



Marketplace Exhibitor Information & Application

Atlanta Jazz Festival 2012

Atlanta Jazz Festival brings jazz music to Atlanta to be celebrated and appreciated with music, food, entertainment, and culture.

2012 EVENT FACTS

DATE:	May 26 – 28, Memorial Day Weekend (back to 3 days!)
TIME:	Marketplace times: Noon – 11:00 pm
LOCATION:	Piedmont Park Midtown – Atlanta
ADMISSION:	Free
ATTENDANCE:	60,000 +
PRODUCED BY:	City of Atlanta
MARKETPLACE CONTACT:	Premier Events PH: 404-262-1800 extension 716 e mail: kristin@premiereventslive.com

*Festival details are subject to change. Atlanta Jazz Festival is a RAIN OR SHINE event.



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EXHIBITOR RULES AND REGULATIONS

All Exhibitors of Atlanta Jazz Festival must adhere to the following rules and regulations. Premier Events (PE) has the full power to interpret and enforce these rules, conditions and regulations, and the power to make reasonable amendments thereto and to make such further reasonable rules and regulations necessary for the proper conduct of a safe, clean, well-regulated, and attractive Event.

ATTENDANCE

More than 60,000 + patrons are anticipated to attend the 2012 event but the event cannot guarantee or warrant this attendance at the event.

EXHIBIT FEES

Merchandise booth: **\$500**

Artist booth (handmade items): **\$125**

Fees do not include tents, tables, or chairs.

Merchandise booth space will be defined based on as follows:

- You are an artist's representative, OR selling handmade items made by someone else, or selling commercially made products, or selling a service.

Artist's booth space will be defined based on as follows:

- an artist/vendor selling THEIR OWN, HANDMADE, NON-COMMERCIAL, ITEMS.

No food, beverages, or t-shirts may be sold.

EXHIBIT HOURS

The event exhibit area will be open to the general public on Saturday, Sunday, and Monday noon – 11pm. Exhibitors must be set up and remain open during all exhibit hours.

EXHIBIT AREA / CHARACTER OF EXHIBITS

All exhibits must be designed, constructed and operated in good taste with the best interest of the Event and public safety. PE reserves the right to prohibit or restrict exhibits that because of noise, method of operation, materials or any other reason become objectionable. In the event that restriction occurs, PE will not refund the Exhibitor fees or other expenses. Carnival tactics, the use of public address systems or other similar activities by the Exhibitor shall not be allowed. The event does not guarantee exclusivity of products displayed. Exhibitors may not sublease any part of their space or participate in any third-party advertising or third party promotions or display third party signage at their booths.

Decorations may not be nailed, taped, tacked or otherwise fastened to park infrastructure, trees, or fixtures. The use or distribution of any of the following items is prohibited: adhesive backed decals, stickers, helium balloons, glitter, confetti. Motorized vehicles of any type (forklifts, gas or electric carts, bicycles, scooters or similar equipment) may not be used inside the event venue.

Distribution of flyers, brochures or any advertising marketing materials must be confined to the exhibit area. Promotional materials or signage may not be affixed to any structure inside or outside of the event venue.

Exhibitors are responsible for maintaining acceptable standards of sanitation within their booths and for disposing of trash into designated trash receptacles. Exhibitors are responsible for cleaning their designated area of all debris at the event's conclusion.

EXHIBITOR SALES

Exhibitors will conduct sales of products or goods direct with the event consumers and shall be entitled to retain 100% of the proceeds from these transactions. Exhibitors must furnish their own cash bank and credit card processing if they wish to take credit cards. Exhibitors are prohibited from offering any beverage products for giveaway or sales.

CANCELLATION

If Exhibitor notifies PE in writing of their intent to cancel through April 20th, Exhibitor shall be entitled to receive a 50% refund of their Exhibitor fee. If PE receives notice after April 20th, no refund will be issued.

ELECTRICITY

(1) standard 110 V outlet will be available within 100 ft. of location.

FLOOR PLAN / EXHIBITOR LOCATION

PE will make Exhibitor location assignments approximately two (2) weeks prior to the event. Space assignment priority will be given based upon date of receipt of completed application and payment as well as type of art or product/service. If you have a special request for your booth location, please list it on this form and we will make best efforts to accommodate your request.

