



2015 Booth Packet

Edition 15.0.2

September 19th & 20st at the NC State Fairgrounds

phone: (919) 283-3733
web: PaganPrideRaleigh.org

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Booth Host Agreement

For your convenience, here is the agreement you accepted when you registered for your booth.

As a booth registrant for Pagan Pride Raleigh you agree to the following:

1. You understand that the Pagan Pride Raleigh event is a rain or shine event and understand that as long as the event is officially open your booth is expected to be open. Please have your booth fully set-up and prepared before the gates open and don't start breaking down until the event day has officially ended. Please note that you may leave part or all of your booth over Saturday night, though we recommend lowering canopies and adding extra tie-downs.
2. You understand that you are responsible for arranging staffing for your booth and understand that Pagan Pride Raleigh staff is not responsible for providing coverage at any point during the event.
3. You understand this is an outdoor event in a leased location and changes to your chosen location may be required for unforeseen reasons.
4. You understand that Pagan Pride Raleigh is an all ages event, so adult items must be well inside your booth, and the presence of adult items should be noted at all your booth entrances.
5. You understand our festival is not licensed or insured for alcohol consumption or open alcohol containers on the festival grounds. If Pagan Pride Raleigh staff sees you with any alcoholic beverage, you will be immediately escorted off the property and will not be allowed to come back as a vendor in the future.
6. You understand that no money can be solicited at a free Information booth, which includes sales, donations, love gifts, pledges and any other form of accepting money or the promise of money. If you plan to take money, please pay for a Vendor booth.
7. You understand that no food or beverages of any kind, not even free samples, can be sold or given away to the public at any booth without prior written permission. This restriction is due to very complex rules and fees for concessions at the fairgrounds.
8. You accept full responsibility for your actions. As an example, we assume you know coffee is hot and will not hold us responsible if you burn yourself with it. So, be careful, be thoughtful, and be excellent to each other.
9. As always, Pagan Pride Raleigh reserves the right to refuse or close a booth, without refund, should we feel it detracts from the goals of the Festival in any way.

Those are the basic rules, but we can be flexible. As an example, if you need lots of time to break down, and are afraid you will run out of light if you don't start early, then speak with the festival staff BEFORE you setup. We can try to move your booth to an area where early breakdown will be less disruptive.

Booth Host FAQ for Pagan Pride Raleigh

What time can I setup?

- Gate 6 opens from 2pm to 7pm on Friday and from 8am to 10am on Saturday for Booth Hosts to come in and setup.

When can I break down?

- Breakdown begins at 6pm on Saturday and Sunday. **Vendors must not begin breaking down before that time to avoid distracting from the last hours of the event.**

Where will I be?

- Final placement is laid out the day before the event. When you arrive at PPD a staff member will direct you to your spot.

Can I drive my car to my booth space to unload/load?

- Booths on paved and gravel areas will have access by car during setup. Booths on grass areas will have a 200' or less walk from car access.
- If you do bring a vehicle onto the grounds, please just unload/load it and move it out again rather than setting up out of your car or breaking down into your car. Please pack your vehicle with this in mind.

Will there be power or water at my booth space?

- Unless you make special arrangements with us BEFORE the event, there will be no power or water at your booth space.

Can I use my generator?

- We DO NOT allow generators, so if you need power, contact us before the event.

Do I get a any tables and chairs?

- Information booth hosts can pick up a table and 2 chairs at the dining hall before the event, and should drop them back off after the event. Vendors are expected to bring their own.

Do I get a canopy?

- You should bring your own shade canopy or tent. Make sure it fits in a 10x10 area. This can become an issue since the legs often slant outwards beyond the 10x10 limit.

Can I stop people from photographing my merchandise?

- If you prefer no photos be taken of your merchandise to protect your artwork or intellectual property, you may post this prominently in your booth and we ask all participants to honor such requests.
- Pagan Pride Raleigh is a very public event and we strongly encourage participants to take and share photos of their experience, so there is no way to guarantee your wares will not be photographed short of hiding them.

Can I play music, provide an amplified presentation or burn incense at my booth?

- Please be considerate when it comes to music, incense, or other things that will be "shared" with your neighbor booths.

I have a raffle donation. What do I do with it?

