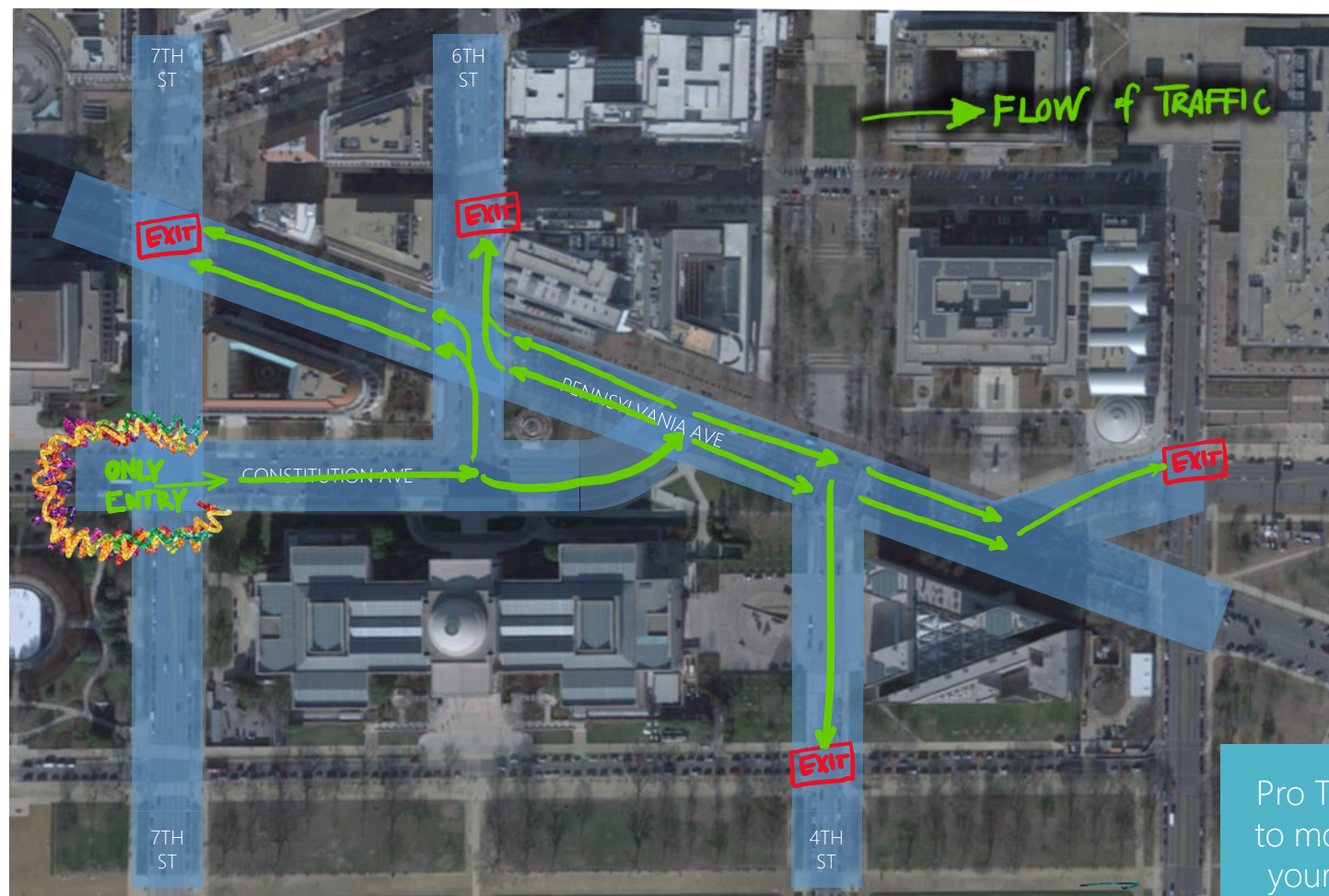


You + Alpha Team Volunteers

- Exhibitor Marshalls are onsite for your safety and to expedite your set-up and teardown.
- Please treat these people with respect and know they are doing their best to serve everyone and comply with law enforcement.