PE reserves the right to make modifications to the layout of the exhibit area if circumstances warrant, at its sole discretion.

Exhibitor area must be confined to the space contracted and provided. Exhibitor space must not obstruct other exhibits or walk paths.

LOAN IN / LOAD OUT

The Exhibitor load in and set up will take place Friday between 10 am and 5pm. Load out will take place Monday after 11pm. Exhibitors will receive information regarding load in and set up 2 weeks prior to the festival. Exhibitors that fail to abide by load in schedule and deadline may risk forfeiture of event space. In the event of late shows, event will not be obligated to refund event space fee.

ANIMALS/PETS

Animals and pets are not permitted in the event facility or neighboring outdoor event grounds except in conjunction with aids to the disabled.

LIABILITY

The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save PE against any and all claims, losses and damages to persons or property and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of exhibit space. In addition, the Exhibitor acknowledges that PE and Atlanta Jazz Festival do not maintain insurance coverage covering Exhibitor's property and it is sole responsibility of the Exhibitor to obtain such insurance, including, if desired business interruption and property damage covering losses by the Exhibitor. Responsibility of the security of an Exhibitors area, products and property rests solely with the exhibitor.

WEATHER

Atlanta Jazz Festival is a rain or shine event. The Exhibitor agrees that in the event of acts of God, storms, floods, high winds, gales or hurricanes that neither PE nor any of its employees or agents shall not be responsible for loss, damage, third party damages, claims or loss to property, persons or vessels. It is the Event Management's sole and absolute discretion to order an evacuation of the Event, or to take necessary steps to protect public health and property in the event of an act of God, hurricane, or the issuance of a severe weather warning for Atlanta or its environs by the National Weather Service.

ACTS OF GOD

PE shall have no liability whatsoever for damage, of any nature, to any person, matter, or thing resulting from storm wind or water, or other acts of God, or imminent threat thereof, nor from fire, strikes or lockouts.

INSURANCE

All vendors are required to provide Premier Events proof of insurance for \$1,000,000.00 Liability coverage (and needs to cover days of the event). You will be required to name **The City of Atlanta, Premier Events, LLC, and Phoenix Concessions, LLC** as additional insured. 1825 MacArthur Blvd. NW Atlanta, GA 30318

CONTACT

For more information about the 2012 Atlanta Jazz Fest Marketplace, please contact:

Premier Events, Kristin Hanson

Ph: 404-262-1800 ext 716

FAX: 404-720-0800

E mail: kristin@premiereventsive.com



Marketplace Exhibitor Information & Application

ARTIST EXHIBITOR APPLICATION & AGREEMENT – Atlanta Jazz Festival 2012 May 26 – 28, 2012 / Piedmont Park

Please complete, sign and return this application to be considered as an Artist for Atlanta Jazz Festival 2012. By signing, this agreement, acknowledge receipt of and acceptant of the Exhibitor Rules and Policies as contained in this application.

APPLICATION DEADLINE: May 4th, 2012

PLEASE PRINT

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Business Phone: _____ FAX: _____

Cell: _____

Email: _____

Application must include:

- Completed application
- 2-3 photos of booth area
- 2-3 photos of art or products to be featured

List type of art or products and retail prices: (attach pages if necessary)

List three (3) other events that you have participated in:

EXHIBITOR FEE (please circle)

Merchandise Booth - **\$500**

Artist Booth (handmade items only) - **\$125**

Do you have current \$1,000,000.00 liability insurance? (City of Atlanta, Premier Events, LLC, and Phoenix Concessions LLC, c/o 1825 MacArthur Blvd. NW, Atlanta, GA 30318 will need to be named additional insured).

Yes

No

Please fax completed application back to 404-720-0800.

We will be reviewing applications and notifying selected artists. Payment will be due upon acceptance.

Questions? Please contact us: ph: 404-262-1800 Ext 716 / e-mail: kristin@premiereventslive.com

By signing below, Exhibitor acknowledges that they have received and read the 2012 Rules and License and that Exhibitor agrees to be bound to these terms.

AGREED TO/ACCEPTED BY:

Signature: _____

Print Name: _____

Date: _____