



## 2017 Booth Packet (Edition 17.0.1)

September 16<sup>th</sup> & 17<sup>th</sup> at the Optimist Club Farm

phone: (919) 283-3733

web: [PaganPrideRaleigh.org](http://PaganPrideRaleigh.org)

[Checking In](#)

[Booth Host Agreement](#)

[Booth Host FAQ for Pagan Pride Raleigh](#)

[Booth Host Schedule](#)

[Attendee Policies](#)

[Donating Merchandise and Services](#)

[Raffle Donations](#)

[Volunteer Appreciation Donations](#)

[Kids' Activities](#)

[Map and Directions](#)

[Tips and Recommendations](#)

[Layout](#)

[Working the Booth](#)

[Cash](#)

[Credit Cards](#)

[Sales Tax](#)

[Camping](#)

[Other Accommodations](#)

[Camping](#)

[RV Only](#)

[70 East RV Park and Mobile Acres](#)

[Hotels](#)

[BOOTH HOST WAIVER OF LIABILITY](#)

## Checking In

Friday check-in: Booth host registration and check-in on Friday is 1pm-5pm. Setup continues until 7pm, but there may not be anyone at the gate to let you in and get you registered after 5pm.

Saturday check-in: Booth host registration and check-in on Saturday is 7am-8:30am. Vehicles must be out by 9am and setup continues until 9:30am, but there will not be anyone at the gate to let you in and get you registered after 8:30am. In that case, you will have to park and walk in through the attendee entrance.

The general checkin process:

Rule #1 for vehicles: Roll down your windows and turn off your stereo. There is a lot going on, with vehicles and pedestrians everywhere. You **MUST** be able to hear warnings and generally be fully present in the space for everyone to be safe.

- 1) You arrive and drive in through the main gate. We have a one way bridge into festival area, so you may be directed to queue in the large field by the front gate to avoid blocking the bridge or the gate.
- 2) Once across the bridge we will be directing vendor vehicles to queue up around the attendee parking area for registration/check-in, again avoiding blocking the bridge.
- 3) You can stay in your vehicle and we will walk along getting folks registered, and then leading them into the festival area to unload. Registration will include handing in your completed [BOOTH HOST WAIVER OF LIABILITY](#) form for every individual that will be part of your booth, and getting your booth sleeve and booth host access wristbands.
- 4) In the festival area, we ask that you drive down the main boulevard, then turn into the avenue where your booth is located. Do not block the boulevard. There you should **unload only**, and then pull on through the avenue to drive around the festival and get back to the parking lot. DO NOT start setting up your booth with your vehicle inside the festival area.
- 5) You will now be able to park your vehicle in main parking and return to your booth to start setting it up. You can also come by the main info booth to register/check-in for camping, turn in raffle donations, etc.

## 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 and staffed. Please have your booth fully set-up and prepared before the gates open. Please note that you may leave part or all of your booth over Friday and 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.
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. Contact if you need a variance, or are unsure how a rule might be applied.

## Booth Host FAQ for Pagan Pride Raleigh

### What time can I setup?

- Booth host check-in is 1pm to 5pm on Friday and from 7am to 8:30am on Saturday. Setup will continue for a about an hour both days after check-in ends, but you need to be there and checked in within the check-in hours.

### When can I break down?

- Breakdown begins at 5:30pm on Saturday and Sunday. **Due to the hard deadline of 8pm this year, we will allow all vendors to begin breaking down before that time if necessary, though vehicles will NOT be allowed in until after 5:30pm.**

### 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?

- Cars be be driven to the booth areas for limited times during setup/breakdown. Outside those hours, you will have a 300' 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. **If you do not abide by this rule, you will be asked to remove your vehicle and walk everything in/out through the attendee gate.**

### 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 table or chairs?

- You should bring your own table and chairs. We will not provide them..

### 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?

- Ask permission from your neighbors when using music, incense, or things that will be "shared" with neighboring booths. If you are located near the food vendors, please be mindful of those who are eating and might not enjoy sharing your incense with their meal.

### **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](mailto: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 \$400. 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 the 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 forthcoming.
- 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.

### **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/>.

# Booth Host Schedule

Friday, September 15th, 2017

1pm-5pm - Booth Host Check-in

7pm - Camping Begins. All others must leave Festival Area.

8pm - Gate closes and all vehicles must remain parked until 7am.

