



**CORPORATE
VENDOR/EXHIBITOR
APPLICATION**

Post Office Drawer 52997 Atlanta, Georgia 30355

www.pemi.net

Premier Events Management has been contracted to solicit and place corporate exhibitors and sponsors for the following event. For additional information on the event, consult our website at www.pemi.net. We will do our best to accommodate the needs of all exhibitors and sponsors. Because of the varied nature of those needs, most sponsor and exhibit packages are custom designed, on a case by case basis, however the following information will be very helpful in determining the design and pricing of each package.

EVENT: **Atlanta Jazz Festival**
DATES: **Saturday, May 27th through Monday, May 29th 2006**
TIMES: **Noon to 11:00 pm Daily**
LOCATION: **Piedmont Park, Atlanta, Georgia**

Name of Organization/Company: _____

Trade Name on Exhibit Booth: _____

Type of Exhibit: Sampling Sign Up/Survey Other _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____ Cell Phone: _____

Phone: _____ Fax : _____ E Mail : _____

Describe specifically the activity you wish to conduct at the event: _____

Please give us two references from festivals/events you have participated in the past:

Event: _____ Location: _____

Contact Person: _____ Phone: _____

Event: _____ Location: _____

Contact Person: _____ Phone: _____

Please include a photo with your application, or a link to a website showing your proposed set up, so that we can see what your exhibit or activity looks like.

Company Web Site Address: _____
(Please provide the web site for the company that will be featured at the exhibit)

Please attach a diagram of your proposed set up showing dimensions of your tent or trailer, storage needs, etc. If you require additional storage beyond your exhibit space, or any other special needs, please indicate below:

Standard event power consists of one 110v outlet, 15 Amps. Please indicate your TOTAL power needs (defined as the maximum amperage used at any given time) for your operation. Additional power requirements may be subject to additional charges based on availability– you will be advised of these charges before acceptance to the event. Requirements for 220 V power will require an additional fee.

Total Amps 110V _____ A 220 V ^{Single Phase} _____ A 220 V ^{Three Phase} _____ A

How many workers will you use in your operation? _____

If your exhibit involves sampling or distribution of samples to the public, please describe the items to be sampled in detail. Be specific and use extra sheets if needed. We reserve the right to ask you to adjust your sampling plans in the event of potential conflicts with other exhibitors, vendors, or sponsors.

<u>Item</u>	<u>Item</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

If your exhibit or activity includes distribution of brochures, pamphlets, or other materials to the public, please include samples of the materials for our review. If you do not yet have them developed, similar samples from other events, or outlines describing the materials will be sufficient for the application, with the final materials to be reviewed for approval no later than three days before the start of the event.

Any additional comments: _____

EVENT POLICIES

Set Up

Each exhibit space will be pre-assigned and a festival manager will direct each exhibitor to their designated location upon arrival. Due to limited space, exhibitors will not be allowed to exceed their allocated spaces. Set up times for this event are as follows:

Event set up will be Friday, May 26th from 9:00 am to 5:00 pm

Parking and Traffic

Each exhibitor will be issued (1) parking pass for the designated vendor parking area (You will receive information on the parking area in your acceptance package) All vehicles used for loading and unloading must be removed from the festival area no later than one hour prior to the start of the event. Vehicles parked in any other areas are subject to towing at the owner's expense.

Insurance

All exhibitors are required to maintain liability insurance in the amount of at least \$ 500,000 and to list **The City of Atlanta, The Atlanta Jazz Festival**, and Premier Events Management, c/o Post Office box 52997, Atlanta Georgia, 30355 as additional insured. Insurance certificate must be submitted following acceptance to the festival/event. No exhibitor will be allowed to set up at the event prior to delivery of an acceptable Certificate of Insurance to Premier Events Management.

Event Policies Pertaining to Food Sampling

Health Inspections– All exhibitors desiring to give samples out to the public will be required to meet State & County health regulations and Serve Safe requirements regarding food temperatures, cross contamination, booth cleanliness, hand washing, and washing of utensils used in food preparation. The vendor coordinator reserves the right to stop food sales of any vendor he deems not to be operating in a safe manner.

For this event, **FULTON COUNTY** regulations will apply, and the fees for the permit, if required, will be included in the cost of the exhibition fee. Inspection by Health Department personnel, if required, will be scheduled to occur beginning at the same time as the event food vendors, and exhibitors are encouraged to be prepared at least one hour prior to this inspection time. No exhibitor will be permitted to begin sampling until any required inspection or issuance of health permits have taken place. Please complete the appropriate Health Department Application form (Available on our website at www.pemi.net) and submit with your completed application. If you are not sure if your sampling operation requires a permit, contact us for further information.

Grease and Gray Water Disposal– A designated location **WILL** be provided near the vendor set up area for the disposal of grease and gray water. Each vendor will be required to remove all grease and gray water produced by their operation **TO THIS LOCATION**. Under no circumstances will grease or gray water be allowed to be poured upon concrete or pavement, on grass, or into storm drains on the site. Any violation of this policy will result in loss of cleaning deposit, close-down and ejection from the event, and possible prosecution by City authorities.

Availability of Ice on Site–Ice will be available for purchase from the beverage concessionaire on the event site. You will be contacted during set-up to review the purchase procedure. Ice purchases will be cash only.

