

## WELCOME!

We are so glad that you are joining us!

### Brookhaven Cherry Blossom Festival 2018 Exhibitor/Vendor Instructions

#### Hours of Operation:

##### Saturday, March 24:

10:00AM to 6:00PM Artist Market artists, sponsors and food vendors in artist market

10:00AM to 7:00PM Food vendors in the Food Court

10:00AM to 6:00PM Kidz Zone

11:00AM to 4:00PM Pet World

##### Sunday, March 25:

10:00AM to 5:30PM Artist Market artists, sponsors and food vendors

10:00AM to 6:30PM Food vendors in the Food Court

10:00AM to 5:30PM Kidz Zone

Noon – 4:00PM Pet World

#### Check-in

Friday, March 23, Check-in and unloading from 10am to 6pm. Friday afternoon traffic is usually very heavy in the area. Please plan to arrive well before 5pm. All participants must check in Friday to receive their packets which will contain their parking passes for the weekend.

**Location Artist Market, Food Vendors Stage Booths and Pet World:** In your GPS enter 3493 Ashford Dunwoody Road, Brookhaven, GA 30319. Follow the signs to Exhibitor Check-in or Food Vendor Check-in (at the main entrance which is the southernmost entrance on Ashford Dunwoody Rd).

**Location Kidz Zone:** In your GPS enter 3551 Blair Circle, Brookhaven, GA 30319. This will lead you to the gates at the maintenance building of the baseball fields where you enter to access the field where you will set up. Look for your booth number to be tied to the fence in the outfield. Once you've set up, please pick up your packet from the headquarters tent in front of the Tennis Center in Blackburn Park.

**Saturday, March 24, Late Check-in is 7am to 8am for Artists in the Artist Market only. Please note that due to entertainer trailers and equipment that will be blocking the road, Artist Market vendors will not be able to bring their vehicles to their booths to unload and will need to park in Exhibitor Parking and carry in their items. You'll need to go directly to Exhibitor Parking where you'll receive your packet. All booths must be set up and open by 10AM. We HIGHLY recommend setting up Friday.**

#### Check-in Packet

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

- A map of the festival 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 the festival in order to expedite the unloading, parking and loading process. You will not be granted access to

Exhibitor Parking without this pass. Your Zone will determine your parking area. KZ is Kidz Zone, FC is Food Court and Stage, PW is Pet World. All other passes will park in Exhibitor parking. See specific instructions below.

- Artist and Sponsors will receive exhibitor identification badges. We ask your cooperation in wearing these so that we can easily assist you as needed during the festival. You'll also need these to access the Hospitality Suite.
- Hospitality Suite phone number. This number is for you to contact the Hospitality Suite if you need assistance. Booth sitting services will be available from 11am to 2pm Saturday and Sunday.

## Load-in

**Artist Market Load-in:** Once you have checked in, you'll be directed to your booth to unload. Once unloaded, please move your vehicle to the Exhibitor Parking area before you begin to set up so you do not cause excessive delays for other exhibitors who need to access their booth locations. *Please note that you will not be able to bring your vehicle back through Sunday morning to restock, because the Children's Healthcare of Atlanta 5K Run will utilize the road, which runs through the artist market. You'll need to carry your restocking items from Exhibitor Parking Sunday morning.*

**Food Vendor and Stage Booths Load-in:** Mike Schube will meet you at the Food Court to show you your booth location. Power will be available beginning Friday for those who ordered power. Food trucks and stocking of food items will be on Saturday from 7am to 9am. **Sunday food restocking will be at 9:30AM. Please note that the 5K race will run Sunday morning from 6:30am until 9:30am and will begin and end at the entrance to the Food Court. You may have to wait to access your booth location to restock.**

**Kidz Zone Load-in:** In your GPS enter 3551 Blair Circle, Brookhaven, GA 30319. This will lead you to the gates at the maintenance building of the baseball fields where you enter to access the field where you will set up. Look for your booth number to be tied to the fence in the outfield. Once you've set up, please pick up your packet from the headquarters tent in front of the Tennis Center in Blackburn Park.