Saturday, September 16th, 2017

7am-8:30am - Booth Host Check-in. *Unload and move car.*

9am - All cars out of festival area.

**10am-5pm - Event Open to the public**

5:30pm-7pm - Vehicles allowed back in for booth breakdown/tiedown.

7pm - Camping Begins. All others must leave Festival Area.

8pm - Gate closes and all vehicles must remain parked until 7am.

Sunday, September 17th, 2017

7am-8:30am - Booth Hosts Enter. *Unload and move car.*

9am - All cars out of festival area.

**10am-5pm - Event Open to the public**

5:30pm-8pm - Vehicles allowed back in for booth breakdown and exit

*\* This is a new space with new rules and requirements. In particular, due to the lack of permanent lighting and insurance considerations, 8pm every night is a very hard deadline. We will **strongly** encourage non-campers be out on Friday and Saturday well before 8pm, and on Sunday we will add a fee of \$100 for each hour or any portion of an hour that you remain past 8pm. For this reason we will relax the "Don't pack up until the event is closed" rule to ease the transition.*

## 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 nor 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 or hands-free waist 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.** Be courteous and 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.

### ***Volunteer Appreciation Donations***

We have lots of folks helping out at the event this year, expecting about 75 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 their way will go a long way.



## **Kids' Activities**

As is always our goal with the Kids' Activities, we are providing special activities just for children and their parents, including music, storytelling, crafts and more.

**Everyone is expected to watch their own children.**

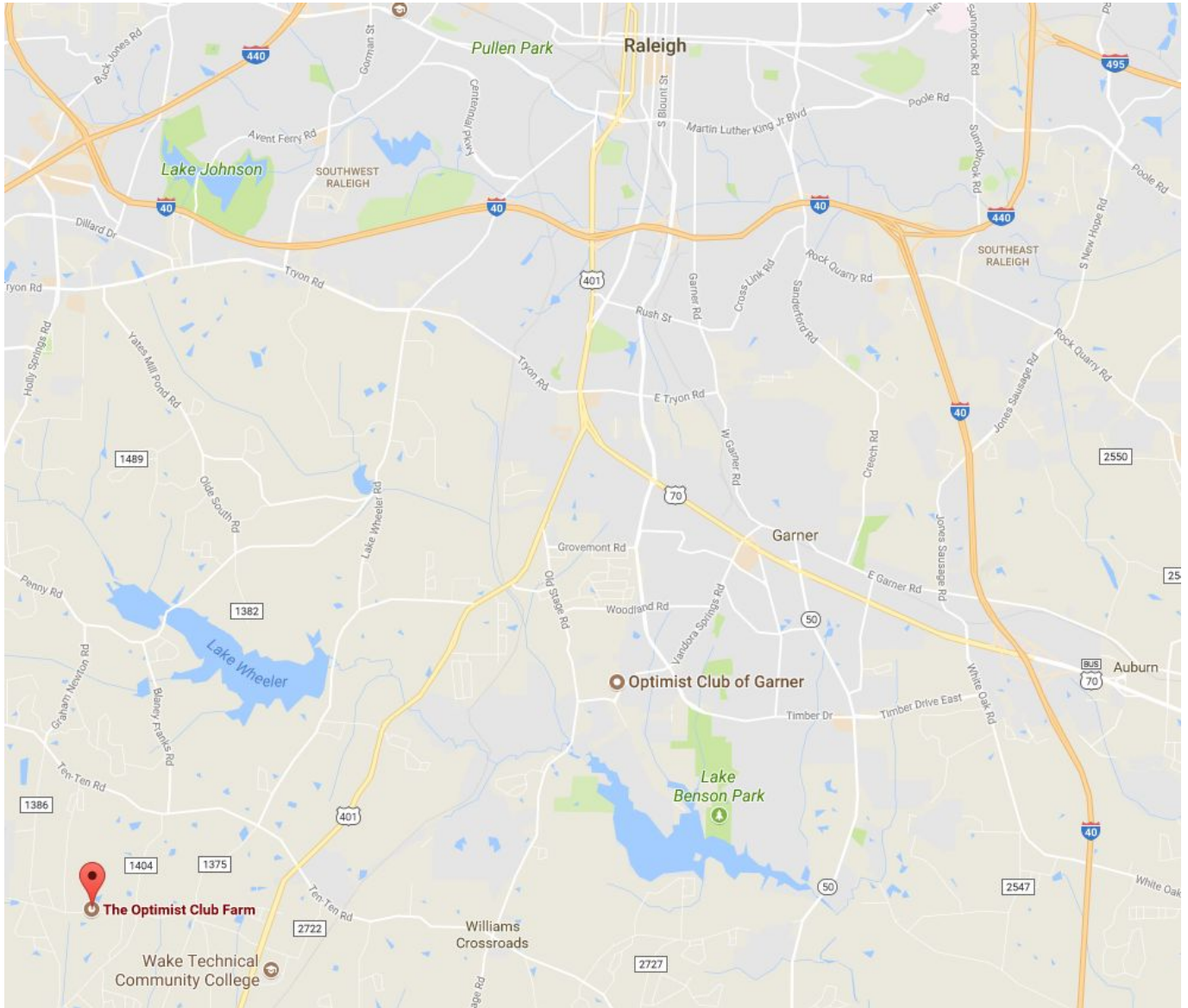
Children **and their parents** come and go as they please. In general, parents are expected to provide the same level of supervision for their children in the kids' area as is expected throughout the festival area.

