



## **2009 Grant Park Summer Shade Festival**

### Artist/Exhibitor Handbook

Festival Dates & Times:

Saturday, August 29, 5K Run for the Park 8:00 a.m.

Saturday, August 29, 10:00 a.m.- 11:00 p.m.

Sunday, August 30, 11:00 a.m.- 7:30 p.m.

Load In is Friday, August 28

Please arrive a few minutes prior to your scheduled load in time. Late arrivals will be held until the next available opening.

Please read this material carefully. The Festival will enforce rules of operation. Your familiarization and adherence to the rules is certainly appreciated. More importantly, it is required.



## 7<sup>th</sup> Annual Grant Park Summer Shade Festival

**Hosted by:** Grant Park Summer Shade Festival Organizing Committee  
and the Grant Park Conservancy

**Sponsors:**

Pacifico, Corona, Pabst Blue Ribbon, Kashi Boulevard Group, Comcast, djc Realtors, Adams Realtors, Grant Park Conservancy, Tony Brewer & Company, South & South, Carla Smith – City Council District 1, Six Feet Under Pub & Fish House, Tin Lizzy's, Georgia Air Contractors, NASCAR, Dixie HomeCrafters, Agave Restaurant, EverDry, State Farm Insurance, Red Robin Group, Taylor Construction, Operation Boot Camp, NY Times Home Delivery, Owens Corning, Orkin Exterminating, Allstate Insurance, Muir Glen, Viking, FUZE, Smart Water, and Next Care Urgent Care.

**Media Partners:**

Atlanta INtown, Sunday Paper, 790 The Zone, YELP, Encore, Atlanta's Open Table, Insite, WGKA, AM1690 Voice of the Arts .

**Location:**

L.P. Grant Park – Atlanta's oldest public park (est 1883) (located one mile east of Interstate I-75/85, ½ mile south of Interstate I-20) Other nearby attractions include: Atlanta Cyclorama and Zoo Atlanta (in the park), Historic Oakland Cemetery, Turner Field-Atlanta Braves Museum and Hall of Fame, Martin Luther King Jr. Historic District, Atlanta Preservation Center, Georgia State Capitol Museum. The park is located in the center of Atlanta's largest historic district.

**Purpose:**

The Grant Park Summer Shade Festival seeks to provide a safe, well-managed, family-oriented and fun event to share beautiful Grant Park with Atlanta and beyond. The event seeks to raise awareness of the park, its needs and the organization (Grant Park Conservancy) working to restore and preserve it. The public is invited to enjoy the wonderful shade trees while also enjoying visual and performing arts, food and beverages, and a day in the park. Proceeds benefit the Grant Park Conservancy.

### **Festival Contact Information**

Grant Park Summer Shade Festival c/o Grant Park Conservancy  
499 Broyles Street, SE Atlanta, GA 30312  
404-521-0938 office and fax  
email address: [info@gpconservancy.org](mailto:info@gpconservancy.org)  
website addresses: [www.gpconservancy.org](http://www.gpconservancy.org) or [www.summershade.org](http://www.summershade.org)

### **Festival Schedule - Friday, August 28 through Monday, August 31**

Friday – Load In 7 am – 9 pm

Saturday – Load In 8 am – 9:30 am (by arrangement only)

Saturday – 5K Run for the Park–Registration begins 7am/Start Time 8 am

Saturday – Festival Opens 10am

Saturday – Artist Market 10:00am – 7:00pm \*\*\*

Saturday – Children’s Area Opens 10am – 5pm

Saturday – Corks & Forks–Fine Food & Wine Event Opens 1pm – 5pm

Saturday – Food & Beverage Court 10:00am – 11:00pm

Saturday – Movie Under the Stars 9:00pm-10:55pm

Saturday – Festival Stage 10:00am – 9:00pm

Saturday – Stage in the Shade 10:00am – 11:00pm

Saturday – Milledge Fountain Stage 10:00am – 11:00pm

Sunday – Load In 8:00 am – 9:30 am (by arrangement only)

Sunday – Festival Opens 11am

Sunday – Artist Market 11:00 am – 6:30 pm

Sunday – Children’s Area Opens 11am – 6pm

Sunday – Corks & Forks-Fine Food & Wine Event Opens 1pm – 5pm

Sunday – Food & Beverage Court 11:00am – 7:30pm

Sunday – Festival Stage 11:30am – 7:30pm

Sunday – Stage in the Shade 11:00am – 7:30pm

Sunday – Milledge Fountain Stage 11:00am – 7:30 pm

Sunday – Load Out – Artist Market 7:30pm – 9pm

Sunday – Load Out – Food & Beverage Court 7:30pm – 9:00pm

Monday – Final Load Out – 9:00am – 3:00pm

\*\*\*The Festival will remain open for music and food Saturday evening until 11:00 pm.  
The Artist/Exhibitor Market is scheduled to close at 7:00 pm. Exhibitors are welcome to remain open but are not required to do so.

