



WELCOME!

We are so glad that you are joining us!

**Alpharetta Arts Streetfest 2017
Exhibitor Instructions**

**Hours of Operation: Saturday, May 27, from 10:00AM to 5:00PM,
Sunday, May 28 from 10:00AM to 5:00PM and Monday, May 29 from 10:00AM to 5:00PM
ALL BOOTHS MUST REMAIN OPEN DURING THESE HOURS**

SECTION 1: GENERAL INFORMATION FOR EVERYONE

SECTION 2: FOOD VENDORS

SECTION 1: GENERAL

Check-in Packet

Upon arrival at check-in, you will receive a packet with the following:

- A map of Alpharetta Arts Streetfest showing your booth location.
- Parking Permit (ZONE CARD). Please place this card on the driver's side dashboard of your vehicle. This card must remain on your dashboard at all times during Alpharetta Arts Streetfest in order to expedite the unloading, parking and loading process and to get through the POLICE ROAD BLOCK.
- Artists and Sponsors will receive identification badges. We ask your cooperation in wearing these so that we can easily assist you as needed during Alpharetta Arts Streetfest. You'll also need these to enter the Hospitality Suite.
- ARTISTS WILL RECEIVE A PLACARD WITH THEIR NAME AND BOOTH NUMBER. PLEASE POST THIS ON THE UPPER TOP LEFT-HAND CORNER FACING THE OUTSIDE OF YOUR TENT, PER REQUEST OF THE ALPHARETTA POLICE DEPARTMENT.
- Hospitality Suite Phone number. This number is for you to contact the Hospitality Suite if you need assistance. Booth sitting services will be available for artists and sponsors between the hours of 11AM and 2PM.
- Artists will receive a Georgia State Sales Tax Form. This should be completed and mailed by you directly to the Georgia Department of Revenue after Streetfest. Fulton County tax is 7.75%.

Displays/Tent Set-up

Exhibitors must provide their own means of display, which should be sufficiently sturdy to withstand weather and large crowds. Each Exhibitor is responsible for his or her own display in case of loss or damage. All work, display and storage may not extend beyond the assigned exhibitor space (10' deep x 12' wide). Your booth should not interfere with your neighbor's space.

Do not stake your tent down to the pavement or the street. All exhibitors must use concrete weights or heavy sand bags of at least 40lbs on each leg during the event. Weights should rest on the pavement and not dangle. Do not use water jugs, as they do not provide enough weight.

Parking

- Exhibitor parking is located at Milton Center (old Milton High School), 86 School Drive, Alpharetta, GA 30009. Please park in this lot. Closer parking is reserved for event attendees. Thank you!

Directions to parking:

- GA 400 North OR GA 400 South, exit 9
- **Turn left** on Haynes Bridge Rd.
- **Left** on Old Milton Parkway. Cross over Main Street (SR9).
- **Right** on Roswell St.
- **Left on Milton Ave.**
- **Immediate right into Milton Center**

Exhibitor Rules of Etiquette

We love all of our artists and sponsors. You are our guests, and we are truly grateful that you are part of the festivities! **To be fair to everyone, however, please refrain from distributing literature or other advertising materials from beyond your booth space. It is important that you promote yourself and your amazing products, but you must keep your sales pitch from disturbing or distracting customers away from your neighbor's spot.** Also, please refrain from bringing a face painter or caricature artist to participate in your booth, as it is a conflict with the face painting and caricature artist vendors in the children's activities area. If you need any help in designing your booth and coming up with creative ways to advertise your business or if you are unsure if certain promotional items or products are allowed, please contact Frances Schube at [770-452-1727](tel:770-452-1727). We appreciate your cooperation!

Trash

All trash, papers or boxes must be placed in the dumpster on Old Canton St. Please keep Streetfest clean for the public to enjoy! The dumpster is located on Old Canton Street just past the City Park. **THERE WILL BE NO GREY WATER OR GREASE BARRELS FOR FOOD VENDORS. PLEASE BE PREPARED TO DISPOSE OF YOUR WASTE PRODUCT OFFSITE.**

Security

Overnight security personnel will be on-site on Friday, Saturday and Sunday evenings.

