

2024 Twin Cities Pride Festival

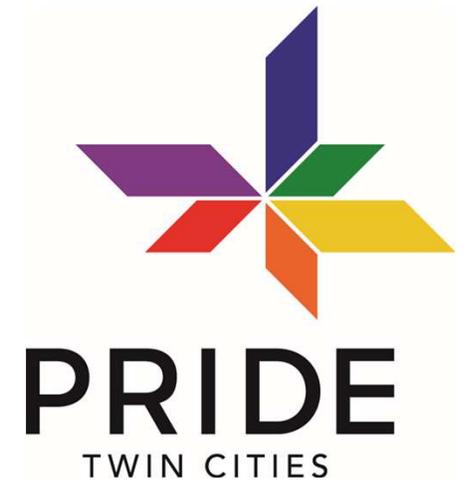
First Time Vendor

What you wish you knew...

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Derrick Strom (He/Him)
Event Vendor Manager
derrick.strom@tcpride.org



Agenda

- Festival Information
- 4 Question
 - Looking back on your first time at Pride - what do you wish you would have known?
 - What suggestions (tips and tricks) would you share with a first time vendor at TC Pride?
 - What would you recommend a first time vendor NOT do?
 - What would you recommend a first time vendor ACTUALLY DO or PLAN FOR?
- Festival Load-in Information Session

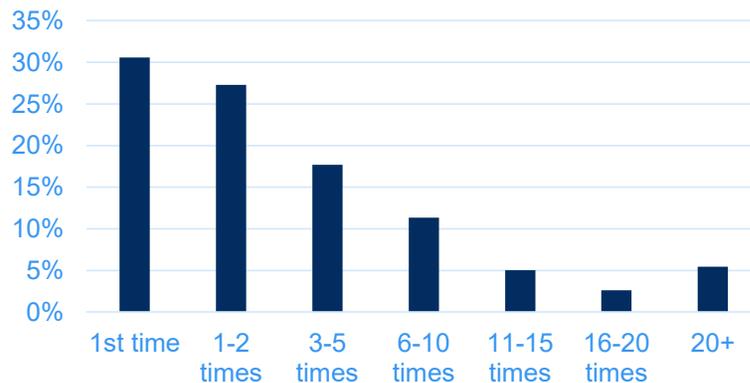
2024 Twin Cities Pride Festival Attendance Estimate



2024 Attendance Estimate:

- Festival & Parade attendance estimate at 550k+
- 620 merchandise vendor and sponsors booths
- 47 food vendors

2024 Vendors at TC Pride



2024 Twin Cities Pride Festival Theme



Show your colors 365



The month of June has always been a month to celebrate the LGBTQIA+ community, we believe that we shouldn't just show our colors in June but show them 365 days a year.

Twin Cities Pride is committed to making pride shine 365 days a year.



Sign up Now for Pride Text Alerts

Text the following “keywords” to 333111

TCPRIDE - Public Messaging/Alerts

(opt-in expires 7/7/24)

TCPVENDOR - Festival Vendor Messaging/Alerts

(opt-in expires 7/2/24)



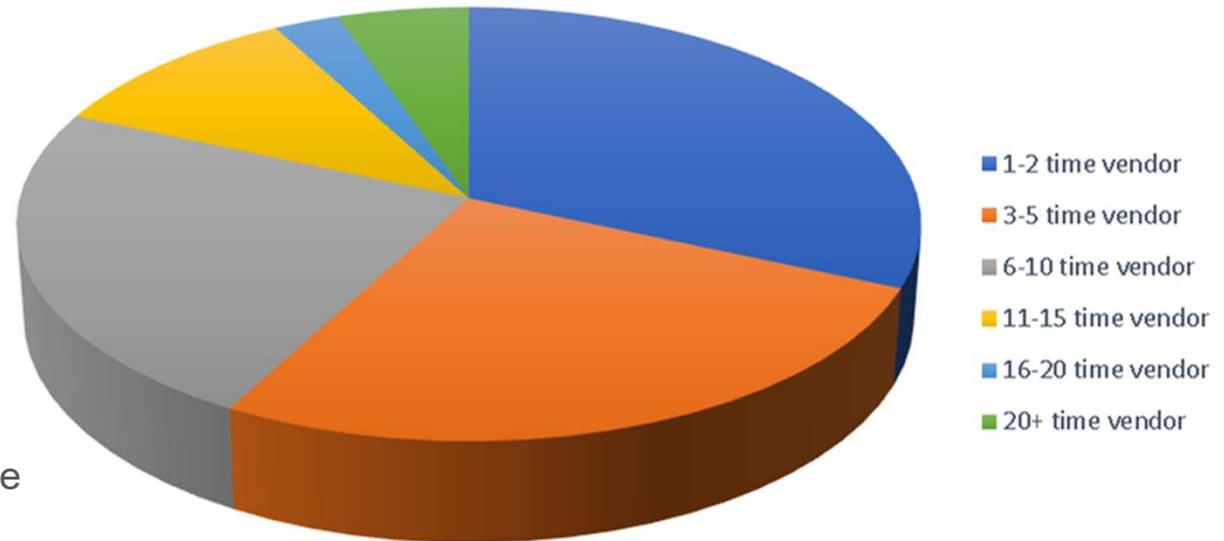
Survey Responses

First Time Vendor - What I wish I had known



Over 40+ Food & Booth Vendors Responded these 4 questions:

- Looking back on your first time at Pride - what do you wish you would have known?
- What suggestions (tips and tricks) would you share with a first time vendor at TC Pride?
- What would you recommend a first time vendor NOT do?
- What would you recommend a first time vendor ACTUALLY DO or PLAN FOR?





