



Vendor Market Opportunities - PUP Culture Festival 2017

The inaugural PUP Culture Festival is a celebration of dogs and the owners who love them! This lifestyle event will attract the thousands of dog owners from around the metro area to experience dog friendly activities, a show case of pet product vendors and services, plus great food, music, and more. A portion of the event proceeds will go to our charity partner Top Dogg K9 Foundation, which provides service and companion dogs to Military Veterans.

2017 EVENT FACTS

DATE:	Saturday, November 4, 2017
TIME:	11am – 6pm
LOCATION:	Grant Park – Atlanta, GA.
ADMISSION:	FREE admission
PRODUCED BY:	Premier Events and The Nucleus Group
WEBSITE:	www.pupculturefest.com
MARKET CONTACT:	Mary Kirby, Premier Events - mary@premiereventslive.com

PUP Culture will include:

K9 Demonstrations/Seminars – enjoy live training demonstrations and canine exhibitions with K9 Experts to entertain, educate, inform owners about their dogs

Pet Adoptions – help us find as many dogs/cats their Fur-Ever homes by connecting with one of the many non-profit adoption organizations that will be on site at the event

PUP-A-Razi Social Media Lounge - grab a photo with your pet and then tweet or post the experience

PUP Art Gallery – showcase popular local visual artists that specialize in featuring dogs or pets as their muse

Celebrity Dog-O-Graph Pavilion - meet your favorite famous celebrity and their pet and get an autograph and/or picture

The Doggie Lounge – take a break, relax and get a drink in the Doggie Lounge, the perfect spot with plenty of doggie beds, water bowls and treats

PUP Market – stroll through the Pup Market with a variety of handcrafted art and unique gift items for humans as well as pet related products and services. Pet related vendors will offer free samples, unique pet inspired gift items and pet services

Live music – enjoy music featuring Atlanta’s top DJ’s and performers

Food Trucks – feast on a variety of great food offerings from some of Atlanta’s best food trucks and vendors offering amazing treats for pups and their parents. We will also have beverages sales on site including beer and wine.

*PUP Culture Festival is Rain or Shine. Festival details are subject to change



PUP Culture Festival Market Vendor Information

Connect with more than 4,000 patrons at the Inaugural Pup Culture Festival!

Pup Culture Festival is seeking vendors for the Pup Culture Market. The Market will offer patrons the chance to stroll through an open-air marketplace filled with art, handcrafted goods, and unique gifts items.

The Pup Market will showcase small businesses offering products and services for dogs. Pet related vendors are encouraged to offer samples and distribute coupons for services. Vendors may include pet accessories, dog treats, collars/leashes, pet gifts, canine art, pet sitting, boarding/day care, grooming, training services, veterinary clinics, Please note you must classify as a small business to apply for the Pup Culture Marketplace.

The Artist Market will feature items for humans such as paintings, art, pottery, jewelry, wood products, metal art, upcycled art, lawn art, gourmet specialty foods, clothing and much more.

SPACE FEES

10X10 space	\$200.
10X20 space	\$400.
OPTIONAL: 10X10 tent, 2 tables 2 chairs	\$225.
Power	



PUP Culture Festival Market Vendor Agreement

Please complete, sign and return this application to be considered as a Market Vendor for Pup Culture Festival. By signing this agreement, you acknowledge receipt and acceptant of the Exhibitor Rules and Policies as contained in this application. Upon review, Premier Events will notify you or acceptance or non-acceptance into the 2017 event. Upon acceptance, payment for booth space can be made via check or credit card using the attached form.

COMPANY _____ TODAY'S DATE _____

CONTACT NAME _____

TITLE _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ CELL _____

EMAIL ADDRESS _____

PARKING: Each vendor will be provided with 1 parking space and loading pass.

POWER: Will you need power? (Additional fees apply as detailed below) ___ Yes ___ No

MARKET VENDOR FEE:

ITEM	COST	Amount
10X10 space in Pup Culture Market	\$200.00	\$
10X20 space in Pup Culture Market	\$400.00	\$
Optional Rental: 10X10 tent, 1 table, 2 chairs	\$250.00	\$
Optional Power Fees:		\$
___ 110 outlet - \$30 per outlet		
___ 20 amp circuits - \$75 per		
___ 30 amp circuits - \$100 per		
TOTAL		\$

APPLICATION ATTACHMENTS:

Please attach 1-4 photos of booth and products. Include list of products/ pricing and a list of other events you have participated in.

