



Buckhead Spring Arts & Crafts Festival 2012 Food Vendor Contract Packet



Buckhead Spring Arts & Crafts Festival will have 175 artists and artisans, live acoustic music, a professional children's area, and delicious local foods and beverages. In 2011, approximately 25,000 visitors attended and more than 80% of the artist participants were from Georgia.

2012 EVENT FACTS

DATE:	May 5th – 6th
TIME:	Marketplace times: Saturday: 10:00 am – 7:00 pm Sunday: 11:00 am – 6:00 pm
LOCATION:	Chastain Park 4469 Stella Drive Atlanta, GA 30327 (at the intersection of Powers Ferry Road and Stella Drive)
ADMISSION:	Free
ATTENDANCE:	25,000+
PRODUCED BY:	Atlanta Foundation for Public Spaces
MARKETPLACE CONTACT:	Premier Events PH: 404-262-1800 extension 716 e mail: kristin@premiereventslive.com

*Festival details are subject to change. Buckhead Springs Arts & Crafts Festival is a RAIN OR SHINE event.



FOOD VENDOR RULES AND REGULATIONS

All Food Vendors of Buckhead Spring Arts & Crafts Festival must adhere to the following rules and regulations. Premier Events (PE) has the full power to interpret and enforce these rules, conditions and regulations, and the power to make reasonable amendments thereto and to make such further reasonable rules and regulations necessary for the proper conduct of a safe, clean, well-regulated, and attractive Event.

ATTENDANCE

More than 25,000 patrons are anticipated to attend the 2012 event but the event cannot guarantee or warrant this attendance.

EXHIBIT FEES

10 X 12 (approx.) booth space or food trucks w/beverage sales: **\$450**
Food trucks without beverage sales: **\$300**

Food Vendors are expected to furnish their own tent, tables, chairs and all décor and supplies. Food Vendors must furnish completed application, full payment, menu and prices to reserve their participation in the 2012 event. PE reserves the right to refuse exhibit space if the Food Vendors product or service or the booth area is not consistent with the character of the event.

VENDING HOURS

Vendors will be open to the general public on Saturday from 10am – 7pm and Sunday 11am – 6pm. Food Vendors must be set up and remain open during all exhibit hours.

EXHIBIT AREA / CHARACTER OF EXHIBITS

All exhibits must be designed, constructed and operated in good taste with the best interest of the Event and public safety. PE reserves the right to prohibit or restrict exhibits that because of noise, method of operation, materials or any other reason become objectionable. In the event that restriction occurs, PE will not refund the Food Vendor fees or other expenses. Carnival tactics, the use of public address systems or other similar activities by the Food Vendor shall not be allowed. The event does not guarantee exclusivity of products sold. Food Vendors may not sublease any part of their space or participate in any third-party advertising or third party promotions or display third party signage at their booths.

Food Vendors must put down non-porous flooring to cover booth area. We recommend plastic tarp covered with roofing paper. Grease spills will be the responsibility of the Food Vendor to clean and may also result in loss of cleaning deposit. The event will provide receptacles for grease and gray water. Nothing can be poured onto the grass or down storm drains including grease or gray water. Any violation of this could result in immediate expulsion from the festival, loss of clean up deposit, and possible fines from the City of Atlanta. Food Vendors must furnish in-tent trash cans and must bag all trash and breakdown boxes for pickup by the festival employees.

Decorations may not be nailed, taped, tacked or otherwise fastened to park infrastructure, trees, or fixtures. The use or distribution of any of the following items is prohibited: adhesive backed decals, stickers, helium balloons, glitter, confetti. Motorized vehicles of any type (forklifts, gas or electric carts, bicycles, scooters or similar equipment) may not be used inside the event venue.

Distribution of flyers, brochures or any advertising marketing materials must be confined to the vendor booth space. Promotional materials or signage may not be affixed to any structure inside or outside of the event venue.

