



## 2018 Artist Market Information & Application

### ***Now Accepting Applications for the 41st Annual Atlanta Jazz Festival!***

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**The Atlanta Jazz Festival** is a three-day outdoor FREE-admission Festival featuring Live Music, Arts, Food and More

#### **2018 EVENT FACTS**

<b>DATE:</b>	May 26-27, 2018
<b>TIME:</b>	Marketplace times: Sat: 11:00am – 11:00pm Sun: 11:00am – 11:00pm
<b>LOCATION:</b>	Piedmont Park, Atlanta, Georgia
<b>ADMISSION:</b>	Free
<b>PRODUCED BY:</b>	City of Atlanta Mayor's Office of Cultural Affairs
<b>MARKETPLACE CONTACT:</b>	Premier Events E-mail: <a href="mailto:bevin@premiereventslive.com">bevin@premiereventslive.com</a>

#### **ABOUT THE FESTIVAL**

The Atlanta Jazz Festival is regarded as one of the Country's Largest Free Jazz Festivals. It is an annual musical showcase held at various venues throughout the metropolitan Atlanta area during the month of May. The Festival culminates each Memorial Day Weekend with show –stopping performances in Piedmont Park featuring national and internationally known Jazz artists! The festival also features an eclectic array of art and handcrafted goods, amazing food and beverages and much more!

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#### **APPLICATION PROCESS:**

Please complete the attached application and submit to us along with requested supporting materials to be considered for the 2018 Atlanta Jazz Festival. Sending an application does not guarantee acceptance. After review and acceptance by the festival committee, you will be notified. Upon acceptance you will have 30 days to decide if you will join us at the event and pay required booth space fee. If we don't hear from you or receive payment within 30 days, the offer to participate in the 2018 event will be cancelled.

**PAYMENT:** Payment is due only once you have been accepted into the 2018 event. Payment must be made by check or money order. If paying by credit card there will be a \$35 processing fee added to your order. A \$50 charge will be added for any returned checks. Refund Policy: If you notify us 60 days or more prior to the event, you can receive a 50% refund on your space fee. No refunds will be provided within 60 days of the event. All refund requests must be made in writing and received by our office by email, fax or mail.

#### **WHAT'S PROVIDED:**

Included in your festival fee is a 10X10 footprint for your booth space with a basic 20 amp power hook up for lighting. It is each exhibitor's responsibility to furnish your own tent, table, chairs and merchandising.

**INSURANCE:** Each vendor, no matter what type, is required to provide an insurance accord evidencing a minimum of \$1,000,000.00 in coverage. The insurance accord must list Premier Events, LLC; Phoenix Concessions, LLC; and the City of Atlanta as additional insured. Insurance accord will be due upon acceptance into the event when booth payment is made. Insurance accord should be forwarded to Atlanta JAZZ Festival Artist Market, c/o/ Premier Events, 1825 MacArthur Blvd, Atlanta, GA 30318. There are no exceptions to this requirement. If you need to secure insurance, an example of a company who offers short term coverage for vendors is: Shahinian Insurance (1-800-457-2231 / [insurance@shahinian.com](mailto:insurance@shahinian.com)).

\*Festival details are subject to change. The Atlanta Jazz Festival is a RAIN OR SHINE event.



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## EXHIBITOR RULES AND REGULATIONS

All Exhibitors of Atlanta Jazz 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, 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.

### EXHIBIT FEES

Artist Booth	10X10 space	\$400.00
	Limited to vendors who sell only self-produced artwork such as paintings, murals, pottery mixed media, etc. (This does not include consumables)	
Merchandise booth	10X10 space	\$650.00
	Vendors who are offering any type of commercial good or service. Some restrictions apply.	

**Your space is only confirmed once completed application is returned and payment is made.**

Exhibitors are expected to furnish their own tent, tables, chairs and in-tent lighting. Exhibitors must furnish completed application, and all requested materials to be considered for the 2018 event. Upon review and acceptance Exhibitor will be notified and payment for booth space will be due. 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

Exhibitors must be set up and remain open during all exhibit hours - SAT/SUN 11am – 11pm.

### 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 walk paths or common areas. Promotional materials or signage may not be affixed to any structure, tree, part signage or infrastructure. 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 SALES

Exhibitors 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. Exhibitors must furnish their own cash bank and credit card processing if they wish to take credit cards. Exhibitors are prohibited from selling or providing giveaways of any food or beverage product.

### CANCELLATION

If Exhibitor notifies PE in writing of their intent to cancel 60 days prior to the event, Exhibitor shall be entitled to receive a 50% refund of their Exhibitor fee. If PE receives within 60 days of the event no refund will be issued.

### FLOOR PLAN / EXHIBITOR LOCATION

PE will make Exhibitor location assignments approximately two (2) weeks prior to the event. 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 not permitted in the event facility or neighboring outdoor event grounds except in conjunction with aids to the disabled.

### HOLD HARMLESS AGREEMENT

Through submission of application materials and signing this Agreement, Vendor agrees to hold the Atlanta Jazz Festival, Inc, its Board of Directors, staff, volunteers, Premier Events (aka Premier Events LLC, Phoenix Concessions, LLC) and the City of Atlanta harmless for any and all losses, expenses, demands and claims against the festival or Premier Events, sustained or alleged to have been in any way related to the 2017 Atlanta Jazz Festival. Exhibitor also agrees and acknowledges that the Atlanta Jazz Festival, Inc, its Board of Directors, staff, volunteers, Premier Events (aka Premier Events LLC, Phoenix Concessions, LLC) and the City of Atlanta are not responsible in any way for any personal injury, illness, property damage or loss of property that may occur during the 2018 Atlanta Jazz Festival. Vendors agrees, acknowledges and further certifies that the Vendor and Vendor's property, equipment and vehicles are properly insured for any and all losses incurred and or damages caused by Vendor or any party.

