



Phoenix Pride Rainbows Festival | **Exhibitor Guidelines**

OFFICE (MON-FRI) 602-277-7433 | exhibitors@phoenixpride.org

March 28th and 29th, 2026
10 am – 6 pm
Heritage Square Park
115 N. 6th Street
Phoenix AZ 85004
(6th Street and Monroe)

Exhibitor Check-In and Load Out Times

MANDATORY Food Exhibitor Check-In	Non-Food Exhibitor Check-In	Sunday Load In (Restocking only)	Sunday Night Load Out REQUIRED
Friday, March 27	Friday, March 27 3 pm – 6 pm MST	Sunday, March 29	Sunday, March 29
12 pm – 6 pm MST	Saturday, March 28 6 am – 9 am MST	8 am – 9 am MST	7 pm – 10 pm MST

All spaces are first come first serve, with completed payment. Phoenix Pride events are rain or shine. Phoenix Pride reserves the right to place all vendors on event grounds according to a master operational plan. Any cancellations or refund request due to dissatisfaction with placement will subject the exhibitor to forfeit all fees.

Any further questions please email Exhibitors@phoenixpride.org or by phone Mon-Fri 10 am – 4 pm at 602-277-7433 ext. 103.

COSTS

Fees are based on a 2-day 10x10 space and include tenting.

Vacation/Timeshare- \$1,200

***Cooking Exhibitor- \$1,200**

***Commercial Exhibitor- \$900**

Non-Cooking Exhibitor- \$900

***Non-Profit (must provide proof of Non-Profit status i.e. 501c3, 501c4)- \$600**

* 10x20 options available, check applications for pricing information.

ALL exhibitors are required to use the tent provided and are welcome to brand the tent. For any food vendors needing more than the 10' provided, you must email Exhibitors@phoenixpride.org for approval before applying.

PARKING

Due to space only vacation, timeshare, cooking/non-cooking food exhibitors, and commercial exhibitors receive two (2) parking passes, one (1) per day. All others are:

The Heritage Square Garage located at 123 North 5th St (5th St & Monroe) is \$15.00 per day and is attached to the festival.

The Phoenix Convention Center East Garage is located at 601 East Washington St (6th St & Washington) is \$15.00 per day and has access to the festival via an over-street bridge to the Arizona Science Center & Heritage Square Park.

The Jefferson Street Garage is located at 333 East Jefferson St (3rd St & Jefferson) is \$5.00 per day.

The Phoenix Metro Light Rail stop for Eastbound trains is 3rd St & Jefferson. The stop for Westbound trains is 3rd St & Washington.

Phoenix Pride Exhibitor Requirements and Responsibilities

INSURANCE REQUIREMENT for all Vendors

All exhibitors, no matter type, must provide proof of general liability insurance of at \$2,000,000 naming (please copy and paste the wording below for policies).

“Phoenix Pride its officers, agent, and employees and the City of Phoenix as additionally insured”.

Event Coverage Dates are March 27 - 29, 2026.

Event Address is 115 N 6th ST PHX AZ 85004.

Parties are encouraged to submit their own COI or can purchase coverage through Phoenix Pride. Phoenix Pride currently uses Kaliff Insurance.

Insurance must be received by Phoenix Pride by March 17, 2026, by email (exhibitors@phoenixpride.org) or mail:

Phoenix Pride INC
PO Box 16847
Phoenix, AZ 85011

FOOD VENDORS

All food vendors must submit a completed menu with application, for approval. Any applications received without menus will not be accepted whether payment was submitted or not.

All food vendors must provide their own Fire Extinguisher and must use provided electrical source. All food vendors must provide their own surge protectors and/or extension cords. Vendors **MUST** provide their own fireproof tarps.

Generators are not permitted.

Reefer trucks/Freezer chests, etc. are not permitted.

Oil/Grease Disposal will be provided. All food vendors are required to use and dump their oil in the designated area. Phoenix Pride will arrange to have these picked up at the conclusion of the festival, from the designated deposit area.

Running Water for Cooking is not provided. A gray water container will be provided behind the food exhibitors. Gray water must be dumped into this container ONLY.

Food exhibitors must provide their own trash receptacles for their own waste food products and must clean up their space after the event including removing the trash each day when event closes.

All food vendors are required to obtain and provide a Special Events Food Server License from the Maricopa County Health Department. If you need an application, please contact the Maricopa County Environmental Services Department at 602-506-6978.

All food vendors agree to set up Friday and participate in the Saturday required Health Inspection. Any vendor that does not comply will forfeit all exhibitor fees and will be removed from the event.

BEVERAGE SALES

The sale or distribution of any beverages—including, but not limited to, alcohol, mocktails/juices, energy drinks, and bottled water—is **strictly prohibited** for all exhibitors. Free water stations will be available for attendees. All beverage sales at bars help **support the Phoenix Pride Community Foundation, events, and programming**.

No glass or Styrofoam cups are allowed. **Clear plastic cups may be used only with prior written approval** from Phoenix Pride by emailing exhibitors@phoenixpride.org.

Food Vendors: Food vendors may sell water and soda **only** through Phoenix Pride's approved channels. Vendors may purchase Pepsi products from the designated Phoenix Pride Pepsi representative, and all beverages **must be sold at a minimum of \$4 per bottle** (no exceptions). Pepsi will coordinate ordering and delivery directly with the vendor. This option is **not required** but is available to all food vendors.

Violations of this policy **will result in removal from the event** and may affect eligibility for future Phoenix Pride events. These rules ensure fair participation and help sustain our vital programming and community initiatives.

PAYMENT

Payment must be submitted within 48 hours of received application to complete registration. Payment can be submitted along with application through PayPal or with any debit or credit card. If any party wishes to use another online payment option, please request that Phoenix Pride sends an invoice by emailing exhibitors@phoenixpride.org.

Phoenix Pride will no longer accept personal checks, no exceptions. However, payment may be made with a Cashier's Check, Money Order, and Company issued checks and be made payable and mailed to

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