- Please let us know what you plan to donate, providing an image for our website if you have one. Email it to raffles@cncppd.org.
- Please print a description card to be displayed with your item. Descriptions should be short, but compelling. A typical pattern would be one sentence each for:
 - Your company/store/craft name and what makes you special.
 - A factual description of the item, including its normal retail price.
 - How the item can be used, magickal traits, special properties, etc.
- Bring your donations to the raffle tent at the beginning of the festival.
- *Please read more in the section “Donating Merchandise and Services”.*

I haven't decided whether to donate a raffle item. How much are others giving?

- Raffle items are displayed for about two or three hours before each raffle, then the winners are drawn and the items presented during peak times at the festival. This is a great way to donate to PPD and get exposure for your product at the same time.
- Raffle donation retail values have ranged from \$20 to \$100 each, though one item last year had a retail value of \$300. The best choice would be eye catching items unique to your booth. If you are offering a service, an elaborate certificate and a photo of a happy person receiving the service will be helpful.

How can I help promote the event?

- On the web site we provide some items to help with this. Go to <http://PaganPrideRaleigh.org/> then choose the “Promote” side menu item. There you will find both printable media and images to use in links from your own web site.
- Talk to your customers or members about the event during these last few weeks to let them know you will be there and to invite them.
- Post about the upcoming festival and your presence there in newsgroups, mailing lists, blogs and online forums. An official email will be forth coming.
- Also on the “Promote” page you will find the official Pagan Pride Raleigh flier. Feel free to print it and post it or share with local groups that you work with.

I hate my location, how can I get a better one?

- All locations are assigned on a first come first serve basis. We cannot change your location for the event this year.
- Opt to preregister and you can be one of the first people to choose your location for next year. This means if you do not like your location this year, you can choose a location that might better suit your needs for next year.

Who is responsible for Tax IDs or Associated Taxes?

- Pagan Pride Raleigh is required by law to collect state business registration certificate numbers, name and a physical address from all our vendors. As a vendor, it is your responsibility to obtain and keep all necessary tax id and sales records. You may not be allowed to setup if you do not have a valid NC Business Registration certificate. Register at <https://eservices.dor.nc.gov/ncbusreg/>.

Attendee Policies

These are the policies posted for attendees. We expect booth hosts to set an example to regular attendees by knowing and carefully following these policies.

Rule #1 - You accept full responsibility for your choices and actions. As an example, we assume you know coffee is hot and that trees have roots, so will not hold us responsible if you trip on a root and burn yourself with your coffee. Be careful, be thoughtful, and be excellent to each other.

Rule #2 - No alcohol or other intoxicants. This is a public venue and we are neither licensed or insured for alcoholic beverages. Besides, being intoxicated makes it more difficult to follow rule #1.

Rule #3 - No firearms, and please take reasonable precautions with other weapons. For example, dull but pretty ceremonial knives and small utility knives are fine, but a sharpened sword, large hunting knife or actual combat knife have no place at this event. And don't run with scissors.

Rule #4 - Curb your dog. All dogs must be on a 6' or shorter lead (**no retractable leads**), and you are responsible for picking up after them; look for the bag and bucket stations we have set up for your convenience. Please only bring your dog if you are both well socialized and comfortable with large, crowded events. Off lease dogs and their owners will be asked to leave, no exceptions.

Rule #5 - Ask before taking pictures. It is courteous to ask permission before taking pictures of individuals, and honor the "No Photos, Please" signs on some vendor booths.

When making choices not covered explicitly by these rules, please be excellent to each other!

Donating Merchandise and Services

If you want to help by donating merchandise and services, that would be fabulous (though not required). We have three programs:

Raffle Donations

We hold 3 to 4 double ticket raffles throughout the weekend. For each raffle we place up to 24 donated items on tables for display, each with a ticket box in front of it. Attendees buy tickets, tear them in half, drop one half into one of the item boxes and keep the other. The items are displayed this way for a couple hours as raffle tickets are sold and used.

The best items for this type of donation range from \$25 to \$100 in retail value, and display nicely with little explanation. During the raffle drawings the items are awarded one at a time based on a random drawing for each item's ticket box, which gives us some opportunity to further describe and attribute them, but the best exposure is when they are on the table being closely examined by the raffle participants.

Over the years we have found that clothing, artwork, and other physical products tend to be the most successful in driving raffle sales. Coupons, gift certificates, free/sample services and the like are nearly impossible to give justice on the table, so might be better used for volunteer appreciation.