### **General Rules for Operations in the Park**

At no time, under any circumstance, will vehicles or any part of a vehicle be allowed to drive on grass or turf areas. Vehicles must remain on paved surface at all times. Violation will result in removal from the show, possible ticketing and towing.

All exhibitors are required to display beneath a 10X10 **white tent** unless otherwise negotiated. Tents **must be weighted** on all corners in case of high winds/storm. Tent stakes are not permitted. All exhibitors, vendors, food vendors must advise the Festival as to the size, color and type of structure to be utilized in their display.

All exhibits are placed on paved surface.

All exhibitors must be in place and open no less than 30 minutes prior to Festival operating hours and remain open through posted hours. Artist market 10a-7p Sat & 11a-6:30p Sun; food 10a-11p Sat & 11a-7:30p Sun. On Saturday, the Artist Market officially closes as 7:00p. Exhibitors are encouraged to secure booth space as much as possible. The Festival remains open for music and a movie until 11:00 p.m. Exhibitors are welcome to remain open but are not required to do so.

Please help us keep the Festival area clean by keeping the area around your assigned booth space picked up and neat. Report spills, broken glass or other hazards to the Festival Operations tent.

### **Exhibitor Hospitality and Services**

The Festival welcomes all artists/exhibitors/vendors. We seek to make your time with us both positive and profitable. The Festival will provide the following services:

- Overnight Security
- Festival Hours Security
- Vehicle Load In/Out at booth space (limited)
- Morning coffee/pastry Saturday and Sunday
- Free parking
- Festival Operations tent for information
- 50,000+ printed Festival guides with listing of all exhibitors

### **Advisory**

When parking in surface lots or on city streets, please lock your vehicle and remove all items of value from view. We provide this advisory as a precaution and to remind you we are in the middle of a large city – stuff happens.

### **ATM**

There will be four (6) ATMs in the festival area – please refer to the Festival GUIDE map for locations.

### **Ambulance/EMS**

An ambulance will be on site during Festival operating hours. EMS roving cycle teams will also be on hand. In case of emergency, look for an EMS cycle team, police, report to the Festival Operations tent, or call 911. Roving teams will have radios to alert and guide the ambulance as necessary.

### **Beverages - Alcoholic**

The Festival reserves all rights to the sale and possession of alcoholic beverages within the Festival production area. Beverages are to be enjoyed within the Festival and are not allowed beyond the production area. APD officers will be on hand for enforcement. Attendees may not bring alcohol on site.

### **Beverages – Other**

The Festival reserves rights to all carbonated drinks and bottled water served in the production area. Exhibitors may not distribute water or other beverages without the express written permission of the Festival.

### **Balloons**

Balloons are a favorite give-away for many vendors. Please tie balloons to children's belt loops or carriages. Run-away balloons get caught in trees and remain there for a long time. Littering the tree canopy is probably not the best advertising for your business.

### **Booth Addresses**

The shaded pedestrian ways in the Festival are named for cities in Georgia – Americus Walk, Augusta Avenue, Milledgeville Trail and Savannah Circle. Addresses run as follows: Savannah Circle 1-81; Augusta Avenue 100s; Americus Walk 200s; Milledgeville Trail 300s (See Festival GUIDE for map)

### **Cleanliness**

Please help us by keeping the area around your exhibit space picked up and clean. If you distribute brochures or other items, please consider providing a bag to patrons. Many times brochures end up as litter when people tire of carrying them.

### **Courtesy**

Please be courteous to fellow exhibitors, volunteers, Festival organizers and particularly to the public. We are known as a friendly Festival in a friendly city where Southern hospitality can still be found.

### **Delayed Booth Opening**

The Festival expects all exhibitors to adhere to the guidelines in this handbook. Failure to do so may result in a delayed opening of your exhibit (until all guidelines/rules are met to the satisfaction of Festival officials)

### **Display Size and Appearance**

Assigned space is 10X10. Additional space may be purchased for larger exhibits. However, city permit requirements for a space larger than 10X10 will result in

additional fees to the exhibitor. It may be possible to store items behind or to the side of your space but the Festival reserves the right to maintain the look of the Festival and will monitor any storage overflow. All items “for sale” must be within the 10X10 tented space.

