

2026 ATLANTA PRIDE CELEBRATION MARKETPLACE VENDOR AGREEMENT

_____, (hereinafter, "Marketplace Vendor") agrees to each and every clause set forth in this Marketplace Vendor Agreement (hereinafter, "Agreement") and identified in the Atlanta Pride Marketplace Vendor Application incorporated by reference herein (hereinafter, "Application"). Failure by the Marketplace Vendor to abide by any clauses set forth in this Agreement gives The Atlanta Pride Committee, Inc. (hereinafter "APC") and/or the authorized agents of APC the right to (1) immediately terminate this Agreement (2) require Marketplace Vendor, immediately upon notice of violation of this Agreement, to cease operations and vacate the premises, and (3) forfeit any and all fees paid to APC for the right and privilege of participating as a Pride Marketplace Vendor of the 2026 Atlanta Pride Festival. No clauses of this agreement may be changed in any way or altered without the written, signed permission of APC.

Enforcement and Remedies. The rights and remedies of The Atlanta Pride Committee, Inc. ("APC") set forth in this Agreement are cumulative and not exclusive. APC may enforce this Agreement by any lawful means, including but not limited to immediate termination, removal of the Marketplace Vendor from the Festival grounds, forfeiture of all fees paid, assessment of damages, and denial of future participation. APC may exercise such rights with or without prior notice where APC determines, in its sole discretion, that health, safety, permit compliance, Festival operations, or community welfare are implicated. All determinations by APC during the Festival are final and non-appealable.

1. APC agrees to provide each Marketplace Vendor of the 2026 Atlanta Pride Celebration with one (1) table and two (2) chairs per assigned space in the Marketplace of the 2026 Atlanta Pride Celebration.
2. Marketplace Vendor agrees to obey all rules and instructions as directed by the Pride Marketplace Vendor Coordinators and the Atlanta Pride Committee during the festival weekend. Any failure to strictly adhere to such instructions may result in the immediate termination of this agreement and immediate forfeitures of any and all fees paid to APC.
3. Marketplace Vendor agrees and acknowledges that household pets, amplified sound, power generators of any kind, barbeque grills within or around your designated booth space and staking of any implement that pierces the soil are strictly prohibited. Such restrictions are required pursuant to APC's permits and agreements with the City of Atlanta for public health and safety as well as environmental and park infrastructure hazards/concerns that may not be immediately apparent to Marketplace Vendor. Any violation herein shall be considered a material breach of this Agreement by Marketplace Vendor, and shall result in immediate termination of this Agreement and forfeiture of any and all fees paid to APC. Further, Marketplace Vendor may be subject to both civil and possible criminal liability under the rules and ordinances of the City of Atlanta.
4. Marketplace Vendor agrees and acknowledges to abide by all directions of APC and the City of Atlanta which seek to protect the environment and infrastructure of City Parks and the safety of Festival patrons. Marketplace Vendor hereby acknowledges its liability and agrees to

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compensate APC for any damage(s) caused by, including but not limited to, its representatives, agents, employees, volunteers, members, vehicles, equipment, materials, objects to the environs and infrastructure of city parks which causes APC to pay for the repair, replacement, or other remuneration to the City of Atlanta for such damage to the environs or infrastructure of a city park.

5. Indemnification. Marketplace Vendor agrees to indemnify, defend, and hold harmless APC, its officers, directors, employees, volunteers, agents, contractors, sponsors, and any governmental entities permitting or hosting the Festival, from and against any and all claims, demands, damages, losses, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of or related to Marketplace Vendor's participation in the Festival, including but not limited to the acts or omissions of Marketplace Vendor, its employees, agents, volunteers, contractors, products, displays, materials, or activities.

6. APC retains the exclusive rights to serve and sell all drink beverages at all sites and operations of the 2026 Atlanta Pride Celebration. Serving or selling any beverage (including water) and/or food is prohibited. APC reserves the right to confiscate any beverages, including water or food being offered for sale to the public or to festival participants for the duration of the festival. Any failure to strictly adhere to this APC policy may result in the immediate termination of this agreement and immediate forfeitures of any and all fees paid to APC. APC also provides free water stations to all exhibitors, staff, and guests throughout the park.