Looking back on your first time at Pride - what do you wish you would have known?



1. It is very, very, very crowded. – How many people there would be!!
2. I wish I had known how busy the event would be, and I also would have packed more materials and promotional items to meet the demand of the attendees.
3. Give yourself time to get into the park and then to your spot.
4. I wish I would have known that if I needed to restock my inventory on the second day, it is very difficult, as there is no place to temporarily park nearby your booth to unload.
5. Parking situation
6. Been warned about navigating driving through the park. It is a bit confusing.
7. I wish I would have taken advantage of a Friday setup.
8. How to find my spot. I got really lost looking for it in the park.
9. Not to be afraid to ask questions.
10. Not to be afraid to ask questions.



What suggestions (tips and tricks) would you share with a first time vendor at TC Pride?



1. **“Bring a kit of items that are likely to be useful over the course of the event.” — A GO BAG**
2. **You don't get a lot of chances to just leave and go grab stuff, and even if you do it can take a while to get back to where you parked, so having useful things on hand is a good idea.**
3. **Bring your own food, snacks, and water. The lines will be long and you don't want to be away from your booth for too long. BRING TONS OF WATER. I was dehydrated most of Pride, it was bad.**
4. **Definitely bring a comfortable chair to sit in.**
5. **Wear comfortable clothes, especially shoes**
6. **get as many folks to volunteer for your space so it's not draining and allows for breaks**
7. **It gets overwhelming talking to so many people, so best to overstaff.**
8. **You will be talking ALL DAY, so you will be exhausted and can lose your voice easily. Stay rested.**
9. **Make sure you book a massage appointment after Pride. Everything was sore after.**
10. **You'll be really tired a few days after Pride. MAKE SURE if you work a 9-5 to take a few days off extra to relax. There is no way you'll be mentally or physically able to go back to work a day after. Pride is taxing.**



What suggestions (tips and tricks) would you share with a first time vendor at TC Pride?



TENT SETUP & WEATHER



1. To come really early for set up so you don't stress about finding parking and getting set up. Bring your own water supply.
2. Pack everything in plastic bins with lids, great in bad weather and easy transport each night
3. Bring a cart of some sort it is incredibly helpful
4. plan for plenty of material
5. get a tent - it is WORTH IT
6. Be prepared for weather. Bring bungee cords, three ring binders.
7. prepare for rain - this includes a plan for putting supplies away and again, your clothes - it can get pretty muddy
8. Weigh down your tent! - have ""weights"" for windy days - even if you are under a tent.
9. Make sure your tent is weighted or staked - **have 40 lbs of weight per tent leg!**
10. Plan for uneven terrain



What suggestions (tips and tricks) would you share with a first time vendor at TC Pride?



TENT SETUP & WEATHER



Store all paper in sealed plastic bags because it can be damp around the pond in the early morning. Put all the booth display contents in plastic baskets with lids that snap on.



Use weights to hold down the legs of the pop ups. Place the baskets under the table Pride provides you. Have a plan for volunteers if a strong storm hits during Pride. Sunday can be very crowded. Provide space in front of your booth to encourage attendees to check out your booth without being pushed away by the crowd. Provide seating for volunteers. Pens disappear. Have weights (rocks) to hold down literature if there is a strong wind. Bring duct tape, bunge cords, magic markers, or other supplies just in case. It is difficult to get in and out of the Park during Pride to get supplies that you wish you had.



What suggestions (tips and tricks) would you share with a first time vendor at TC Pride?



SELLING - ENGAGING

1. Sales receipt book in case your POS stops working
2. I wish I would have brought more small bills for change.
3. I wish I would have had more staff to help- it gets to be a long day.
4. People tended to buy more lower priced items. There are tons of teens that couldn't afford a \$25 item or just had \$25 to spend all together. Make sure you have bigger priced items and smaller priced items so everyone can buy something.
5. LTE is unreliable; couldn't get my square reader to work most times. Was frustrating.. It really depends on what you sell and your price point.
6. make sure whoever is volunteering, that they understand and respect the community and the event - training can go a long way
7. If you have volunteers, they must do their homework on what PRIDE is about and what they can expect to see during the event. In the past, we've had volunteers experience "culture shock."
8. have an interactive exhibit
9. Speak with an actual person.



What suggestions (tips and tricks) would you share with a first time vendor at TC Pride?