PAYMENT BY:

CHECK (payable to Premier Events LLC) CREDIT CARD

PLEASE NOTE: A processing fee of 3% for VISA/MASTERCARD/DISCOVER and 3.5% for AMERICAN EXPRESS will be added to the total for all credit card orders. If paying by Credit Card please complete the following:

Cardholder Name: _____ Signature: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Credit Card Type: ___ VISA ___ MASTERCARD ___ DISCOVER ___ AMEX

Credit Card Number: _____ - _____ - _____ - _____ Expiration Date: ____/____

Card Identification Number: (last 3 digits located on the back of the credit card): _____

Please send this Signed Market Vendor Agreement with payment to: (include the name of the festival in the memo line of the check)

Premier Events (PUP Culture)
1825 MacArthur Blvd, Atlanta, GA 30318
Ph: 404-262-1800 | Fax: 404-720-0800
E-mail: mary@premiereventslive.com

Thanks for your support! We look forward to working with you!

By signing below, Exhibitor acknowledges that they have received and read the 2017 Rules and License and that Exhibitor agrees to be bound to these terms.

AGREED TO/ACCEPTED BY:

Signature: _____

Date: _____

Print Name: _____



EXHIBITOR RULES AND REGULATIONS

All Exhibitors of PUP Culture 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 there to 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 4000 patrons are anticipated to attend the 2017 event but the event cannot guarantee or warrant this attendance at the event.

VENDOR FEES

Space only 10X10 - \$200. 10X20 space - \$400. Exhibitors are expected to furnish their own tent, tables, chairs and all décor and supplies. The event can furnish these items but additional fees will apply.

Exhibitors must furnish completed application, total fees due, description of product or service to be featured as well as details photos of booth area to reserve their participation in the 2017 event. PE reserves the right to refuse exhibit space if the Exhibitors product or service or the booth area is not consistent with the character of the event.

EXHIBIT HOURS

The event exhibit area will be open to the general public Saturday from 11am – 6pm. Exhibitors 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 Exhibitor fees or other expenses. Carnival tactics, the use of public address systems or other similar activities by the Exhibitor shall not be allowed. The event does not guarantee exclusivity of products displayed. Exhibitors 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.

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, and 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 exhibit area. Advertising and promotional materials may not be displayed in convention hallways, reception or common areas. Promotional materials or signage may not be affixed to any structure inside or outside of the event venue.

Exhibitors are responsible for maintaining acceptable standards of sanitation within their booths and for disposing of trash into designated trash receptacles. Exhibitors are responsible for cleaning their designated area of all debris at the event's conclusion.

EXHIBITOR CONDUCT

Exhibitors are permitted to provide product demonstrations, promotional literature, conduct register to win giveaways and database collection at the event. Exhibitors are prohibited from selling or providing giveaways of any food or beverage product unless specifically agreed upon in contract.

CANCELLATION

If Exhibitor notifies PE in writing of their intent to cancel through October 26th, Exhibitor shall be entitled to receive a 50% refund of their Exhibitor fee. If PE receives notice after October 26th, no refund will be issued.

ELECTRICITY

There is no power readily available on this event site. Exhibitors that require power must include power request on application, which will require additional fee. Exhibitors will need to provide their own 100' extension cord.

FLOOR PLAN / EXHIBITOR LOCATION

PE will make Exhibitor 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 of art or product/service. 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.

Exhibitor area must be confined to the space contracted and provided. Exhibitor space must not obstruct other exhibits or walk paths.

LOAD IN / LOAD OUT

Exhibitors will receive information regarding load in and set up 1 week 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.

ANIMALS/PETS

Animals and pets are permitted at the event as long as they are on a leash and nonaggressive, participating in an exhibit, or a service dog.

LIABILITY

The Exhibitor 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 Exhibitor's installation, removal, maintenance, occupancy or use of exhibit space. In addition, the Exhibitor acknowledges that PE and PUP Culture do not maintain insurance coverage covering Exhibitor's property and it is sole responsibility of the Exhibitor to obtain such insurance, including, if desired business interruption and property damage covering losses by the Exhibitor. Responsibility of the security of an Exhibitors area, products and property rests solely with the exhibitor.

WEATHER

PUP Culture is a rain or shine event. The Exhibitor agrees that in the event of acts of God, storms, floods, high winds, gales or hurricanes that PUP Culture, Premier Events 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.

CONTACT

For more information about the 2017 PUP Culture Festival Marketplace, please contact: Mary@premiereventslive.com