We encourage exhibitors to provide a neat and well executed exhibit space at all times. White tents are required in the Artist Market.

### **Electrical Service**

The Festival provides limited electrical service. No generators are allowed other than those provided by the Festival.

### **Emergency**

In case of emergency seek and notify police, roving EMS teams, a Festival Volunteer or report to the Festival Operations Tent (81 Savannah Circle). You may also dial 911 from your cell phone. If the emergency is within the Festival area please provide a nearby booth space number (address) to assist us with quick response.

### **Exhibitor Removal**

The Festival has no desire to remove an exhibitor from the Festival. Each application is reviewed and chosen to be a part of our Show. However, failure of an exhibitor to follow the guidelines of the Festival may result in removal. The purpose of this handbook is to provide exhibitors with the parameters for operation. An inability to adhere to guidelines or a failure to familiarize oneself with these guidelines can create unpleasantness all around. Please follow the rules/guidelines and take responsibility for advising friends/co-workers of the same.

### **Festival GUIDE**

Our new and expanded Festival GUIDE is available prior to and during the Festival. We will distribute 50,000 copies free of charge.

### **Festival Operations Tent**

The Festival will maintain an operations tent during open hours of the Festival. Persons needing assistance may make request at the tent. This will also operate as a Festival information tent, lost/found, etc.. A small quantity of Festival T-Shirts will be sold at this location. (81 Savannah Circle)

### **Fire Safety**

All artists/exhibitors/vendors are required to use tents and materials certified to be fire retardant. Scented candles or open flame of any kind must be monitored at all times. Fire extinguishers are required in any booth in which there is a fire or heat source present. The Festival reserves the right to request verification for tents as to their fire retardant specifications. Fire Extinguisher specifications are as follows: non cooking 2A 10 B:C; if cooking 40 B:C. There will be no hot oils or grease cooking permitted.

### **First Aid Station**

A First Aid Station will be staffed during all open hours of the Festival.

### **Hold Harmless Agreement**

All exhibitors must read and sign a hold-harmless agreement/liability waiver issued by the Festival prior to final acceptance.

### **Grills**

Personal grills are not allowed in the Festival area or production area

### **Information**

Prior to the Festival, information is available on our website [www.summershade.org](http://www.summershade.org) or [www.gpconservancy.org](http://www.gpconservancy.org). Here you can find schedules, media releases, sponsor updates and more. During the Festival, information is available at the Festival Operations Tent. The Operations tent will be open during the same hours as the Festival.

### **Lodging**

Atlanta offers over 70,000 hotel rooms. For information on the closest hotels to the Festival call us at 404-521-0938.

### **Liability Waiver**

All exhibitors must read and sign a hold-harmless agreement/liability waiver issued by the Festival prior to final acceptance.

### **Lost and Found**

The Festival Lost and Found is located in the Festival Operation Tent . Found items or children can be turned in or claimed at that location. (81 Savannah Circle)

### **MARTA**

The park is served by rail and by bus. Take MARTA rail to the King Station (E2) and catch our Summer Shade Shuttle sponsored by Tin Lizzy's Cantina. Bus #s 97 and 197 also serve the park.

### **Overnight Camping**

No campers or overnight RVs are permitted in the park as per City of Atlanta, Department of Parks Ordinance, Section 110-57.

No sleeping overnight in the park. The park hours are 6:30 a.m.-11:00 p.m.

### **Parking**

The park offers over 900 parking spaces in two lots. Lots are located on Boulevard SE on the east side of the park and Cherokee Avenue on the west side of the park. Parking is free. Parking is also available on surface streets surrounding the park and on residential streets. Always observe "No Parking" postings, yellow/red curbs, etc. Never park on grass or turf areas in the park. Please do not block drive-ways. Vehicles violating any of the above will be ticketed and towed.

### **Pets**

As per City of Atlanta, Department of Parks Ordinance, Section 110-70 of chapter 10 (d) and (c), pets are not permitted in the Festival area unless authorized by the Festival for show purposes or display. Exhibitors are asked to leave animals at home. Approved animal rescue/adoption groups participating in the Festival must keep animals caged/crated at all times. This does not include guide animals trained to support handicapped individuals or animals utilized for public safety/security.

### **Post Cards**

The Festival will distribute up to 25,000 post cards around the city. A digital template will be provided to all exhibitors for website postings, e-vites to customers, etc.