Festival Setup (0900-1030 EST)



All vendors requiring site drive-on access, must enter from 7th Street onto Constitution Avenue, between 09:00 – 10:30 EST

ALL VEHICLES MUST BE REMOVED FROM THE SITE WITHIN 10 MINUTES AND **BEFORE 10:40am.**

- All traffic will be greeted by vendor marshals that will direct traffic either east or west on Penn Ave
- All vendors must exit on Penn Ave at 7th Street (if west of 6th) or Constitution Ave if east of 6th Street.

DO NOT drive against traffic!

- Vehicles should be on the site no more than 10 minutes. Vendors must quickly unload and remove their vehicle from the site.

Pro Tip: Bring a hand-truck to move materials between your booth and an offsite pick-up location



An important
message on

DRIVING
at the Festival

PARK RIGHT,
IT...



Festival Driving (0900-1030 EST)

Drive
Left

Park
Right



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Demo: QR Code Check In



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PRIDE2019.ORG WASHINGTON DC

QR Code

[Grey Bar]

[Grey Bar]

[Grey Bar]



Festival Hours

Festival
Hours
12PM-7PM

Concert
Hours
12PM-9PM



Need help on Festival Day?

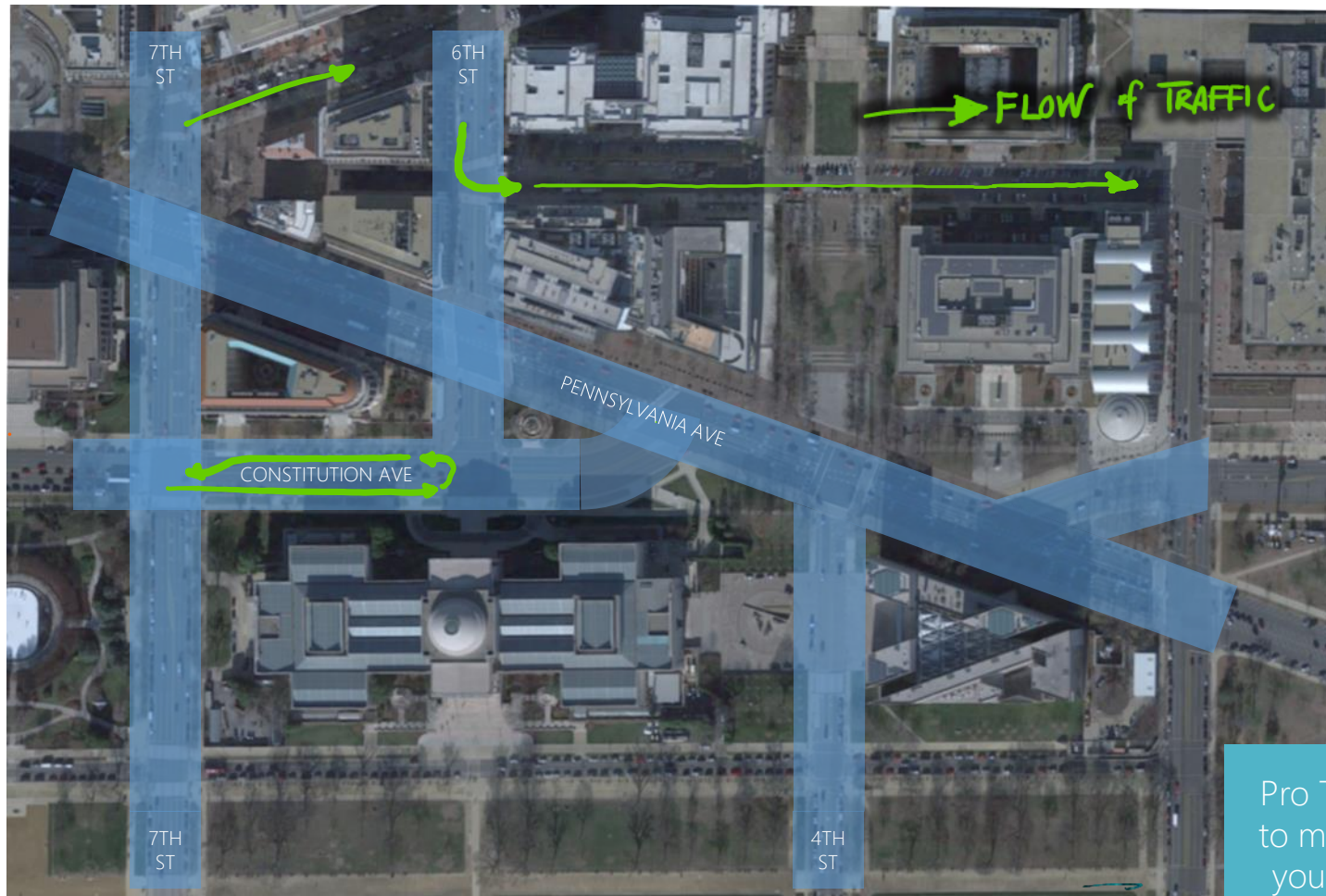
Visit us at the

INFO TENT

located at 6th St & Pennsylvania Ave



Festival Teardown (1900-2100 EST)



Vehicles will NOT be allowed to drive onsite until MPD has cleared the road for pedestrians

- Festival exhibiting ends at 7:00PM
- No vehicles allowed on Festival site until possibly 9pm
 - Quick loading zone will be available on Constitution and 6th (vehicles must approach from 7th)

Pro Tip: Bring a hand-truck to move materials between your booth and an offsite pick-up location



44th

Annual DC Pride Festival

Drive
Left

Park
Right

"You are welcome here"

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Thank You!!!

Appendix



Developing your Festival Experience

Define your timelines and engagement

- + Think about your goals. Why do you want to be at Festival? How do you want to be perceived?
- + What resources are available for your use