Blood Drive Swag Bag Donations

For the second year, we are offering "Swag Bags" to the folks that register ahead of time to donate blood. It was extremely effective last year, and so we are doing it again. Unlike the Raffle, the items will all be in bags and just handed out to the blood donors as they present themselves for their appointments, so the main exposure will be that we list your donations on the web site, and the donors themselves will of course immediately rifle through their goodies.

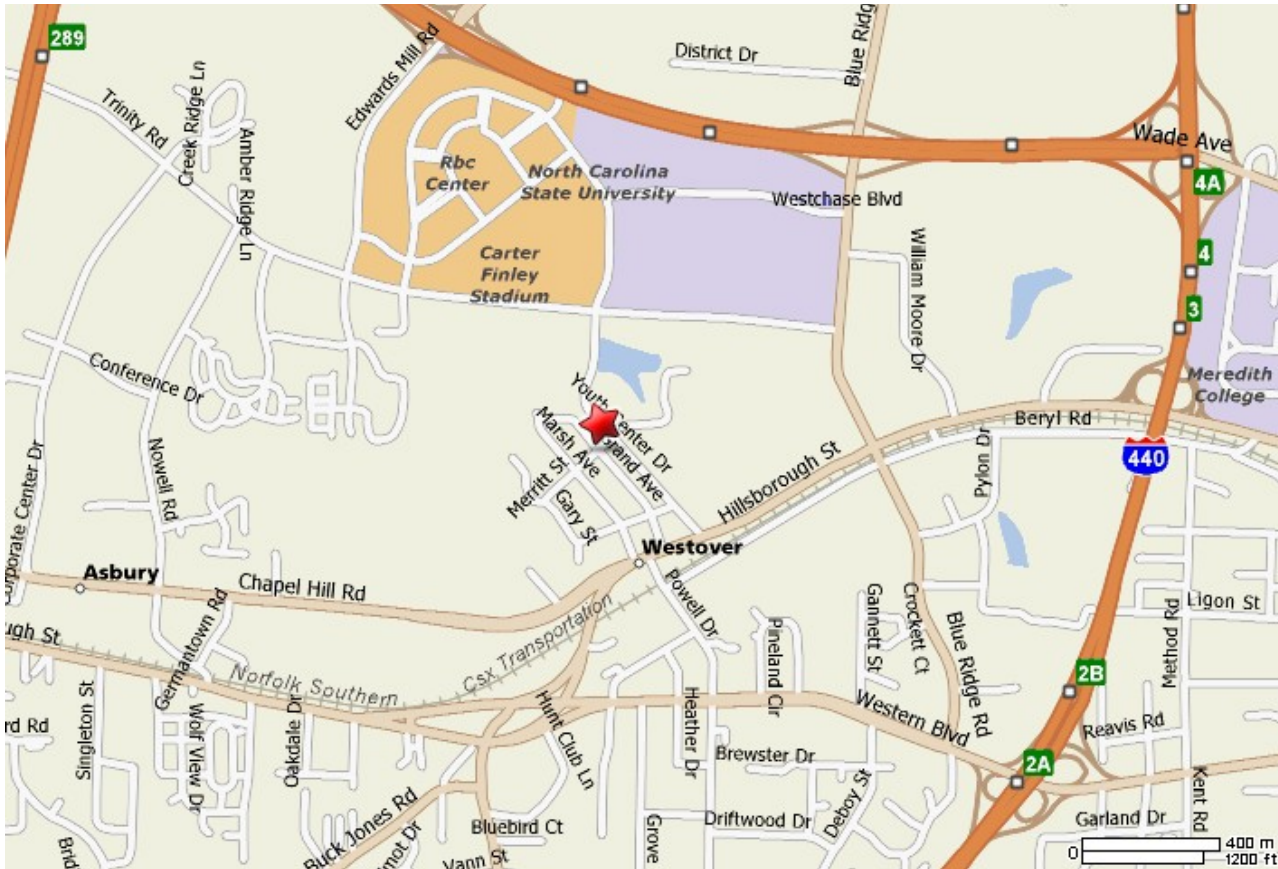
Again, there will not be much opportunity for explanations for the donors, so physical items with obvious utility or attached instructions work best. The very best items will be multiples of tiny product samples and/or promotional giveaways (pens, magnets, handy little gadgets, etc.) There will be 36 swag bags, but if you donate fewer items, we will just randomly fill them so at least everyone gets about the same number of goodies.

Again, coupons, gift certificates, free/sample services and the like are nearly impossible to give justice, and will likely only be viewed as marketing materials by the donors. In other words, they will toss the coupons and be very excited about a piece of string with a rock on it, as long as it's a magic rock.