Smoking Policy

We ask that if you must smoke, please take a break and do so away from the booths. We appreciate your cooperation in this matter.

Hotel

Hotel accommodations for Alpharetta Arts Streetfest have been arranged through the Atlanta Marriott Alpharetta, located at 5750 Windward Parkway, Alpharetta, GA 30005. A special rate of \$79 per night for a King room has been arranged. Hotel room rates are subject to applicable state and local taxes **(currently 15% plus a \$5.00 per night State of Georgia Hotel Motel fee)** in effect at the time of check out. Please call Marriott Reservations at 1 (800) 228-9290 or (770) 754-9600 on or before **Friday, May 5, 2017, (the "CutOff Date")** to make your reservations. Please identify yourself as part of the Alpharetta Arts Streetfest group staying at the Atlanta Marriott Alpharetta, located at 5750 Windward Parkway, Alpharetta, GA 30005.

RV Parking

Overnight parking for self-contained RV's will be at Milton Center (old Milton High School), 86 School Drive, Alpharetta, GA 30009.

Other Amenities

Lost and Found is located inside Rivers Academy (Hospitality) off Old Canton St. (Saturday, 10:00AM - 5:00PM, Sunday, 10:00AM - 5:00PM and Monday 10:AM to 5:00PM). ATMs are located at Wells Fargo Bank, 21 North Main St. Restrooms are located as indicated on the map you will receive at check-in.

Hospitality

A Hospitality Suite has been set up for all exhibitors inside of Rivers Academy. The entrance backs up to Old Canton St. Look for the **Exhibitor Hospitality** sign. The Hospitality Suite will be staffed on Saturday, Sunday and Monday from, 10:00am to 5:00pm. We will provide water and snacks both days. Please be sure to show your identification badge, which will be in your check-in packet.

Booth-Sitters (for Artists & Sponsors)

If you need to take a quick break, please call the Hospitality Suite (telephone number will be included in your Check-in packet). We will provide a responsible "booth sitter" while you are away from your booth, beginning at 11AM to 2PM daily.

Sunday and Monday

Your booth should be open by 10AM.

Restocking

If you need to restock Sunday or Monday morning, you will be required to dolly in your merchandise. The streets will be narrow with no room for vehicles to enter. Please plan accordingly.

Load-out

Please keep your booth open until 5:00PM on Monday. At the close of Streetfest, you must break down your booth prior to moving your car from your parking area to the loading area. A staff member will issue **Loading Tickets** once your tent is dismantled and you are packed. If you back up to a sidewalk, your tent and boxes should be moved onto the sidewalk. You may then bring your vehicle to the location where you came in Friday evening or Saturday morning. In the event of rain, you may keep your tent up until you retrieve your vehicle. No vehicles will be allowed through without a Loading Ticket. Please note that for safety purposes, no vehicles will be allowed onto the street until 5:30PM or until the crowds have thinned sufficiently. All booths must be removed from the street by 8:00PM Monday.

Liability

Splash Festivals, Inc. and/or the City of Alpharetta will not assume liability for any act of God, natural disaster, exposure to adverse weather conditions, damages or injuries, or any cause above and beyond the control of the Alpharetta Arts Streetfest. We appreciate everyone's cooperation. Neither Splash Festivals, Inc., the City of Alpharetta nor their agents or representatives will be responsible for any injury, damage or loss that may occur to the exhibitor, the exhibitor's agents or representatives or his or her property, regardless of the cause. Exhibitor should obtain, at their own expense, any insurance they deem necessary.

Inclement Weather

Although Alpharetta Arts Streetfest will happen rain or shine, if weather happens during the weekend that would be considered life threatening, dangerous or creates a concern, we'll keep you updated through our text messaging system. To receive these text messages you must first opt in by texting to 84483 the message ALPSTREET. The service is free, but charges may apply depending on your individual data plan.

