



## **WELCOME!**

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

### **Alpharetta Arts Streetfest 2019 Exhibitor/Vendor 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**

## **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.
- All exhibitors 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 11' wide). Your booth should not interfere with your neighbor's space.

Do not stake your tent down to the pavement or the green area (irrigation is present). 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 26 PLEASE NOTE THE NEW LOCATION FOR THE FESTIVAL!!!!!!!!!!!! IN YOUR GPS ENTER 2 PARK PLAZA, ALPHARETTA, GA.**

Each exhibitor has been assigned a load-in time. Booths located on the Green will load in first (booths 31 through 76). **You will first receive your packet with load-in pass when you check in directly in front of City Hall, 2 Park Plaza.** Once you receive your pass, you'll be directed to your unloading location. Remember, booths on the Green must dolly in a short distance. Exhibitors must be checked in by 7:00PM Friday evening, otherwise the exhibitor will be considered a "no-show" and his or her space will be given away with no refund. **Allow extra travel time for Atlanta rush-hour traffic! Saturday check in begins at 7:30am to 8:30am.**

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

<p><b>1<sup>st</sup> LOAD-IN FRIDAY</b> <b>ARRIVE AT 4:45PM; SET UP BEGINS AT 5:00PM</b></p> <p><b>The Green LOAD-IN</b></p> <p><b>BOOTHS # 31 to 76, K1-K4 and F1-F4</b> Your vehicle <b>MUST</b> be unloaded and off street by 5:45PM. You may park in the parking deck at 2 Park Plaza and return to the site, without your vehicle, to complete your set-up for as long as you like. Please note that trailers cannot be taken into the parking deck.</p>	<p><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>Cross</b> Old Milton Parkway. Go through the round-a-bout.</li><li>• Turn left at the next street which will still be Haynes Bridge Rd.</li><li>• Continue to the circle in front of City Hall where you'll receive your packet.</li></ul>
<p><b>2<sup>nd</sup> LOAD-IN FRIDAY</b> <b>ARRIVE AT 5:45PM; SET UP BEGINS AT 6:00PM</b></p> <p><b>North Broad Street/South Broad Street</b></p> <p><b>BOOTHS # 1-30 and 77 to 106</b></p> <p>Your vehicle <b>MUST</b> be unloaded and off street by 7:30PM. You may park in the parking deck at 2 Park Plaza and return to the site, without your vehicle, to complete your set-up for as long as you like. Please note that trailers cannot be taken into the parking deck.</p>	<p><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>Cross</b> Old Milton Parkway. Go through the round-a-bout.</li><li>• Turn left at the next street which will still be Haynes Bridge Rd.</li><li>• Continue to the circle in front of City Hall where you'll receive your packet.</li></ul>

## **Parking**

- Exhibitor parking for vehicles that can clear low ceilings is in the parking deck located at 2 Park Plaza **on the top level**. DO NOT PARK ON THE STREETS. Thank you!
- Trailers and RVs must park at the Alpharetta Equestrian Center, 11915 Wills Road. See the diagram below for the specific parking directions. Please drop your trailers at this location, then return to park at 2 Park Plaza in the parking deck. There will be no shuttles running from the festival to this lot.

## **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 vendors located on the Green.

### **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 City Hall.

### **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 \$74 per night including breakfast.

### **Hospitality**

A Hospitality Suite has been set up for all exhibitors inside of City Hall. Please note the new location at 2 Park Plaza. Look for the **Exhibitor Hospitality** signs. 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**

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. Food vendors, per your contract, you are required to purchase your ice from them. The price is \$3.50 per 16lb bag delivered to your booth.

### **Utilities**

If you have paid for electricity, please bring your 100-foot heavy-duty electrical cord(s). There is no access to water.

### **Trash**

All trash, papers or boxes must be placed in the dumpster on Haynes Bridge Road to the left of City Hall. Please keep Streetfest clean for the public to enjoy!

### **Security**

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

### **Other Amenities**

Lost and Found is located inside City Hall. (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 of City Hall and also in the parking deck.

### **Pets**

Pets are not allowed at Alpharetta Arts Streetfest due to crowds and narrow aisles.

## **Restocking**

Exhibitors who need to restock Sunday or Monday morning will need to arrive no later than 8:30am Sunday and Monday. Please plan accordingly.

## **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. NORTH BROAD AND SOUTH BROAD BOOTHS 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.

Trailer and RV Parking is located at The Alpharetta Equestrian Center, 11915 Wills Road, Alpharetta. RV parking is in the area circled in red on the left below. Trailer parking is located in the area circled in red on the right. After unloading, make a right onto Hwy 9, left onto Milton Ave., then left onto Wills Road. Cross over Old Milton Pkwy and the facility will be on your left. Follow the signs to either RV Parking or Trailer Parking



## 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) [splashfestivals@gmail.com](mailto:splashfestivals@gmail.com)