7. Out of fairness and consideration to all Festival participants, Marketplace Vendor acknowledges and agrees only to utilize such space contained within the confines of its booth and not to extend beyond 5 feet directly in front of its booth for any sales, distribution, or other solicitation. Marketplace Vendor acknowledges and agrees that they are strictly prohibited from "canvassing" or otherwise roaming the Festival Grounds in any effort to promote its booth's purpose. APC will make every reasonable effort, as allowed by law, to prohibit any unauthorized "canvassing."

7. As a courtesy to other exhibitors and festival participants, any amplified sound and/or loud noise from the Marketplace Vendor booth is prohibited without written permission of the APC Executive Director or their designee. Additionally, Marketplace Vendor acknowledges and agrees that any material of an adult nature shall be displayed subject to the Federal, State, and Local rules, laws, and regulations regarding the display of such materials which may be considered obscene or objectionable for view by minors.

8. APC reserves the right to prohibit, within any Pride Marketplace Vendor booth or on the festival grounds, the display, advertisement, or other promotion of any business, company, or organization that may be in conflict with a current APC sponsor. Any questions concerning current APC sponsors should be directed to the Executive Director prior to the event.

9. Marketplace Vendors shall not display, offer for view, or sell any illegal or contraband items. The laws of the State of Georgia and local ordinances of the City of Atlanta and Fulton County

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shall control. Marketplace Vendor shall not display, offer for view, or sell any items that are unlicensed and/or copies/interpretations of licensed or registered items at any and all sites and operations of the 2026 Atlanta Pride Celebration.

10. Marketplace Vendor shall not display, offer for view, take orders for, sell, or solicit for donation any items that are imprinted, emblazoned, or marked in any manner with “Atlanta Pride” or “Pride Atlanta.” Even when printed with other words, Marketplace Vendors shall not offer phrases, logos, or artwork with any variations of these words. Participation in the Festival does not grant Marketplace Vendor any license, permission, or other right to use APC’s trademarks, service marks, logos, or branding, whether express or implied.

11. Marketplace Vendor may solicit charitable donations for its organization if the Marketplace Vendor is a registered 501(c)(3) not-for-profit organization. Marketplace Vendors may only solicit donations within their designated booth area.

12. Marketplace Vendors shall not share or sublet their space to another business or group for free or at cost without the written permission of the APC Executive Director or their designee.

13. Marketplace Vendor acknowledges and understands that they are responsible for sales and use tax and shall in no way hold the APC or its representatives responsible for any type of permits other than for the festival itself. Marketplace Vendor is responsible for the acts and all costs associated with any and all its employees and volunteers. No Marketplace Vendor shall hold itself out as an Agent of APC.

14. Cancellations / Refund Policy: Included in each registration is a non-refundable registration fee per booth. For the remainder of fees, a 75% refund will be given with a written request to cancel received by July 15, 2026. A 50% refund will be issued with a written request received between July 15 and August 31, 2026. No refunds will be given for any request received after August 31, 2026. Any cancellation received within 30 days prior to the event will result in an additional Cancellation / No Show Fee of \$100 per day to be charged automatically to the Marketplace Vendor’s Account.

15. No Shows: If Marketplace Vendor fails to set up or occupy their booth by 12:00 PM (noon) on Saturday, October 10, 2026, and/or 2:00 PM on Sunday, October 11, 2026, without notifying APC Marketplace Coordinators, they are subject to the Cancellation / No Show Fee of \$100 per day. In the event the Marketplace Vendor fails to appear at the Festival and claim their reserved Marketplace space by 12:00 Noon, Eastern Time Zone, on Saturday, October 10, 2026, APC reserves the right to assign and/or resell such space to another prospective Marketplace Vendor without further notice, nor refund, to the undersigned Marketplace Vendor. If it appears, or it is necessary, for the undersigned Marketplace Vendor to arrive later than the time noted above, it is the undersigned’s responsibility to notify and make arrangements with the APC.