**Pet World Load-in:** Once you've checked in, you'll be directed to your location to park and unload. Once unloaded, please move your vehicle to your assigned parking area before setting up your booth. The unloading area is limited and will prevent other participants from setting up.

## Parking

**Parking for Artist Market and Food Court and Stage Booth Participants:** Parking will be very tight in Exhibitor Parking for artists, sponsors and food vendors. Trailers will need to be disconnected and parked in a separate area of the lot. Box trucks will also park with trailers. Every vehicle will be issued a parking pass. For sponsors who will have staff arriving during the day, they should park at one of the shuttle lots and ride the shuttles which will run continuously throughout the event. Check the website [www.splashfestivals.com](http://www.splashfestivals.com) for shuttle hours and locations.

**Parking for Kidz Zone Participants:** Your assigned parking area is in the parking lot where you entered on Blair circle. Be sure to show your parking pass when you arrive Saturday and Sunday or you will not be allowed entry.

**Parking for Pet World Participants:** Your assigned parking area is the area behind the ballfield backstops (near the restroom building) on Ashford Dunwoody Rd./Johnson Ferry Rd. Enter through

the small street just to the left of Jo's Restaurant. You must show your parking pass to be allowed entry on Saturday and Sunday.

### **RV Parking**

Overnight parking for self-contained RV's will be in Exhibitor Parking next to the picnic pavilion.

## **Set-up**

### **Displays**

Displays should be professional and aesthetically pleasing. Unless you have specifically ordered a tent through Splash Festivals, 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. Your booth should not interfere with your neighbor's space.

### **Tent Set-up**

Staking of tents is not allowed (the park has sprinkler systems). Weights should rest on the ground and not dangle. Each weight should be at least 40lbs per tent leg. Do not use water jugs, as they do not provide enough weight. March can be windy, so please come prepared! If you ordered a tent through us, it will be set up for you on Friday morning and will have the necessary weights.

### **Inspections**

The City of Brookhaven Fire Marshall will be inspecting food vendor set ups on Friday, March 23, or Saturday morning March 24. Please note the following:

- Cooking booths using both liquid or gas require a minimum 2A:20-B:C fire extinguisher
- Cooking booths using solid fuel sources (wood, charcoal, peat, coal, etc.) require a minimum 6L Class K fire extinguisher
- Cooking booths using deep fryers require a minimum 6L Class K fire extinguisher
- Portable
- Tents must display their Flame Resistant Certificates
- Tents must be properly weighted with a minimum 40 lbs per tent leg
- Cooking appliances must meet the proper distance requirements to combustibles
- Grills must be placed a minimum of twenty feet from your tent or adjacent tent
- Propane tanks must meet the proper clearance from ignition sources and be secured
- Extension cords may not exceed the rated capacity
- Hazardous materials must be properly stored.

**The Department of Health will also perform an inspection on all booths who prepare food for proper food safety practices.**

### **Exhibitor Rules of Etiquette**

We love all of our artists, sponsors and vendors. 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 temporary tattoos as activities in your booth, as it is a conflict with the face painting vendor and Henna artist. Beverages may only be sold or given away by contracted food vendors. 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 [470-342-5797](tel:470-342-5797). We appreciate your cooperation!

## **Services**

### **Ice**

Perry Eidson of Stone Mountain Ice will be available for ice delivery to your booth beginning at 7am Saturday. He will remain on site throughout the festival. You may reach him at 404-825-9257.

### **Utilities**

If you have paid for electricity, please bring your 100-foot heavy-duty electrical cord(s). ***Water will not be available on site, so please bring your own source for cooking and cleaning.***

### **Trash Disposal**

Recycle containers for bottles, cans and paper are located next to each waste container. Please dispose of any boxes or food to be discarded in the dumpsters, which will be located to the right of the tennis courts. Grease must be taken with you for proper disposal.

### **Food Vendor Coupons**

Food vendors may receive these during the Festival and may redeem them for cash from Mike Schube at the end of the event. You may reach him at 770-235-7152.

### **Security**

The City of Brookhaven Police Department will provide overnight security of the Festival premises on both Friday and Saturday evenings. All exhibitors are required to secure their tents to deter theft.