SELLING - ENGAGING

10. "I assume most, if not all vendors are themselves members of the LGBTQ+ community. If they are not personally, be the best ally you can be. Wear pronoun pins.

Be respectful and not assume anyone's pronouns.

Compliment gratuitously ("I love your hair/nails!", "I love your outfit", and of course lots of smiles and "happy Pride!" to everyone).

We are gathered to celebrate and uplift this marginalized community."



What suggestions (tips and tricks) would you share with a first time vendor at TC Pride?



Don't be afraid to contact the organizers with any questions or concerns, they are very nice!!"

Be aware that Loring Park is quite large and you will need to carefully drive through the park along the marked path routes to get to your vending spot and set up.

Get to know at least one of your neighbors so you can help each other out during the show.

Keep an eye out for people who seem off or odd. Pride will give you an emergency number, and if someone or something raises your hackles, call them. That's why they are there. Everyone wants our festival to be safe, and if we all look out for strange goings on and alert the proper folks, the safer we will all be. Also Pride security will be roaming around in carts and you can flag them down anytime. Same goes for medical emergencies.





What about 1st time Food Vendors?



Set up day is crazy. Don't be in a hurry.

Make sure you know the route you are coming in on.

It will be very busy and restocking is nearly impossible when the event is going on. Leave more stock at your spot than you would ever think you can go through. Restocking Saturday night or Sunday morning needs to be done with carry in too so plan ahead for that as well.

Plan to be busier than almost any other event you do. Don't under prep!

Have a person that can run and get you supplies before you run out

Don't run out of starting money.

Utilities are hard to come by.

What would you recommend a first time vendor NOT do?



1. Be late to load in, be late setting up your booth for the day.
2. Anticipate that you'll have plenty of time to just roll in and setup. - Assume set up will be quick.
3. Buy a cheap canopy tent with bad stakes and annoy their neighbors with the tent constantly trying to blow away
4. Set your booth too close to the walking paths.
5. Don't think you can do it alone - plan to overstaff your booth.
6. Be cash only
7. Stand behind your table/booth. Get out front and interact with the public. Be engaged!
8. Bring high cost low volume swag! don't do it
9. "expect that community will just come to your exhibit" - have activities and energy"
10. Party like you're a festival attendee

What would you recommend a first time vendor **ACTUALLY DO** or **PLAN FOR**?



1. Plan for all kinds of weather, follow directions of staff, be aware there are lots of vendors all trying to do the same thing courtesy goes a long way
2. Plan for crowds. Plan to take money via credit card and cash. Venmo is a good idea. Have your Venmo QR code printed out and ready to share.
3. Scope out your spot as early as you can! Plus, make a load in and load out plan.
4. Plan for focused products for the event, then double it. I had a ton of fun design a whole line up for pride. I ran out of some hot sellers
5. Bring your own food it gets super busy and hard to run and grab a bit to eat.
6. Be your best self. Smile lots. Compliment people and welcome them to Pride/wish them a happy Pride. Wear a pronoun button/pin (several groups give or sell them). Be your authentic self.
7. Go out and enjoy the festival (plan for multiple shifts and have help)
8. Bring a notebook or something for staff working booth to right down the learnings in real time as well as write down things that patrons might ask for or about
9. plan for texts messaging to not be working all day.
10. Be mindful of your neighboring booth - they are stuck with you the whole weekend.

Festival Load-in Information Session

HIGHLY RECOMMENDED ATTENDANCE

- May 26th 1-2 PM Booth Vendor: [Click here to join the meeting](#)
- May 26th 1-2 PM Food Vendor: [Click here to join the meeting](#)
- May 30th 1-2 PM Booth Vendor: [Click here to join the meeting](#)

Recordings will be available: <https://tcpride.org/festival-vendor-faq/>

We will be covering all the details you will need to know:

- **Pick up your Packet on June 11-15 (will contain Entry Pass)**
- Setup information for June 28th
- Info on Street Closures and how to get into the park for setup (Load-in)
- Festival Times and what to expect during the festival
- Safety Briefing
- Info for Sunday end of festival, getting into park for Load-out





PACKET PICK UP

1618 Harmon Place (Pride Office)

Tuesday June 11th 9AM – 7PM

Wednesday June 12th 9AM – 7PM

Thursday June 13th 9AM – 7PM

Friday June 14th 9AM – 7PM

Saturday June 15th 8AM - 1PM

In town - have someone pick up these days

Out of town - ARRANGE TIME ASAP -

Pick before June 21st or June 28th before load-in.



**Reserved Vendor Parking
@ Packet Pick-up**



- **Entry Pass - for vehicle to enter Load-in / Load-out**
- Booth Sign – parking and Wi-Fi vouchers – festival information
- Confirm your booth Information
- Review the Routes and Booth Location
- Scope out your spot

Sample Route Queue & Entry Pass

Q & A

"Don't be afraid to contact the organizers with any questions or concerns, they are very nice!!"



Thank You

Please send feedback to festival@tcpride.org