16. APC will provide limited overnight security at the festival site on Friday, October 10, through Sunday, October 12, 2026; however, APC and the City of Atlanta accept no responsibility for

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items left overnight. Marketplace Vendors are solely responsible for the security of all items in their booth at all times. Marketplace vendors may hire private overnight security with the written approval of APC.

17. APC makes no representation or guarantees towards actual festival attendance.

18. Marketplace Vendor understands that APC has no control over weather, acts of God, acts of terrorism, illness, injury, governmental intervention, or any other cause that may prevent and alter and or interrupt the festival weekend, and participants shall hold APC harmless for any losses that could arise because of such event. APC does not refund booth fees due to weather, acts of God, acts of terrorism, or governmental intervention. For purposes of this Agreement, force majeure events include, but are not limited to: public health emergencies, epidemics, pandemics, governmental orders, civil unrest, or security threats. APC reserves the right to cancel, shorten, relocate, or otherwise modify the Festival due to such events without refund.

19. APC reserves the right to place Marketplace Vendors in a booth location at the complete discretion of APC. APC shall have sole and complete authority to place the participant in any location contained in the Marketplace, irrespective of the participant's request. APC makes no representation, nor does it guarantee any volume of "foot traffic" of Festival Guests in any area of the Pride Market. APC cannot speculate nor control the popularity of one area of the Festival over the other.

20. All booths must be vacated and cleaned by Sunday, October 12, 2026, at 10:00 PM. Upon vacating their booth space(s), Marketplace Vendor will ensure that such space shall be free of any and all trash or refuse with such being placed in the appropriate containers. Failure of the Marketplace Vendor to clean their booth site will result in a \$200 clean-up fee per booth and may result in the future denial of Marketplace Vendor participation.

21. Marketplace Vendor participant certifies that it maintains adequate liability insurance to cover any and all occurrences that may result in the damage or injury to any person who may be a patron within the confines of the Marketplace Vendor participant's booth space. Optional liability insurance is available for the Festival Weekend at additional cost to the Marketplace Vendor participant and may be purchased from APC's insurance vendor. To obtain additional information, please contact APC. APC reserves the right to require proof of such insurance, including a certificate of insurance naming APC as an additional insured, at any time prior to or during the Festival. Failure to provide satisfactory proof upon request may result in immediate termination of this Agreement and removal from the Festival grounds without refund.

22. Pets and smoking of any kind are strictly prohibited on the grounds of the Atlanta Pride Festival, per the City of Atlanta. Service animals as defined by the Americans with Disabilities Act are exempt from this prohibition.

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23. Signs/Banners/Cart Materials shall be made of a flame-retardant material, and proof of such fire-retardant rating shall be made available to the City and or State Fire Marshal upon request. Failure to have such fire-retardant rating information available could result in the immediate closure of the Marketplace Vendor's operation until such information is satisfactorily provided. Any losses or damages by Marketplace Vendor are hereby waived against the Atlanta Pride Committee, Inc. for failure to have such information readily available for inspection by the Fire Marshal.

24. Each vendor must have at least one working, unexpired fire extinguisher for every two 10x10 spaces they occupy.

The Atlanta Pride Festival exists to celebrate LGBTQ+ people in the Southeast by amplifying diverse voices, fostering meaningful connections, and celebrating the rich cultural expressions that unite and uplift our community. To do this, the Festival must be a space where every identity is valued, our shared history is celebrated, and our diverse voices fuel an equitable, safe, and liberated future. Therefore, all Marketplace Vendors, Artist Market Vendors, and Parade Participants must proudly share our values of Diversity, History, Inclusivity, and Transparency so all community members who attend the Festival will feel included, safe, and accepted. APC reserves the right to decline the application of any would-be Marketplace Vendor that APC, in its sole discretion, determines does not share these core values.