

CUMBERLAND ART FESTIVAL 2026

ARTIST, VENDOR AND SPONSOR INSTRUCTIONS

October 17 & 18, 2026

Welcome

We're so glad you'll be joining us for **the Cumberland Art Festival 2026** in the beautiful Galleria on the Park. We look forward to welcoming you and helping make your festival experience smooth and enjoyable. Please take a few minutes to review the check-in, setup, and parking information below.

Festival Hours

- **Saturday, October 17:** 10:00 AM - 6:00 PM
- **Sunday, October 18:** 10:00 AM - 5:00 PM

CHECK-IN & SETUP

Check-In Schedule

Friday, October 16

5:00PM to 9:00PM

Saturday, October 17

7:00 AM - 8:30 AM

Check-In Location – Refer to the [Directional Map](#)

Enter the following address into your GPS:

East Galleria Drive, Atlanta, GA 30339. BE SURE TO NOTE THAT YOU MUST ACCESS EAST GALLERIA DRIVE FROM AKERS MILL ROAD. COMING FROM COBB PKWY (HWY 41), TURN LEFT AT THE NEXT STREET PAST THE SECOND TRAFFIC LIGHT. DO NOT CROSS OVER THE I75 OVERPASS BRIDGE.

From the Akers Mill entrance, follow posted signs to **Exhibitor Check-In**.

Load-In Procedures

To help everyone get settled as smoothly as possible, all artists, sponsors, and vendors will be assigned a specific load-in time based on booth location. Please plan to arrive during your designated check-in window so we can keep traffic moving and spaces ready for everyone. If you are unable to check in at your assigned time, your space may be considered a no-show and may be reassigned without refund.

After check-in:

1. Unload your vehicle. Do not place anything on the turf behind you, including your chairs, table or boxes. Everything must be contained within your tent space.
2. Move your vehicle to the designated exhibitor parking area. If you do not have a trailer or vehicle higher than 6'6", you may park in the parking deck on the 4th level. Trailers and larger vehicles must park under Bldg. 300 (where you checked in). Entertainers and Food vendors will be issued special passes to park in a nearby surface lot.
3. Return to set up your booth.

Friday Setup Notes

Exhibitors who assemble their booth on Friday and return with merchandise on Saturday should note:

- Access routes will be narrow.
- Saturday access will be through the same route as Check-in.

CHECK-IN PACKET

Upon arrival, you will receive:

Load-in Pass (Zone Card)

- Display the pass on the driver's side dashboard.
- Please keep the pass visible throughout the festival.
- The pass will authorize you to park in your assigned parking and help expedite unloading, parking, and load-out procedures.

Exhibitor Badge

- All exhibitors and vendors will receive identification badges.
- Please wear your badge throughout the event to assist festival staff and volunteers in providing support.

Artist Booth Placard

Artists will receive a placard displaying their:

- Name
- Booth number

This placard must be posted on the **upper-left exterior corner** of the tent and be visible from outside the booth.

Hospitality Information

The Hospitality Suite phone number is printed on the back of each badge and may be used to request booth-sitting assistance beginning at 11:00AM through one hour before closing.

Georgia Sales Tax Requirements

The Georgia State Sales Tax Form is available within your application documents. Please complete and submit the form directly to the Georgia Department of Revenue within three days following the festival.

Unincorporated Atlanta sales tax rate: 6%.

BOOTH REQUIREMENTS

Displays

Please bring the display equipment you'll need for your booth. We recommend sturdy displays that can hold up well in outdoor conditions and busy foot traffic.

Each booth space measures a minimum of **10 feet deep × 11 feet wide**.

Please keep all artwork, displays, storage, and equipment within your assigned booth footprint so neighboring booths and walkways remain clear and comfortable for everyone. No space is available behind your booth for storage or your chairs, so please plan accordingly unless you are in booths 77 through 83.

Tent Safety Requirements

Tent Weights Are Mandatory

For everyone's safety:

- No staking is allowed.
- All tents must be secured with 40lb concrete weights or heavy sandbags per tent leg.
- Weights must rest on the ground and may not hang from the frame.
- Water jugs are not acceptable tent weights.

Minimum Weight Requirement

40 pounds per tent leg

PARKING

Artist and Sponsor Parking

Artist, vendor, and sponsor parking is located in the parking deck on Level 4 behind Zone 4. After unloading, please park your vehicle there. Please note that the deck has a 6'6" height restriction. If you have a trailer or a vehicle higher than 6'6", please park on the bottom level of Building 300, where you checked in. After unloading you should exit onto Akers Mill Road again and turn left onto East Galleria Drive to reach trailer parking.

Food Vendor and Entertainer Parking

Food vendor service trucks and entertainer parking are located in the KinderCare parking lot behind the food court. A special parking pass will be included in your check-in packet for access to this lot. Employees must park personal vehicles on Level 4 of the parking deck.

Handicap Parking

Handicap parking is located within the parking deck as marked.

Public Parking

Public parking is located in several parking decks. Signage will direct visitors.