- + What kind of experience do you want your employees or volunteers to have? What about your attendees?
- + How will you draw in attendees and celebrate Pride?

Think about collaboration

- + Consider how you might engage the Capital Pride teams in your planning. Perhaps teaming/collaborating with like-minded vendors/organizations.
- + Consider reaching out to a similar organization and join forces on a successful Festival.
- + New to exhibiting? Contact us to get connected to a senior level exhibitor.

Engage your employees/volunteers/ executives

- + Email campaigns
- + Company Events
- + Lunch table marketing
- + Social media to promote Festival



Developing your Festival Experience

Pride Week(end)

- + Reminding your stakeholders/participants that it's coming soon!
- + Set a meeting time/place; or establish a schedule to arrive at Festival together
- + Select SPOCs (single point(s) of contact) to help attendees at Festival
- + Stay active on social media during Festival! Share, like, tweet about your space and the friends around you.

Post-Pride

- + Follow up with your stakeholders. Consider what went well, what could be, what they liked, how we can improve for next year
- + Follow up with your booth neighbors. How was their Festival experience? What ideas can you share that worked for you.



Festival Design Resources

Ace
Hardware

www.acehardware.com | 7 locations throughout DC; 1 location in Alexandria; Mention Capital Pride for 10% off your order

Hardware & Tools

Basecamp
DC

www.basecampdc.com | Conveniently located at 18th and T St, NW

Printing & Digital Design

Victory
Corps

www.victorycorps.com | Use promo code V18Pride for free shipping

Decorative Materials



Festival Transportation Resources

Zipcar

Rent convertibles, trucks, vans, and cars from this Pride friendly transportation alternative

Pedi Cabs

www.nationalpedicabs.com | Conveniently located at 18th and T St, NW

Union Station Parking Garage

\$75/day for large bus and van parking. Reservations at businfo@uspgllc.com

