



WELCOME!

We are so glad that you are joining us!

Brookhaven Cherry Blossom Festival 2024

March 23 & 24

Load in Instructions for the Artist Market and Kidz Zone

Hours of Operation:

Saturday, March 23:

10:00AM to 6:00PM Saturday

Sunday, March 24:

11:00AM-6:00PM Sunday

Check-in – Artist Market

To check in: In your GPS enter 3493 Ashford Dunwoody Road, Brookhaven, GA 30319. Follow the signs to Exhibitor Check-in (at the main entrance which is the southernmost entrance on Ashford Dunwoody Rd).

Friday, March 22: Check-in and unloading for the Artist Market is from 10am until 4pm. **Saturday, March 23: Check-in and unloading for the Artist Market and Kidz Zone is from 7:00am to 8:00am.** *All participants will be assigned a load-in time and must check in Friday or Saturday at their assigned time. If you arrive early or are late, you'll be required to park in the holding area until your assigned time or until you are able to be worked into the line without disrupting or blocking other artists. Assignment times are based on keeping you and your neighbor from arriving at the same time. Most of those with trailers will arrive at 10:00am and will be able to park in the booth spaces beside them to unload. Everyone will receive up to 30 minutes to unload and move their vehicle to Exhibitor Parking and return on the shuttle to begin setting up their booths.*

Parking passes for the weekend will be included with the check-in packets that will be given upon checking in. Parking details are outlined below.

Saturday, March 23:

Check-in – Kidz Zone

Saturday, March 23:

Check-in is from 7:00AM until 8:00AM only. You must be set up and ready to open by 10:00am.

To check in: In your GPS enter 3692 Ashford Dunwoody Road, Brookhaven, GA 30319, which is the YMCA. **DO NOT TURN INTO THE YMCA!** YOU SHOULD TURN INTO THE DRIVE ACROSS THE STREET WHICH LEADS TO THE PAVILION, WHERE YOU'LL RECEIVE YOUR PACKETS AND DIRECTIONS ON WHERE TO UNLOAD.

Check-in Packet

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

- Parking Permit: 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. Your Zone will determine your parking area. KZ is Kidz Zone. PW is Pet world. AM is Artist Market. See specific instructions below.

- Artists and Vendors will receive exhibitor identification badges. We ask your cooperation in wearing these so that we can easily assist you as needed during the Festival.
- Booth sitting phone number. This number is for you to contact staff for booth-sitting services. These services will be available from 11am to 4pm Saturday and Sunday.

Load-in

Artist Market Load-in: Once you have checked in, you'll be directed to your booth to unload. After unloading, please move your vehicle to ASHFORD GREEN, 4170 ASHFORD DUNWOODY ROAD before you begin to set up, so you do not cause excessive delays for other exhibitors who need to access their booth locations. A SHUTTLE WILL BE TRANSPORTING YOU BETWEEN THE ARTIST MARKET AND ASHFORD GREEN. SHUTTLE HOURS ON FRIDAY ARE FROM 10:00AM TO 6:00PM.

Kidz Zone Load-in: Once you have checked in, you'll be directed to your booth to unload. You will be able to drive up to your booth.

Parking

ARTIST MARKET ARTISTS, KIDZ ZONE: Your assigned parking area is at ASHFORD GREEN, 4170 Ashford Dunwoody Road.

Shuttle Hours: Saturday 7am to 10:15am and 6pm to 9pm, Sunday 8am to 10am and 6pm to 9pm.

RV Parking: Overnight parking for self-contained RV's will be in Exhibitor Parking at Ashford Green.

Each vendor will be issued two parking passes. If you will have additional help arriving, please have them park at the Brookhaven Marta station and take the shuttle during the weekend.

ASHFORD GREEN SHUTTLE HOURS ARE:

FRIDAY 10:00AM TO 6:00PM

SATURDAY 7:00AM TO 10:15AM AND 6:00PM TO 8:00PM

SUNDAY 9:00AM TO 11:15AM AND 6:00PM TO 9:00PM

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.

Kidz Zone displays must have prices posted. Otherwise, your service or product will be assumed to be free!

Tent Set-up

Staking of tents is not allowed in the Artist Market. 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 by the time you arrive and will have the necessary weights.

Inspections

The City of Brookhaven Fire Marshall will be inspecting vendor set ups on Friday, March 22, or Saturday morning March 23. Please note the following:

- Tents must be properly weighted with a minimum 40 lbs. per tent leg
- No open flames will be allowed, including Sterno.

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 do not bring a face painter or temporary tattoos as activities in your booth, as it is a conflict with the face painting vendor. Beverages may only be sold or given away by contracted food vendors. We appreciate your cooperation!

Services

Utilities

If you have paid for electricity, please bring your 100-foot heavy-duty electrical cord(s).

Trash Disposal

Please remove all of your trash at the end of the event and take it with you, including any plastic straps from your tent. The dumpsters are not conveniently located, and regular trash cans should only be used for disposal of food or beverage items.

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 away from the common areas.

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). Restrooms are located on the north end across from the stage and on the south end, near the playground.

Booth-Sitters (artists only)

If you need to take a quick break, please call the Hospitality Suite telephone number. We will provide a responsible booth sitter while you are away from your booth, beginning at 11am to 4pm both Saturday and Sunday.

Sunday, March 24: Artist Market: You should proceed directly to your assigned parking, so that you'll have time to open your booth by 11am. **Kidz Zone**, see specific parking instructions under Load-out below

Restocking of the Artist Market

If you need to restock Sunday morning, bring your vehicle to where you checked in Friday between 9:00am and 9:45am

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, you must break down your booth and have your tent dismantled prior to moving your car from your parking area to the loading area. A volunteer will issue you a Loading Pass, which will be required to bring your vehicle into the market to load. NOTE: Delays may occur with bringing your vehicle through to load and exiting after loading due to heavy pedestrian traffic after the final concert ends at 6pm. 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 9:00PM Sunday. Catch the shuttle to Exhibitor Parking at the Pavilion by the shuttle buses. It will begin running again at 6PM until 9PM Sunday.

KIDZ ZONE VENDORS: A space will be reserved for you to park within the Kidz Zone area on Sunday morning. This will expedite the ability for you to cart your setup to your vehicle on Sunday evening and, avoid getting caught up in the pedestrians waiting to board the shuttles. SAFETY IS KEY HERE. Once you've loaded up, pull your vehicle on the sidewalk towards the shuttle loading area and carefully make a right turn (between the buses to get around the turning circle) to exit.

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
Cindy Flynn 678-427-6450, splashfestivals@gmail.com