Incorporation and Modification – This document includes all components of the agreement of the parties and is fully incorporated herein. The Application materials provided by the vendor to Premier Events on behalf of the Atlanta Jazz Festival shall be incorporated herein by reference. No other promises made prior to the execution of this agreement have been omitted from this document. The parties may mutually agree to modify this agreement; however, such modification shall only be binding upon the parties by signed written agreement. No oral modification or agreement outside the scope of this agreement shall be binding upon either party.

No Agency, Partnership or Joint Venture Created – This Vendor is an independent operator and through this agreement no agency, partnership or joint venture relationship is created by the Atlanta Jazz Festival or Premier Events. The Vendor, its owners, employees or other agents shall not represent themselves as representatives of the Atlanta Jazz Festival or Premier Events. Vendor shall not enter into any contract or other agreement which would cause the Atlanta Jazz Festival or Premier Events to be liable in any way with any other party, including but not limited to, manufacturers, Vendors, or other suppliers, etc. Vendor shall hold the Atlanta Jazz Festival and Premier Events harmless from any cost or liability it may incur with the production of merchandise.

### WEATHER

Atlanta Jazz Festival is a rain or shine event. The Atlanta Jazz Festival and Premier Events make no representation or guarantees regarding actual festival attendance, nor make any representation of potential financial success or failure. The Exhibitor 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. 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 2018 Atlanta Jazz Festival Marketplace, please contact: bevin@premiereventsllc.com



# 2018 Artist Market Information & Application



## MARETPACE EXHIBITOR APPLICATION & AGREEMENT – Atlanta Jazz Festival May 26-27, 2018 / Piedmont Park, Atlanta, Georgia

Please complete, sign and return this application to be considered as an Artist for the Atlanta Jazz Festival. By signing, this agreement, acknowledge receipt of 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 2018 event. Upon acceptance, payment for booth space can be made via check, money order or credit card using the attached form.

**APPLICATION DEADLINE:** March 16th, 2018. Once accepted, Marketplace locations will be assigned on a first-come, first-served basis. Applications can be received after this date provided there are still vacant spots.

**Application must include:**

- Completed application
- 2-3 photos of booth area
- 2-3 photos of art or products to be featured
- Diagram showing your booth/tent layout, storage needs, etc.

Photos may be e mailed to [bevin@premiereventslive.com](mailto:bevin@premiereventslive.com). Please reference event name in

**PLEASE PRINT CLEARLY**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Business Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Cell: \_\_\_\_\_

Email: \_\_\_\_\_

**List type of art or products and retail prices:**

\_\_\_\_\_  
\_\_\_\_\_

What percentage of your items are art handmade by you?: \_\_\_\_\_ # of Years in Business: \_\_\_\_\_

How many shows did you exhibit at during 2017: \_\_\_\_\_

Do you have any retail space:  YES  NO Location: \_\_\_\_\_

**List three (3) other events that you have participated in:**

\_\_\_\_\_  
\_\_\_\_\_

Will you need additional power? (Additional fees will apply)  Yes  No

Please include details of power requirements: \_\_\_\_\_

Will you be parking a vehicle at the event:  YES  NO Vehicle size/description: \_\_\_\_\_

**EXHIBITOR FEE**

10X10 Artist Space – 100% **PERSONALLY HANDCRAFTED** items only \$400.00 (*This is limited to works of art including: paintings, wood working, metal works, photography, ceramics, glass works, hand designed/crafted jewelry, hand dyed/designed/crafted clothing ONLY*)

10X10 Commercial Goods / Services Space - \$650.00

Please fax completed application back to 404-720-0800 or email to [bevin@premiereventslive.com](mailto:bevin@premiereventslive.com)

We will review applications and notifying selected artists. Payment will be due upon acceptance.

**Questions? Please contact us:** e-mail: [bevin@premiereventslive.com](mailto:bevin@premiereventslive.com)

By signing below, Exhibitor acknowledges that they have received and read the 2018 Rules and License and that Exhibitor agrees to be bound to these terms. I understand that Premier Events and all of their representatives are not responsible or liable for damages including but not limited to, loss suffered before, during or after each event I have applied to as a result of the display of my work, equipment, or material. I understand there are no refunds or rain checks due to inclement weather. Premier Events reserves the right to refuse booth space based on event guidelines. If these guidelines are not upheld, my booth will be closed immediately and my funds will not be refunded.

**AGREED TO/ACCEPTED BY:**

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

**CREDIT CARD AUTHORIZATION FORM**

If you prefer to pay vending fee by credit card, please complete this form and return with your application.

PLEASE NOTE: A processing fee of \$35 per order will be added to the total for all credit card orders.

**Cardholder Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Do you need a receipt forwarded to you?** \_\_\_\_\_ YES \_\_\_\_\_ NO

**Would you like your receipt sent via fax:** \_\_\_\_\_

Fax number: \_\_\_\_\_

**Would you like receipt send via e mail:** \_\_\_\_\_

Email address: \_\_\_\_\_

**Credit Card Type:** \_\_\_ VISA \_\_\_ MASTERCARD \_\_\_ DISCOVER \_\_\_ AMEX

**Billing Zip Code:** \_\_\_\_\_

**Credit Card Number:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_/\_\_\_\_ **Three Digit Code:** \_\_\_\_\_



<b>OFFICE USE ONLY</b>		
EVENT:	CLASS:	CODE:
RECEIVED:	REC'PT SENT:	SBMT BY:
AMOUNT:	\$	_____
CREDIT CARD PROCESSING FEE:		_____
TOTAL AMOUNT:	\$	_____