



Welcome!

Alpharetta Arts Fest Exhibitor Instructions

Hours of Operation

- **Saturday, May 23, 10am to 5pm**
- **Sunday, May 24, 10am to 5pm**

Check-in and Set-up

All Exhibitors and Vendors must check in at the Exhibitor Check-in area, located in the parking lot of the Alpharetta Community Center, 175 Roswell St., Alpharetta, GA. Please follow the signs directing you to the check-in location.

- Set-up begins on Friday at 10:00am and continues Saturday morning starting at 7:00am.
- To reduce congestion, arrival times are staggered. You and your immediate neighbor will arrive at least thirty minutes apart. Use this time to unload your vehicle or trailer, then move it to nearby parking before starting to set up your tent.
- If you arrive early, use the early arrival parking area until your assigned check-in time.
- If you arrive late, you may have to wait until the last scheduled load-in is complete.
- On Friday, you may stay as late as needed for set-up. All booths must be open by 10:00am on Saturday.
- Vehicles weighing more than 7,500 pounds (including trailers) are not allowed to drive to their booths. These assignments are as close to the entrance as possible, but be prepared to cart your items in. We will coordinate your load-in time to minimize waiting.
- Exhibitors are responsible for their own displays, which must be sturdy enough to withstand weather and crowds. Each tent leg must be weighted with at least 40 pounds securely attached to each leg. Exhibitors are liable for their displays and any losses or damages. All items, including displays and storage, must remain within the assigned booth space and must not interfere with neighboring booths.

Check-in Packet

- When you arrive at check-in, you will receive a ZONE CARD to display in your vehicle's windshield. This will help staff and volunteers direct you to your booth.
- All exhibitors will receive identification badges to wear during the Festival. Please wear these for easy assistance from staff.
- Artists will receive a booth placard with their name and booth number. This should be posted on the upper left-hand corner of your tent from the outside.
- The Hospitality Services phone number is printed on the back of your badge. Use this number for assistance. Booth sitting will be available Saturday and Sunday from 11:00am to 4:00pm.

Parking: for Saturday and Sunday is at Amana Academy, 285 S Main St., within the designated area adjacent to Regions Bank. Look for signs indicating Exhibitor Parking. There is ample space for trailers and RVs beginning Friday evening. Do not park in undesignated areas, as the school's teachers need those spaces. Do not park at the Community Center where you parked on Friday to set up. If you need to drop off items at the entrance, you may pull up in front of the Community Center to unload, but parking is not allowed there.

Food Vendors

- Food vendors must bring their own containers for grease and gray water disposal. Water will not be available.
- Power will be provided per your application specifications.
- Only food items listed in your contract may be served. A copy will be available on site. Limited duplication of food items is permitted; please contact Cindy Flynn at 678-427-6450 with concerns. Vendors selling unauthorized items must stop immediately.
- All prices must be clearly posted.
- Please do not play music at your booth.
- Refer to your contract for any additional specifics.

Services

- **Security:** Private security will be on site to provide overnight security on Friday and Saturday. Exhibitors must secure their tents against theft.
- **Headquarters, Lost & Found, First Aid:** Headquarters, Lost and Found, and First Aid are located in the pavilion at the center of the field.
- **Restrooms:** Restrooms are available inside the Community Center.
- **Ice and Water:** Ice and water will not be available on site.
- **Gift Certificates:** Gift certificates for volunteers will be in circulation. Artists may redeem these for cash by calling the Hospitality number provided.
- **Sales Taxes:** The Georgia Department of Revenue requires you to file your report within three days of the event. The necessary form is available in your application under "Related Documents." The sales tax rate for Alpharetta is 7.75%.

General Information

- **Exhibitor Rules of Etiquette:** We value all artists, sponsors, and vendors as our guests and appreciate your participation. To ensure fairness, please do not distribute literature or advertising materials outside your booth space. Promote your products without disturbing or distracting customers from neighboring booths. Thank you for your cooperation.
- **Smoking Policy:** If you need to smoke, please do so away from other exhibitors. We appreciate your understanding and cooperation.
- **Pets:** Pets are permitted at the Festival, provided they are kept on a leash.

- **Emergency and Contest Winner Notifications:** The Alpharetta Arts Fest takes place rain or shine. In the event of weather or other emergencies that are life-threatening or dangerous, you will receive notifications through our text messaging system. To opt in, text "AlpharettaFest" to 470-574-4441. This system will also be used to announce the contest winner for completing all setup tasks: 160 lbs. of secure weight on tent legs, booth placard posted, and opt-in to the messaging system. Your information will be deleted from the system after the event.

Refunds/Cancellations: All fees are non-refundable. No refunds will be issued for inclement weather or cancellations. If you are unable to attend, please notify us at 470-342-5797 or 678-427-6450. The event will take place rain or shine.

Liability: Splash Festivals, Inc. and the City of Alpharetta are not liable for acts of God, natural disasters, adverse weather, damages, injuries, or any cause beyond their control. Neither Splash Festivals, Inc., the City of Alpharetta, nor their agents or representatives are responsible for any injury, damage, or loss to artists or their property. Artists are encouraged to obtain their own insurance as needed.

Sunday, May 23

Restocking is allowed from 8:30am to 9:00am at the same location as Friday check-in. Show your parking pass to a volunteer for access to unload in front of the Community Center. You will need to use a dolly or cart to move your items from the entrance. If you are not restocking, please arrive at your booth by 9:30am. Many attendees arrive before 10:00am, so arriving early is encouraged. You will not be allowed to park in any space at the Community Center to unload. All Sunday parking is at Amana Academy.

Load-out

Please keep your booth open until 5:00pm on Sunday. After the event closes, you must break down your booth and tent before moving your vehicle to the loading area. A staff member will provide a Loading Ticket once you are packed. Additional instructions will be provided on Sunday morning. Parking in the Community Center lot on Sunday is not permitted.

For safety reasons, vehicles are not allowed to re-enter the paved pathway until 5:15pm or once crowds have thinned. All booths must be removed from the park by 9:00pm Sunday. Instructions may change due to weather, so please opt into the emergency text system for updates.

Questions

If you have questions before Alpharetta Arts Fest, please contact:

- Frances Schube: 470-342-5797 (C), frances.splashfestivals@gmail.com
- Cindy Flynn: 678-427-6450 (C), splashfestivals@gmail.com