GREENWARE POLICY

We will not allow Polystyrene containers or cups (Styrofoam) for the festival. If you normally serve from these, contact Rob Frazer at rob@premiereventslive.com.

FOOD VENDOR SALES

Food Vendors will conduct sales of products or goods direct with the event consumers and shall be entitled to retain 100% of the proceeds from these transactions. Food Vendors must furnish their own cash bank and credit card processing if they wish to take credit cards. Food Vendors are not allowed to sell any sodas or water.

CANCELLATION

If Exhibitor notifies PE in writing of their intent to cancel through April 20th, Exhibitor shall be entitled to receive a 50% refund of their Exhibitor fee. If PE receives notice after April 20th, no refund will be issued.

ELECTRICITY

(2) standard 20 amp, 110v outlets will be made available to each food vendor as part of the Food Vendor Fee. Additional power needs will be charged on the following schedule: Extra 110 V or 220 V Power- \$110. Electrical hardware- \$200 per location.

EVENT MAPS/VENDOR LOCATIONS

PE will make Food Vendor location assignments approximately two (2) weeks prior to the event. Space assignment priority will be given based upon date of receipt of completed application and payment as well as type food being offered. If you have a special request for your booth location, please list it on this form and we will make best efforts to accommodate your request. PE reserves the right to make modifications to the layout of the exhibit area if circumstances warrant, at its sole discretion. Food Vendor area must be confined to the space contracted and provided. Food Vendor space must not obstruct other exhibits or walk paths. Food Vendors will not be allowed to place anything in the backspace area directly on grass or area that will effect root compaction.

LOAN IN / LOAD OUT

Exhibit load in and set up will take place Friday between 9 am and 12 noon. Load out will take place Sunday after 6pm. Exhibitors will receive information regarding load in and set up 2 weeks prior to the festival. Exhibitors that fail to abide by load in schedule and deadline may risk forfeiture of event space. In the event of late shows, event will not be obligated to refund event space fee.

LIABILITY

The Food Vendor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save PE against any and all claims, losses and damages to persons or property and attorney's fees arising out of or caused by Food Vendor's installation, removal, maintenance, occupancy or use of exhibit space. In addition, the Exhibitor acknowledges that PE and Buckhead Spring Arts & Crafts Festival do not maintain insurance coverage covering Food Vendor's property and it is sole responsibility of the Food Vendor to obtain such insurance, including, if desired business interruption and property damage covering losses by the Food Vendor. Responsibility of the security of a Food Vendor's area, products and property rests solely with the Food Vendor.

WEATHER

Buckhead Spring Arts & Crafts Festival is a rain or shine event. The Food Vendor agrees that in the event of acts of God, storms, floods, high winds, gales or hurricanes that neither PE nor any of its employees or agents shall not be responsible for loss, damage, third party damages, claims or loss to property, persons or vessels. It is the Event Management's sole and absolute discretion to order an evacuation of the Event, or to take necessary steps to protect public health and property in the event of an act of God, hurricane, or the issuance of a severe weather warning for Atlanta or its environs by the National Weather Service.

ACTS OF GOD

PE shall have no liability whatsoever for damage, of any nature, to any person, matter, or thing resulting from storm wind or water, or other acts of God, or imminent threat thereof, nor from fire, strikes or lockouts.

INSURANCE

All food vendors are required to provide Premier Events proof of insurance for \$1,000,000.00 Liability coverage (and needs to cover days of the event). You will be required to name **The City of Atlanta, Atlanta Foundation for Public Spaces, Premier Events, LLC, and Phoenix Concessions, LLC** as additional insured. 1825 MacArthur Blvd. NW Atlanta, GA 30318

CONTACT

For more information about the 2012 Buckhead Spring Arts & Crafts Festival, please contact:

Premier Events, **Kristin Hanson** PH: 404-262-1800 ext. 716, FAX: 404-720-0800
E mail: kristin@premiereventslive.com