### **Radios/Amplified Music**

The Festival discourages radios or music in individual booth spaces. If music is played and can be heard beyond the border of your 10x10 space, it is too loud.

### **Recycling**

The Festival will provide receptacles for recycling plastics, newspaper, magazines, etc. Please do not place other trash or refuse in recycling containers.

### **Restroom Facilities**

Public restrooms and portable toilets are available. Every effort will be made to keep facilities stocked. Additional paper and hand sanitizer products are available at the Festival Operations tent. (81 Savannah Circle)

### **Sales**

Exhibitors must disclose intent to sell to the Festival in advance. A list of items or products must be provided. No exceptions. Only products directly associated with the exhibitor will be approved.

### **Sanitation**

The Festival will provide trash receptacles and pick up throughout the Festival area. If a filled receptacle is not emptied in a timely manner, please advise the Festival Operations Tent (81 Savannah Circle)

### **Security**

The Festival will provide on-site security during operating hours of the Festival and overnight. Uniformed Atlanta Police Department officers are off-duty and paid by the Festival. These officers are post-certified and have full enforcement powers. In addition, the Festival will provide a number of volunteer T-Shirt security to assist with observation and reporting. In case of emergency, please seek out a Festival Volunteer, APD officer, EMS team or report to the Festival Operations tent .

### **Smoking**

Please completely extinguish all cigarettes/matches to prevent the possibility of fire. Cigarette remains must be disposed of in trash receptacles. A cigarette butt left on the ground is considered littering – which is prohibited under City of Atlanta

ordinance. **There is NO SMOKING in tents.** Please be considerate of your neighboring exhibitors and shoppers.

### **Speed Limits in Park During Load In/Load Out**

Vehicles will be permitted to enter the Festival during load in/load out only. Speed limit within the park is 5 mph at all times. Please help us maintain safety for workers, park users, Festival attendees, etc. by observing speed limit. Safety is always first. (official Festival vehicles, sanitation vehicles, or ambulance may enter the Festival, as needed, during operating hours). It is never acceptable to drive on grass or turf areas. Vehicles must remain on paved surface at all times.

### **Surveys**

The Festival will ask artists/vendors to complete a survey toward the end of the day on Sunday. We seek to learn from your experience and determine how we can grow and build the event. We also will request sales information. This is used only for statistical purposes to help us determine how successful we have been in attracting buyers and to help us plan for future Festivals.

### **Tents**

The Festival requires tents for all exhibitors.. For the protection of all attendees, the Festival requires that all tents be weighted on all corners (in case of heavy winds).

### **Transfer of Booth Space**

Booth space is reserved for sponsors and exhibitors registered with the Festival. Space is not transferable to another entity without the specific approval of the Festival. Unauthorized exhibitors will be removed.

### **Trees**

The big beautiful trees are part of what makes Grant Park a wonderful respite from our urban landscape. Please refrain from tying banners, posting signs or attaching any items to any tree. We are and will be very protective of the trees in the park.

### **Unauthorized Exhibitors/Entertainers**

All authorized artists/exhibitors/vendors must display booth or entertainer credentials at all times. Please report anyone without credentials to the Festival Operations tent, to a Festival Volunteer or to an APD officer. The Festival seeks to make YOU the focus of shoppers/buyers and asks that you help us monitor unauthorized sales of any kind.

### **Weather**

The Festival will monitor weather related issues and advise exhibitors as necessary. The Festival proceeds rain or shine. There is no alternative rain date.

We encourage all exhibitors to be prepared – just in case. The Festival can not be held responsible for damage to art or equipment resulting from weather. It is your responsibility to adequately plan. Please take every precaution to protect your property. Inclement weather load out will be managed, orderly and will take time. Tents are required and we recommend side flaps.

### Vehicles

For safety, vehicles are permitted in the Festival area during load-in/out and only with the permission of the Festival. No vehicles are permitted in the Festival area during operating hours with the exception of official Festival carts, EMS cycle teams, or sanitation vehicles. Unauthorized vehicles will be ticketed and towed. **At no time is it acceptable to drive on grass or turf areas. Vehicles must remain on paved surface at all times.**

### Volunteers

Please be courteous to our volunteers. We can not produce the Festival without them and we want their experience to be a good one.

Thank you for participating in the 7 <sup>th</sup> Annual Grant Park Summer Shade Festival and thank you for taking the time to review this
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Why not mark your calendar now for the 8<sup>th</sup> Annual Grant Park Summer Shade Festival, August 28-29, 2010.

Information will be available on-line beginning in November 2009. Visit our website:

<http://www.summershade.org>