Vendors and attendees alike will be expected to watch their own children or make their own arrangements for child care during the event. Please understand that if unattended children disrupt event activities or create liability issues, they and their parents may be asked to leave the festival area. Though in general we are a close-knit and trusting community, this is a large public event in a public space, so we will take whatever steps are necessary to insure everyone's comfort and safety.

## Map and Directions

Pagan Pride Raleigh is at The Optimist Farm Club, located just south of Raleigh Rd, near Lake Wheeler.:

2908 Optimist Farm Rd  
Apex, NC 27539



Use [Google Maps](#) or your GPS to find us at [2908 Optimist Farm Rd in Apex](#).

## Tips and Recommendations

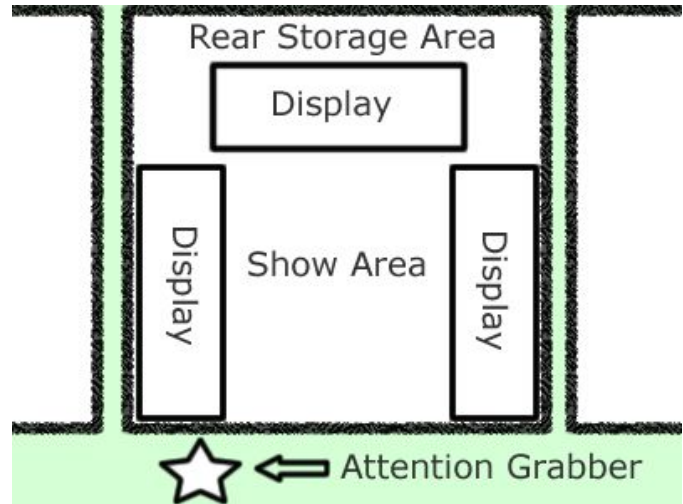
### Layout

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 compliment 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 credit card reader that plugs into your smartphone's headphone jack, and an app to accept credit card payments, complete with customer signatures and deposit to your checking account.

### 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.

## Camping

We are providing limited on premise camping for our vendors only at \$20/night for each tent, with up to 4 people per tent.



[Reserve a Spot Now](#)

**VENDORS ONLY!** This is space for one tent with up to 4 occupants for one night. If you plan to stay both Friday and Saturday night, please buy 2 nights. This is primitive with no power, water or light, just a place to pitch your tent and access to a port-a-potty.

### Camping Rules

1. All the normal [attendance policies](#) are in effect. In particular, you take responsibility for your actions, watch your kids, don't bring or consume alcohol, don't bring firearms and curb your dog.
2. There are lots of folks in houses nearby, so quiet time begins at 8pm. This is NOT an all night party.
3. There will be no open flames. Grills and camp stoves may be used for cooking.
4. The gate is closed and locked at 8pm and reopens at 7am. There will be no entrance or exit until morning except in emergencies.
5. Festival staff and our off-duty Sheriff's Deputy can eject you at their discretion if they feel you are being disruptive or breaking the rules.

These rules may seem restrictive, but please understand that our goal is to provide reasonably priced night accommodations for those that need it, and to improve security by having lots of responsible adults there all night.

## Other Accommodations

Here are some nearby accommodations. Click the addresses to see directions and times to The Optimist Club Farm where Pagan Pride Raleigh will be held this year.