Volunteer Appreciation Donations

We have lots of folks helping out at the event this year, expecting almost 100 volunteers, all told. This is where coupons and gift certificates work best. Instead of feeling like marketing, it feels exclusive, and they are easy to carry for these folks that are doing all the work. They will be all over the event the whole weekend, having lots of contact with attendees, so spreading a little love there way will go a long way.

Map and Directions



The N.C. State Fairgrounds is easily accessible from the I-440 Beltline, Interstate 40, as well as from Blue Ridge Road, N.C. Highway 54 (Hillsborough Street) and now Edwards Mill Road (see directions below).

From Greensboro, Durham, Chapel Hill
I-40 East into Raleigh
Exit Wade Avenue, Exit #289
First Exit Edwards Mill Road*

From Fayetteville, Lumberton, South Carolina
I-95 North to I-40 West
Exit Wade Avenue, Exit #289
First Exit Edwards Mill Road*

From Goldsboro, Kinston
US 70 West to I-40 West
Exit I-440 Inner Beltline to Exit #289 Wade Avenue
First Exit Edwards Mill Road*

From Rocky Mount
US 64 West to Raleigh
Exit I-440 Outer Beltline
Exit Wade Avenue, Exit #4-B
Second Exit Edwards Mill Road*

From Wilmington, Jacksonville
I-40 West to Raleigh
Exit Wade Avenue, Exit #289
First Exit Edwards Mill Road*

From Wilson, Greenville
US 264 West to 64 West to Raleigh
I-440 Outer Beltline
Exit Wade Avenue, Exit #4-B
Second Exit Edwards Mill Road*

From Charlotte, Kannapolis, Salisbury
I-85 North to I-40 East to Raleigh
Exit Wade Avenue, Exit #289
First Exit Edwards Mill Road*

From Richmond, Petersburg, Virginia Area
I-95 South to I-85 South to US 1 South to Raleigh
I-440 Outer Beltline
Exit Wade Avenue, Exit #4-B
Second Exit Edwards Mill Road*

*From Edwards Mill Road, you will pass the Arena/Stadium Complex on the left. Proceed to the intersection of Edwards Mill and Trinity Road. Take a left at the stoplight onto Trinity Road. then turn at the James B. Hunt, Jr. Horse Complex onto Youth Center Drive and proceed to Gate 6.

Booth Hosts Schedule

October 1st, 2014 - Begin Online Booth Sales

March 15th, 2015 - End returning vendor priority placement booth sales.

August 31st, 2015 - End booth sales. *(Booth sales will likely end much earlier when we sell out).*

September 18th, 2015, 2pm-7pm - We will open Gate 6 for booth setup.

September 19th, 2015 8am-10am - We will open Gate 6 for booth setup.

September 19th, 2015, 10am-6pm - Event Open to the public

September 19th, 2015, 6pm-7pm - Booth breakdown/tiedown.

September 20th, 2015 9am-10am - We will open Gate 6 for booth setup.

September 20th, 2015, 10am-6pm - Event Open to the public

September 20th, 2015, 6pm-8pm - Booth breakdown and exit.

Tips and Recommendations

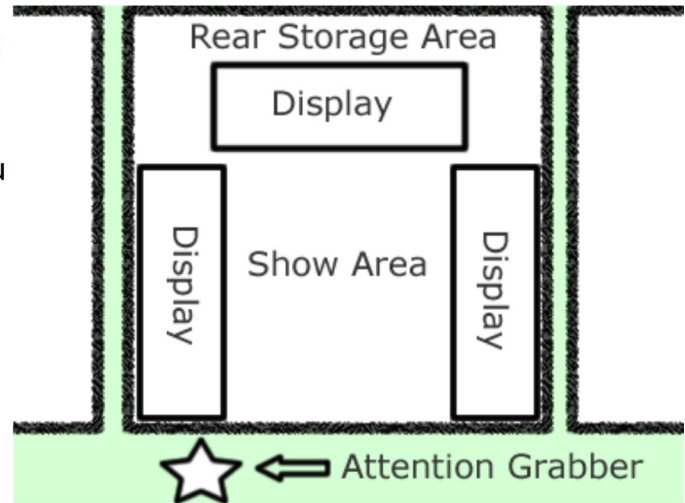
Layout

Vendors who organize their space to have the front open, and display of merchandise on the left, right and back, basically a horseshoe arrangement, often have more success than those who place a table across the front of their space. The horseshoe puts the Vendor in the space with customers rather than separated behind a table. A small display or decoration just in front of your booth as an attention grabber is also a good idea. Here is a picture of what I'm talking about, using six foot tables.