EXHIBITOR SERVICES

Headquarters, Lost and Found

Lost and Found services will be located in the HQ pavilion. Refer to the Booth Map. **Operating Hours are:**

Saturday: 7:00 AM - 6:00 PM

Sunday: 10:00 AM - 5:00 PM

First Aid

First aid will be located at the entrance to the bridge across from booth numbers 22 to 36.

Restrooms

Restrooms are located:

- In the food court area
- At each end of the park

Ice

Please plan ahead, as ice will not be available for purchase at the festival.

Utilities

Exhibitors requiring electricity must bring their own **100-foot heavy-duty extension cords**.

Please note that water access will not be available.

Recycling & Waste Disposal

Cardboard may be recycled at a container within the food court. Several trash carts will be available in select locations. Otherwise, please use the metal permanently affixed trash receptacles throughout the festival grounds.

Security

Private security will be present throughout the event and overnight on Friday and Saturday nights.

Exhibitors remain responsible for securing their booths and merchandise.

HOSPITALITY SERVICES

Booth Sitting (Artists & Sponsors)

Artists and sponsors may request temporary booth-sitting assistance by calling the Hospitality Suite.

Booth-sitting service begins at:

- 11:00 AM Saturday
- 11:00 AM Sunday

Volunteer Gift Certificates

Artists may redeem volunteer gift certificates for cash by texting a photograph of the completed certificate to the number on the back of their name badge.

Customer Art Transportation

If a customer requires assistance transporting artwork purchases to a vehicle, contact the Hospitality Suite. Staff will arrange golf-cart transportation when available.

Win a Refund of Your Artist Booth Fee

One artist will receive a refund of their Cumberland Art Festival artist booth fee.

To qualify:

1. Display your official booth sign on the upper-left exterior corner of your canopy by **10:00 AM Saturday**.
2. Secure your tent with a minimum of **40 pounds per leg**.
3. Opt into festival text alerts by texting **CumberlandFest** to **470-574-4441**.

Festival staff will inspect booths between 10:00 AM and noon. Compliant exhibitors will receive an entry ticket for the drawing held at approximately noon.

The winning number will be distributed through the festival text-messaging system. Winners must respond within 15 minutes with:

- A photo of the winning ticket
- Their name
- Their booth number

Failure to respond within 15 minutes will result in a new drawing. The maximum refund is one booth fee.

Why This Program Exists

This initiative supports:

- Emergency response efficiency
- Lost-child and medical incident response
- Tent safety compliance
- Weather and emergency communications

The festival text-alert system is used exclusively for festival-related notifications and weather alerts. Personal information will not be retained or used after the event.

FESTIVAL POLICIES

Exhibitor Etiquette

To keep the festival enjoyable and easy to navigate, please promote your products only within your assigned booth space. Distribution of literature or solicitation beyond booth boundaries is not permitted.

To avoid conflicts with existing vendors, exhibitors may not bring independent face painters or caricature artists into their booths.

For questions regarding booth design, promotional activities, or product eligibility, contact:

Frances Schube

470-342-5797

Smoking Policy

Please smoke only in designated areas away from exhibitors and patrons. Thank you for your cooperation.

Pets & Animals

Please keep all animals on a leash at all times.

RESTOCKING

Exhibitors who require to load product on Saturday evening and/or restock on Sunday morning on either the North or South Galleria Pkwy should pull around the circle at the ends of zones 2 and 4 Saturday evening or Sunday morning to drop off and then park their vehicles. No vehicles will be admitted on the streets. **Food vendors will be allowed to exit Saturday evening after close and re-enter Sunday morning at 8AM.**

LOAD-OUT PROCEDURES

Please keep your booth open until **5:00 PM Sunday** so festival guests can enjoy the full event experience.

At closing:

1. Fully dismantle and pack your booth.
2. Obtain a **Loading Ticket** from festival staff who will be in the street dressed in staff t-shirts and safety vests.
3. Retrieve your vehicle from the parking area.
4. Return to where you checked in. Here you will receive an authorization stamp on your load-in ticket which will then allow you reentry to the market.

No vehicles will be allowed into the festival area without a stamped Loading Ticket.

For public safety, vehicles will not be allowed onto festival streets before **5:15 PM**, or until pedestrian traffic has sufficiently cleared.

Please make sure all exhibitor materials are removed from the festival grounds by **9:00 PM Sunday**. Thank you for helping us keep load-out safe and organized.

LIABILITY

Participation in Cumberland Art Festival is at the exhibitor's own risk. Splash Festivals, Inc. One Cumberland and Piedmont Partners assume no responsibility for loss, theft, damage, injury, weather-related incidents, acts of God, or other circumstances beyond their control.

Exhibitors are required to obtain liability insurance.

INCLEMENT WEATHER

Cumberland Art Festival is a rain-or-shine event.

Should severe or potentially dangerous weather occur, updates will be communicated through the festival text-alert system.

To receive alerts, text:

CumberlandFest to **470-574-4441**

Standard messaging and data rates may apply according to your mobile provider.

QUESTIONS & CONTACT INFORMATION

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