## Camping

### NC State Fairgrounds Campground

[801 Youth Center Dr, Raleigh, NC 27606](http://www.ncstatefair.org/facilities/camping.htm)

Phone: 919.612.6767

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

### Jordan Lake State Recreation Area

[280 State Park Road, Apex, North Carolina 27523](https://www.ncparks.gov/jordan-lake-state-recreation-area/camping)

Phone: 919-362-0586

Web: <https://www.ncparks.gov/jordan-lake-state-recreation-area/camping>

### *RV Only*

### 70 East RV Park and Mobile Acres

[2105 Hwy 70 East, Garner, North Carolina 27529](http://rvinraleigh.com/index.html)

Phone: 919.772.6568

Web: <http://rvinraleigh.com/index.html>

## Hotels

### Days Inn Raleigh South

[3901 S Wilmington St, Raleigh, NC 27603](http://www.daysinn.com/hotels/raleigh-south)

Phone: (919) 772-8900

### Hampton Inn Suites

[1516 Ralph Stevens Rd, Holly Springs, NC 27540](http://www.hamptoninn.com/hotels/hampton-inn-suites-raleigh)

Phone: (919) 552-7610

### Comfort Inn

[7616 Purfoy Rd, Fuquay Varina, NC 27526](http://www.comfortinn.com/hotels/comfort-inn-raleigh)

Phone: (919) 557-9000

### Quality Inn

[511 N Judd Pkwy NE, Fuquay Varina, NC 27526](http://www.qualityinn.com/hotels/quality-inn-raleigh)

Phone: (919) 557-2009



## **BOOTH HOST WAIVER OF LIABILITY**

### **ASSUMPTION OF RISK AND INDEMNITY AGREEMENT FOR PAGAN PRIDE RALEIGH**

1. In consideration for being permitted to participate as a Vendor or Information Booth Host at Pagan Pride Raleigh (hereinafter called the "event"), I hereby RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE, Pagan Pride Raleigh or its officers, directors, employees, sub-contractors, sponsors, agents and affiliates (hereinafter referred to as "RELEASEES") from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or related to any loss, damage, or injury, that may be sustained by me or my organization, or any of the property belonging to me or my organization, WHETHER CAUSED BY THE NEGLIGENCE OF THE RELEASEES, or otherwise, while participating in the event, or while in, on or upon the premises where the event is being conducted.
2. I am fully aware of the usual and unusual risks involved and hazards connected with this event, including but not limited to the use and presence of vehicles, the existence of naturally occurring and manmade hazards on the property, and the risk of loss and injury to property. I hereby elect to voluntarily participate in said event with full knowledge that said event may be hazardous to me, my organization, and our property. I VOLUNTARILY ASSUME FULL RESPONSIBILITY FOR ANY RISKS OF LOSS, PROPERTY DAMAGE OR PERSONAL INJURY, INCLUDING DEATH, that may be sustained by me and my organization, or any loss or damage of property owned by us, as a result of participating in said event, WHETHER CAUSED BY THE NEGLIGENCE OF THE RELEASEES OR OTHERWISE.
3. I further hereby AGREE TO INDEMNIFY AND HOLD HARMLESS the RELEASEES from any loss, liability, damage or costs, including court costs and attorneys' fees, that they may incur due to my participation in said event, WHETHER CAUSED BY THE NEGLIGENCE OF THE RELEASEES or otherwise.
4. It is my express intent that this Waiver of Liability and Indemnity Agreement shall bind me and the members of my organization, and my heirs, assigns and personal representative, if I am deceased, and shall be deemed as a RELEASE, WAIVER, DISCHARGE AND COVENANT NOT TO SUE the above named RELEASEES. I hereby further agree that this Waiver of Liability and Hold Harmless Agreement shall be construed in accordance with the laws of the State of North Carolina.
5. IN SIGNING THIS RELEASE, I ACKNOWLEDGE AND REPRESENT THAT I have read the foregoing Waiver of Liability and Indemnity agreement, understand it and sign it voluntarily as my own free act and deed; no oral representation, statements, or inducements, apart from the foregoing written agreement, have been made; I am at least eighteen (18) years of age and fully competent; and I execute this Release for full, adequate and complete consideration fully intending to be bound by same.
6. I understand that this document is intended to be as broad and inclusive as permitted by law and agree that if any portion of this Agreement is invalid, the remainder will continue in full legal force and effect.

\_\_\_\_\_  
Vendor Name

\_\_\_\_\_  
Vendor Representative Name (please print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Vendor Representative Signature