



**WELCOME!**

**We are so glad that you are joining us!**

**Alpharetta Arts Streetfest 2018  
Exhibitor/Vendor/Entertainer Instructions**

**Hours of Operation: Saturday, May 26, from 10:00AM to 5:00PM,  
Sunday, May 27 from 10:00AM to 5:00PM and Monday, May 29 from 10:00AM to 5:00PM  
ALL BOOTHS MUST REMAIN OPEN DURING THESE HOURS**

**Load-In**

**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.

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

**Check-in and Set-up – Friday, May 25 OR Saturday, May 26 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 be forced to park in one of several nearby lots to dolly in. Keep in mind that we have assigned spaces based on having those with trailers coming in for the first load-in on the outside rows. Once the center aisle begins to set up, the road will become narrow and difficult for trailers and large vehicles to get through.** 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.

<p style="text-align: center;"><b>1<sup>st</sup> LOAD-IN FRIDAY</b> ARRIVE AT 4:45PM; SET UP BEGINS AT 4:45PM</p> <p style="text-align: center;"><b>OLD CANTON STREET LOAD-IN</b></p> <p><b>BOOTHS # 1 to 5 and 10 to 27, 50</b></p> <p>Your vehicle MUST be unloaded and off street by 5:45PM. 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 style="text-align: center;"><b>Driving directions:</b></p> <ul style="list-style-type: none"> <li>• GA 400 North OR GA 400 South, exit 9</li> <li>• Turn <b>left</b> on Haynes Bridge Rd.</li> <li>• <b>Left</b> on Old Milton Parkway. Cross over Main Street (SR9).</li> <li>• <b>Right</b> on Roswell St. Cross over Milton Ave.</li> <li>• <b>Right</b> on <b>Old Canton St.</b></li> <li>• Follow street to check-in for numbered vehicle pass.</li> </ul>
<p style="text-align: center;"><b>1<sup>st</sup> LOAD-IN FRIDAY</b> ARRIVE AT 4:45PM; SET UP BEGINS AT 4:45PM</p> <p style="text-align: center;"><b>OLD ROSWELL STREET LOAD-IN</b></p> <p><b>BOOTHS # 85 to 110</b></p> <p>Your vehicle MUST be unloaded and off street by 5:45PM. 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 style="text-align: center;"><b>Driving directions:</b></p> <ul style="list-style-type: none"> <li>• GA 400 North OR GA 400 South, exit 9</li> <li>• Turn <b>left</b> on Haynes Bridge Rd.</li> <li>• <b>Left</b> on Old Milton Parkway. Cross over Main Street (SR9).</li> <li>• <b>Right</b> on Roswell St. <b>RIGHT</b> on <b>OLD Roswell St.</b></li> <li>• Follow street to check-in for numbered vehicle pass.</li> </ul>

## 2<sup>nd</sup> LOAD-IN FRIDAY

ARRIVE AT 5:45PM; SET UP BEGINS AT 5:45PM

### OLD CANTON STREET LOAD-IN

BOOTHS # 28 to 48

Your vehicle MUST be unloaded and off street by 7:30PM. 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. 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: **# 28-48**

## 2<sup>nd</sup> LOAD-IN FRIDAY

ARRIVE AT 5:45PM; SET UP BEGINS AT 5:45PM

### OLD ROSWELL STREET LOAD-IN

BOOTHS # 52 to 84

Your vehicle MUST be unloaded and off street by 7:30PM. 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, 57-52, 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 & 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.

**Parking**

- Exhibitor parking, including RV parking is located at the site of the old Milton Center (old Milton High School), 86 School Drive, Alpharetta, GA 30009. Please park in this lot. **DO NOT PARK ON OLD CANTON ST. SATURDAY MORNING AS THE FARMERS MARKET WILL BE UTILIZING THE STREET.** 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**

**Services**

**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.

**Food Vendor Coupons**

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

**Splash Bucks**

Gift certificates will be in circulation and will be valid for purchases from artists' booths only. Artists may redeem these for cash at the Hospitality Suite inside of THRIVE.

**Hotel**

Hotel accommodations for Alpharetta Arts Streetfest have been arranged through Fairfield Inn and Suites, 11385 Haynes Bridge Rd., Alpharetta, 30009, 770- 663-4000 for \$69 per night including breakfast.

**Hospitality**

A Hospitality Suite has been set up for all exhibitors inside of THRIVE Co-working. Please note the new location at 44 Milton Ave. 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.

**Ice**

T.J., with Stone Mountain Ice will be servicing all vendors with ice beginning Saturday morning. Perry 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. Contact T.J. at 770-310-0493 for restocking.

### **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).

### **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.

### **Other Amenities**

Lost and Found is located inside THRIVE Co-working, 44 Milton Ave. (Hospitality) (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 inside as indicated on the map you will receive at check-in.

### **Restocking**

Exhibitors on Old Milton St. who need to restock Sunday or Monday morning will be required to dolly in their merchandise. The streets will be narrow with no room for vehicles to enter. Please plan accordingly. Food vendors in the Festival Cuisine area will have easy access to restock from Old Roswell St. early before the Festival opens Sunday and Monday.

## **Load-Out**

### **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. **CENTER AISLES WILL LOAD OUT FIRST.** 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.

## **Important Details**

### **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 [470-342-5797](tel:470-342-5797). We appreciate your cooperation!

### **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.

**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/Emergency Communications – Don't be the last to know**

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.

**Questions**

If you have questions prior to Streetfest, please contact:

Frances Schube 770-452-1727 (H) 470-342-5797 (C) [rdemetrius72@aol.com](mailto:rdemetrius72@aol.com)

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

Entertainers should contact Lee Gamble at 678-596-4180 or [Lee\\_Gamble@bellsouth.net](mailto:Lee_Gamble@bellsouth.net).