Exhibitor Waste and Trash

All vendors (Food, merchandise, exhibitors and service providers) are responsible for keeping their area neat and clean and free of loose trash, wrappers, napkins, flyers, or other refuse generated by their operation. Trash receptacles will be provided in the vendor area and around the event for patrons to dispose of trash, however, each vendor should plan on having sufficient trash bins and bags for internally generated trash as well as trash from serving counters such as condiment wrappers, etc. Each vendor is responsible for collecting and bagging trash from within their booth, and from the front serving area of their booth, bagging and tie-off of each bag and stacking of full trash bags for later removal to designated trash dumpsters. Unbagged or loose trash left by any vendor after break-down may result in assessments against that vendor's cleaning deposit.

Sales by Exhibitors

Any sales activities conducted by exhibitors must be approved as part of the exhibit activity. Alcoholic beverages as well as soft drinks and bottled water **MAY NOT** be sold by any exhibitors. Any exhibitor violating the beverage sale policy will forfeit their cleaning deposit as a fine and not be allowed to participate in future events.

Specific Event Power & Water Information

One standard 110v/15 Amp circuit will be provided for each exhibitor. If you require additional power, please indicate in your application. Additional fees may apply for additional power needs.

Plan on bringing at least two 50 foot extension cords to insure that you can reach the closest power receptacle to your location.

Standard water hose hook ups will be available in the vendor area for the event.

If you require water in or near your exhibit location for your operation, plan on bringing at least two fifty foot water hoses to insure that you can reach the closest water faucet to your location.

Additional Event Information

The City of Atlanta reserves the right to sell and distribute T shirts at the event. No T shirts of any kind may be sold by any vendors or exhibitors, and any give-away merchandise of this type must receive approval in advance from festival management in order to be a part of any corporate exhibit.

EXPLANATION OF FEES & PAYMENT POLICIES

General Payment Policies

All exhibit fees must be submitted **in full** at least one week (seven business days) prior to the start of the event. Business checks will be accepted and should be made payable to **Premier Events Management**. All payments, applications, and correspondence should be addressed to Premier Events Management, Post Office Box 52997 Atlanta, Georgia, 30355. You may fax information to us at (404) 237-6230 however, we ask that you follow up by sending originals to the above address. Any payments made later than seven(7) business days prior to the start of the event **MUST** be made in certified funds.

Upon acceptance, you must submit your insurance certificate and your cleaning deposit (if required, based on the proposed exhibit or activity) in order to be allowed to set up for the event. The cleaning deposit **MUST** be submitted in certified funds (Money order or cashier's check) **CASH WILL NOT BE ACCEPTED** for any outstanding fees due upon arrival at the event site, and if you arrive at an event to set up with cash for any fees due you will be asked to obtain a money order locally.

Application Review & Acceptance Policy

All applications will be considered on a first come, first serve basis. Consideration will be given to returning exhibitors, but all applications will be reviewed for suitability for the particular event with additional consideration given to event sponsors, and presentation (photo) of exhibit set up. Applications will be accepted on an ongoing basis. In the event you are not accepted you may elect to be placed on a waiting list in the event an opportunity becomes available. In the event your are placed on a waiting list we will retain your application, and the above payment policies will apply.

All applications are subject to final review and approval by the Event/Festival management. Management reserves the right to alter exhibit or sponsorship fees based on proposed activities, space requirements, power needs, etc. You will be contacted in advance if additional fees are required.

Many questions you may have can be answered by visiting our website (www.pemi.net) or by viewing links from there to the event official websites. If you are unable to find the information you need please contact or Director of Sales & Marketing, Rob Frazer at 404-580-1406 or by e-mail at rfrazer@pemi.net

SPONSOR AND EXHIBIT FEE INFORMATION

Atlanta Jazz Festival May 27th, 28th and 29th 2006

Event Sponsorship

Event sponsorship packages are designed on a case by case basis in consultation with each potential sponsor. Factors taken into consideration in the pricing structure of the sponsorship package include, but are not limited to, level of exposure in print and radio/tv media, inclusion in official advertisements and the festival program, signage at the event site in addition to exhibit location, proposed sampling activities, cash and/or “in-kind” contributions to support the production or promotion of the event, and desired exhibit space. Not all sponsors request exhibit space, and the amount of media exposure varies with each sponsor. Therefore, it is difficult to specify typical “packages” or sponsor levels without first reviewing the objectives of the proposed sponsorship and the potential revenue or “in-kind” contribution to the event.

Once we have had the initial discussion, we can work with the event management and you or your agents to present a full range of sponsorship options. Please contact Rob Frazer, our Director of Sales and Marketing, for further information or to discuss your sponsorship proposal, via e-mail at rfrazer@pemi.net or by phone at 404-580-1406

Exhibits– Tents/Trailers/Tables (Fee applies to each location)

Activities include, but are not limited to, product demonstrations, customer surveys, sign up for products or services, etc. This category DOES NOT include handing out product samples (other than literature or brochures) or food/beverage samples to the public. This category DOES NOT convey additional “sponsorship” rights such as media exposure or event signage.

10' x 10' Space: \$ 6,000.00

10 x 20' Space: \$ 9,000.00

Larger spaces may be available but will require review and approval by event management and will be subject to space available. Special requirements such as extra power needs may be in addition to the exhibit fee.

Exhibits with Sampling– Tents/Trailers/Tables (Fee applies to each location)

Activities include, but are not limited to, product demonstrations, customer surveys, sign up for products or services, etc., including the handing out of product samples, or tasting of food and/or beverage samples to the public. This category DOES NOT convey additional “sponsorship” rights such as media exposure or event signage.

Note: Food or beverage sampling must be approved by event management as to specific items and sizing of samples and all sampling activities must be in compliance with Health Department regulations.