Of course, this all depends on exactly what you are selling. Instead of tables you might have shelves, or racks, but the basic idea remains the same.

Working the Booth

For most of us, connecting with strangers is much more difficult and less pleasant than chatting away with an old friend. When attending your booth, make eye contact and say "Hello" to the people walking by, paying more attention to your potential customers than to the old friends attending the booth with you. A pleasant hello and a question or complement can break the ice, turning someone who would have just walked by into a customer, or maybe even a new friend.



Cash

This is a 2 day event, so you may want to scope out night deposits and/or ATM locations for your bank ahead of time for a Saturday night deposit. If you plan to use an ATM, grab deposit envelopes ahead of time, too, so that you can prepare the deposit and not have to worry whether the ATM still has envelopes.

Credit Cards

If you have a smart phone (Android/iPhone/Windows Mobile), you might want to sign up with [PayPal](https://www.paypal.com) or [SquareUp.com](https://squareup.com). They provide a free credit card reader that plugs into your headphone jack, and an app to accept credit card payments, complete with customer signatures and deposit to your checking account. We will be using this at the Festival ourselves to accept credit card payments for early registration for next year.

Sales Tax

The N.C. State Department of Revenue requires every vendor register with the state and display their certificate. They also require us to collect those certificate numbers along with a name and permanent address from all our vendors. You can register online at the NC State Department of Revenue site: <https://eservices.dor.nc.gov/ncbusreg/>. If you only sell at festivals in the summer, be sure to register as "Seasonal" and pick just the months in which you are active so you won't need to file taxes during the rest of the year.

Accomodations

Did you know that more than 2 million people visit the North Carolina State Fairgrounds annually? While planning your trip, please consider staying on-site or at one of the following hotel partners for your stay. For additional resources, please visit the [Raleigh Convention and Visitor's Bureau](#).



North Carolina State Fairgrounds

1025 Blue Ridge Rd. Raleigh, NC 27607
919.612.6767

<http://www.ncstatefair.org/facilities/camping.htm>

Avoid the commute, relax and enjoy the North Carolina State Fairgrounds' newly expanded campgrounds. With 100 newly updated, full-service sites, and an additional 200 sites on the grounds, we are equipped for all your RV camping needs. Spaces are first come, first served with no advance reservations taken. Check in upon arrival by calling 919.612.6767.

Updated sites feature:

- 50 amp full service hook-up
- Free wi-fi
- 24 hour security
- Trailer dump stations
- Bathhouse coming in 2015!

Please note: Limited camping access is available during the month of October and certain event weekends.



Holiday Inn Express

3741 Thistledown Dr. Raleigh, NC
(919) 854-0001 www.hiexpress.com/raleighnc

The Brand New 100% smoke free Holiday Inn Express Hotel & Suites at NCSU S.W. offers 108 well-appointed guestrooms and suites. We are conveniently located off I-40 exit #295 (Gorman St). We offer a FREE HOT Breakfast bar daily, FREE wired/wireless Internet access, heated indoor pool/spa, fitness center, onsite laundry facilities, business center, and friendly guest services. We have a meeting space able to accommodate up to 100 people. Don't forget to inquire about our great packages offerings. Whether you're here on business or leisure we have what it takes to accommodate your needs!

Use corporate id # 100275924 to take advantage of our special NC State Fairgrounds rate.

4 miles to N.C. State Fairgrounds



Fairfield Inn & Suites Raleigh Crabtree Valley

2201 Summit Park Lane
Raleigh, North Carolina 27612
919.881.9800

- **5 Minutes from NC State Fair and Fairgrounds**
- **Complimentary Hot Breakfast**
- **Newly renovated hotel and guest rooms.**
- **Flat screen cable TV's in every room**
- **Mini refrigerators in each room**
- **Walking distance to Crabtree Valley Mall & Restaurants**
- **Complimentary wireless high speed access**
- **Outdoor pool, exercise center**

- On Site 24 hour Convenience Store
- On site laundry service facilities
- 100 % Satisfaction Guaranteed
- Pet Friendly

[Click here for special N.C. State Fairgrounds and Fair Rate!](#)