SECTION 2: FOOD VENDORS

Ice

Brian Canady and Daniel Canady with JNR Ice will be servicing all vendors with ice beginning Saturday morning. Brian will contact you prior to Streetfest to get an estimate of your needs. Per your contract, you are required to purchase your ice from them. The price is \$3.50 per 16lb bag delivered to your booth. Brian and Daniel will remain on site. Contact Brian at 770-294-8730 for restocking or Daniel at 678-447-7238.

Utilities

If you have paid for electricity, please bring your 100-foot heavy-duty electrical cord(s). Access to water is located in the City Park under the Christmas tree (corner of N Main and Milton Ave).

Restocking

If you need to restock Sunday or Monday morning, you will need to dolly in your product.

Food Vendor Coupons

Food vendor coupons will be in circulation and will be valid only at the Smokejack BBQ food booth.

Load-out

Please keep your booth open until 5:00PM on Monday. At the close of Streetfest, you must break down your booth prior to bringing your vehicle back through. If your booth backs up to a sidewalk, everything must be placed on the sidewalk prior to moving your vehicle to the loading area. Staff will issue loading tickets which will allow you to bring your vehicle back through to load.

Food vendors (except Roy's Royal Dogs) must be ready to expedite breakdown quickly, as your booth may obstruct exhibitor vehicles from accessing their booths on Main St. All booths must be removed from the street by 8:00PM Monday.

For questions prior to the event, please contact Cindy Flynn 678-427-6450 (C) splashStreetfests@gmail.com or Mike Schube 770-235-7152.

PLEASE READ BELOW FOR SPECIFIC CHECK-IN AND SET-UP INSTRUCTIONS

Check-in and Set-up – Friday, May 26 OR Saturday, May 27 depending on your booth assignment.

Each exhibitor has been assigned a set-up time and load-in entrance based on booth location. **For Friday set-ups** there is a Road Sign noting the Load-In Street name. Once you arrive at the correct entrance you will receive your numbered load-in pass. Once you receive your pass, please begin lining your vehicles up based on your load-in information. **Allow extra travel time for Atlanta rush-hour traffic! If you arrive late for your load-in time, you may park in one of several nearby lots to dolly in but unfortunately will not be able to get your vehicles on the Streetfest street. No exceptions.** Exhibitors must be checked in by 8:00PM Friday evening, otherwise the exhibitor will be considered a "no-show" and his or her space will be given away with no refund.

For **Saturday set-ups in the City Park or Streetfest Cuisine/Entertainment** areas, please refer to the instructions below.

Please review the booth assignment list for your check-in location and time.

Questions

If you have questions prior to Streetfest, please contact:
Frances Schube 770-452-1727 (H) 770-337-4049 (C) rdemetrius72@aol.com
Cindy Flynn 678-427-6450 (C) splashStreetfests@gmail.com