### **Smoking Policy**

We ask that if you must smoke, please take a break and visit the designated Smoking Areas near the port-a-potties.

### **Hotel**

Hotel accommodations for Brookhaven Cherry Blossom Festival have been arranged through the Hampton Inn Peachtree Corners at the special rate of \$79 for a King and \$85 for a Double plus taxes for Friday and Saturday nights. Please ask for the Brookhaven Cherry Blossom Festival special rate when making your reservation. 770-729-0015. The hotel is approximately eight miles from the Festival grounds but is an easy ride on weekends.

### **Other Amenities**

Lost and Found and First Aid are located at the Brookhaven Police Command Post near the main entrance to the Festival (Saturday, 9:00AM - 7:00PM, Sunday, 9:00AM - 7:00PM). ATMs are located in the Food Court. Restrooms are located throughout the venue. Please refer to the map.

### **Hospitality**

A special hospitality area has been set up for all artists and sponsors inside of the Tennis Center building, just behind where they checked in Friday. We will provide water and snacks both days. To enter, please be sure to show your Artist or Sponsor identification badge, which will be in your check-in packet.

**Booth-Sitters (artists and sponsors only)**

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 both Saturday and Sunday.

**Sunday, March 25**

You should proceed directly to your assigned parking, so that you'll have time to open your booth by 10am. If you are in the Artist Market do not raise any front awning or obstruct the roadway in front of your booth until after the 5K race has finished around 9:30AM.

**Restocking**

If you need to restock Sunday morning, you will need to carry your items from your assigned parking area, as the 5K race will be utilizing the road running through the artist market until 9:30AM. No vehicles will be allowed into the park Sunday morning.

**Load-Out**

Please keep your booth open until closing of your area as indicated above for Operating Hours. on Sunday. At the close of the Artist Market, these participants must break down your booth and have your tent dismantled prior to moving your car from your parking area to the loading area. NOTE: YOU WILL NOT BE ABLE TO BRING YOUR VEHICLE TO YOUR BOOTH UNTIL AFTER THE LAST ENTERTAINMENT ACT ON THE STAGE HAS FINISHED THEIR PERFORMANCE AROUND 6:00PM or until crowds have thinned sufficiently. A volunteer will issue you a Loading Pass, which will be required to bring your vehicle into the market to load. In the event of rain, you may keep your tent up until you bring your vehicle. All booths must be removed from the festival grounds by 10:00PM Sunday.

All participants of Pet World and the Kidz Zone should load out through their assigned parking areas. If you need to bring your vehicle closer to your booth location to load, do not attempt to enter the park to load until after 8pm.

**Important Details****Liability**

Splash Festivals, Inc. and the City of Brookhaven 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 Festival. We appreciate everyone's cooperation. By participating in this Festival, you agree that neither Splash Festivals, Inc., the City of Brookhaven, nor their agents or representatives will be responsible for any injury, damage or loss that may occur to the exhibitor or vendor, their agents or representatives or his or her property, regardless of the cause. Exhibitors and vendors should obtain, at their own expense, any insurance they deem necessary.

**Inclement Weather**

In the event of weather that could be considered life threatening, dangerous or of concern, we will notify you through our text messaging system. To receive the messages, you must first opt in. Text BCBFEST to 84483. The service is free, but text-messaging rates may apply depending on your individual data plan.

**Refunds/Cancellations**

All fees are non-refundable. No refund will be issued due to inclement weather. No refunds are issued for cancellations. If you cannot attend Brookhaven Cherry Blossom Festival, please let us know by calling 470-342-5797 or 678-427-6450. This event will happen rain or shine.

**Questions**

If you have questions prior to or during the festival, please contact:

Frances Schube at 470-342-5797, [rdemetrius72@aol.com](mailto:rdemetrius72@aol.com)

Cindy Flynn 678-427-6450, [splashfestivals@gmail.com](mailto:splashfestivals@gmail.com)

Mike Schube at 770-235-7152 or Samantha Hodz 904-945-2300 (food vendors during the event)