4.2 miles away



Fairfield Inn & Suites Raleigh-Durham Airport/RTP
 2750 Slater Road
 Morrisville, North Carolina 27560
 919.468.2660

- Less than 10 minutes from Fairgrounds!
- FREE Hot Breakfast
- Flat screen cable TV's in every room
- Mini refrigerators in each room
- Complimentary wireless high speed access
- Indoor pool, exercise center
- On Site 24 hour Convenience Store
- On site laundry service facilities
- FREE-Complimentary parking-space for trailers and buses/vans
- FREE-Complimentary shuttle to and from airport and within 1 mile radius
- Pet Friendly
- 100 % Satisfaction Guaranteed
-

[Click here for special N.C. State Fairgrounds and Fair rate !](#)

9.8 miles away



Courtyard Raleigh Crabtree Valley
 3908 Arrow Drive
 Raleigh, NC 27612
 919.782.6868

- 5 Minutes from NC State Fair and Fairgrounds
- Newly renovated hotel and guest rooms. Hotel is Gold Level LEED Certified
- Flat screen cable TV's in every room
- Mini refrigerators in each room
- Walking distance to Crabtree Valley Mall & Restaurants
- Complimentary wireless high speed access
- Outdoor pool, exercise center
- On site Bistro Café with morning and evening hours, plus room service

- On Site 24 hour Convenience Store
- On site laundry service facilities
- 100 % Satisfaction Guaranteed

[Click here for special NC State Fair Rate!](#)

5.0 miles away



[Residence Inn Raleigh Crabtree Valley](#)

2200 Summit Park Lane
 Raleigh, NC 27612
 919.279.3000

- 5 Minutes from NC State Fair and Fairgrounds
- One bedroom suites with separate living and sleeping areas
- All suites feature Fully equipped Kitchens
- Flat screen cable TV's in every living room and bedroom
- Complimentary Hot Breakfast Buffet
- Evening Social Mon through Thurs including beer, wine and light dinner
- Walking Distance to Crabtree Valley Mall & Restaurants
- Complimentary Wireless High Speed Access
- Outdoor pool, whirlpool, and exercise center
- On Site 24 hour Convenience Store
- On site Laundry Service facilities
- 100 % Satisfaction Guaranteed

[Click here for special NC State Fair Rate!](#)

5.2 miles away

Next Year's Event

2016 FAQ

Q: Where and when?

A: The 2016 event will probably be at the NC State Fairgrounds in the same area as this year's event. For the last 15 years, we have held Pagan Pride Raleigh (a.k.a. Central NC Pagan Pride Days) on the 3rd weekend in September, and that won't change, so we look forward to seeing you again on September 17th and 18th, 2016.

Q: How much? Who do I pay?

A: For the first time in 6 years we will be raising our fees:

- Vendor Space (10x10, two days) \$115
- Information Space (10x10, two days) FREE
- Become a Sponsor \$5-\$500
- *Bring payment to the **Pagan Pride Raleigh** main information booth.*

Q: Why should I pay fees for next year's event now?

A: You get control of where you want to be next year. You can either guarantee the location you are in now, or you can choose another location in another area. Any location is available, provided that space's current occupant does not also preregister at the event. Booths sell out earlier and earlier every year as our event gets more popular. As of the time we released booth sales to new vendors, we had already sold 75% of our booth space to returning vendors.

2016 Registration

Preregistration for 2016 will be at the main information booth throughout the 2015 event. Come by any time to register for 2016 and get Premium Placement.

What is premium placement? It has to do with the order in which we place booth spaces based on vendor's preference. We have three placement groups for the event:

- **Premium Placement** - Register for next year at this year's event and get this highest placement priority. Barring changes in the venue and conflict with another premium placement vendor, these vendors get the space they request.
- **Priority Placement** - Returning vendors who register by March 15th get this second highest placement priority. They can have any space they choose that is not already reserved.
- **General Placement** - In addition to new vendors, this category also includes returning vendors who register after March 15th. After premium and priority placement, remaining vendors will be placed in remaining spaces, taking their preferences into account.

Preregistered and online booth sales come with a 30-day, no questions asked, refund policy. After that, sales are final. *There is always a chance we will move to a new venue like Moore Square or Pullen Park. If anything significant like that happens we will instigate an additional 30-day refund period from the date the change is announced.*

2016 Planning

Think you might want to be part of next year's event? Our first planning meeting will be on October 11th, 2015 in Raleigh. Call 1-919-283-3733 to get details.