<p align="center">1st LOAD-IN FRIDAY ARRIVE AT 5:00PM; SET UP BEGINS AT 5:15PM</p> <p align="center">OLD CANTON STREET LOAD-IN</p> <p>BOOTHS # 1 to 6 and 9 to 27</p> <p>Your vehicle MUST be unloaded and off street by 7:00PM. You may park at Milton Center (old Milton High School, 86 School Dr., Alpharetta, GA 30009) and return to the site, without your vehicle, to complete your set-up for as long as you like.</p>	<p align="center">Driving directions:</p> <ul style="list-style-type: none"> • GA 400 North OR GA 400 South, exit 9 • Turn left on Haynes Bridge Rd. • Left on Old Milton Parkway. Cross over Main Street (SR9). • Right on Roswell St. Cross over Milton Ave. • Right on Old Canton St. • Follow street to check-in for numbered vehicle pass.
<p align="center">1st LOAD-IN FRIDAY ARRIVE AT 5:00PM; SET UP BEGINS AT 5:15PM</p> <p align="center">OLD ROSWELL STREET LOAD-IN</p> <p>BOOTHS # 85 to 110</p> <p>Your vehicle MUST be unloaded and off street by 7:00PM. You may park at Milton Center (old Milton High School, 86 School Dr., Alpharetta, GA 30009) and return to the site, without your vehicle, to complete your set-up for as long as you like.</p>	<p align="center">Driving directions:</p> <ul style="list-style-type: none"> • GA 400 North OR GA 400 South, exit 9 • Turn left on Haynes Bridge Rd. • Left on Old Milton Parkway. Cross over Main Street (SR9). • Right on Roswell St. RIGHT on OLD Roswell St. • Follow street to check-in for numbered vehicle pass.
<p align="center">2nd LOAD-IN FRIDAY ARRIVE AT 7:00PM; SET UP BEGINS AT 7:15PM</p> <p align="center">OLD CANTON STREET LOAD-IN</p> <p>BOOTHS # 28 to 48, 52 to 57, and 7 & 8</p> <p>Your vehicle MUST be unloaded and off street by 8:00PM. You may park at Milton Center (old Milton High School, 86 School Dr., Alpharetta, GA 30009) and return to the site, without your vehicle, to complete your set-up for as long as you like.</p>	<p align="center">Driving directions:</p> <ul style="list-style-type: none"> • GA 400 North OR GA 400 South, exit 9 • Turn left on Haynes Bridge Rd. • Left on Old Milton Parkway. Cross over Main Street (SR9). • Right on Roswell St. Cross over Milton Ave. • Right on Old Canton St. Follow street to check-in for numbered vehicle pass. • Line-up vehicles before entering the Streetfest site. • Line up in this order: # 57-52, 28-48, 7-8

2nd LOAD-IN FRIDAY

ARRIVE AT 7:00PM; SET UP BEGINS AT 7:15PM

OLD ROSWELL STREET LOAD-IN

BOOTHS # 58 to 63, 64 to 84

Your vehicle MUST be unloaded and off street by 8:30PM. You may park at Milton Center (old Milton High School, 86 School Dr., Alpharetta, GA 30009) and return to the site, without your vehicle, to complete your set-up for as long as you like.

Driving directions:

- GA 400 North OR GA 400 South, exit 9
- **Turn left** on Haynes Bridge Rd.
- **Left** on Old Milton Parkway. Cross over Main Street (SR9).
- **Right** on Roswell St. **RIGHT** on **OLD Roswell St.**
- Follow street to check-in for numbered vehicle pass.
- Line-up vehicles before entering the Streetfest site.
- Line up in this order: **# 58-63, 84-64**

CITY PARK (Kidz Zone) LOAD-IN Saturday 7:30AM

Driving directions:

- GA 400 North OR GA 400 South, exit 9
- Turn **left** on Haynes Bridge Rd.
- **Left** on Old Milton Parkway. Turn **right** at Main St. (Hwy 9) (the Streetfest site will be on the left)
- Go past the event site and turn around so that you are approaching the site from the opposite direction (facing South).
- Park in the turning lane (it will be closed). The City Park will be on your Right.
- Check in at the curb where you pull your vehicle. They will direct you to your location within the park.
- Unload your vehicle then continue down Main St. past the event site.
- Turn **right** onto Old Milton Parkway.
- Turn **right** onto Roswell Street.
- Continue until you get to the light at Milton Ave. (The Streetfest site will be on your right now).
- Turn **left** onto Milton Ave and take an immediate Right into the parking lot of the Milton Center (Old Milton High School). *Please do not park at other city lots during the Streetfest.*

Main Street Booths 49, 50 & 51 LOAD-IN Saturday 7:30AM

Driving directions:

- GA 400 North OR GA 400 South, exit 9
- **Turn left** on Haynes Bridge Rd.
- **Left** on Old Milton Parkway. Cross over Main Street (SR9).
- **Right** on Roswell St. **RIGHT** on **OLD Roswell St.**
- Follow street to check-in for numbered vehicle pass.