

Are you a returning artist? ___Yes ___No
Will you require electricity? ___Yes ___No
Will you do artistic demonstrations? ___Yes ___No
Will you need shipping information? ___Yes ___No
Will you require a _____ Single Space _____ Double Space

Agreement:

I have read the terms and conditions set forth in the guidelines. If accepted, I agree to abide by the rules and regulations for the event. Additionally, I agree to hold harmless **C.V. Underground L.L.C.**, and all subsidiaries for the theft, loss or damage to any items submitted for review shipped or exhibited during the festival.

Name (please print or type) Signature Date

Please complete and return the first three pages only.

----- FOR EVENT USE ONLY -----

Date Received _____ Date acceptance information sent _____

License Agreement issued (if applicable) _____ Date final payment received _____

Health Dept Application & Fee (if applicable) _____ Insurance Cert Received _____

Additional comments or requests:

CV UNDERGROUND, L.L.C.

HOLD HARMLESS AGREEMENT

The undersigned hereby agrees to indemnify, defend and hold harmless, CV Underground L.L.C, Underground Management L.L.C., O’Leary Partners, City of Atlanta, and Underground Atlanta Merchants Association, Inc., their officers, members and tenants, from and against any and all claims, actions, liability and expense, including attorney’s fees and court costs, in connection with loss of life, personal injury and/or damage to property arising from or out of the use of a portion of Underground Atlanta, 50 Upper Alabama Street, Atlanta, GA 30303 (the Property). The undersigned, _____ will be an artist at the 2010 Heritage Arts Festival (the event) on July 7-11, 2010 or any part thereof or any part of the Property, occasioned wholly or in part by any act or omission of the undersigned, its officers, agents, contractors or employees, or if signed by an individual, myself.

Sound Clause: If numbers of audience and/or level of sound perceived by management and security becomes a problem to traffic flow safety or prohibits business, the problem shall be swiftly resolved by promotions/security staff (i.e. sound and/or crowd size exceeding acceptable levels).

The undersigned agrees that all workers in the Event, be they trainees, trainers or administrative personnel shall be deemed employees of the undersigned and the undersigned shall provide all appropriate and/or required workers compensation and employer liability insurance in connection with the operation of the Event.

The undersigned agrees to be solely responsible for loss or damage to its personal property while on the Property and hereby waives any claim for personal injury or property damage related to its presence on the Property pursuant to this Hold Harmless Agreement. Further, the undersigned agrees that it has inspected the area in which the Event which is the subject of this Hold Harmless Agreement will occur and accepts it as suitable for its intended use, and agrees that it will use the area as its sole risk.

Witness:

Person/Entity Signing:

CV UNDERGROUND LLC
Name

Name of Office, If Corporation

Date

Date

HERITAGE ARTS FESTIVAL

ARTIST GUIDELINES

All new artists must provide the following with application...

- 3 - 5 slides or photographs of what you would like to exhibit
- A photograph of booth configuration
- If you desire the return of your submission, please provide a stamped, self-addressed envelope

Application Deadlines and Payments

The deadline for receipt of all applications with a deposit is June 1, 2010. Early bird applications are due by May 15th

A \$50.00 deposit is required with your application in order to be reviewed for a booth space. Deposits will be returned promptly to those artists not accepted.

Notification of acceptance & set up information will be sent via email or telephone upon receipt of application.

Final Payment is due by June 21st, 2010. ALL FEES MUST BE PAID BY THEN TO MAINTAIN YOUR BOOTH RESERVATION.

Artist participation and space assignments will be confirmed by receipt of booth fees in full.

Certified Check or Money Orders are to be made payable to: C.V. Underground L.L.C. 50 Upper Alabama Street – Suite 007 – Atlanta, Georgia 30303 (*no personal checks will be accepted*)

Cancellation notices must be submitted in writing no later than June 21, 2010. No refunds will be granted after this date.

Set Up & Teardown Information

Artist set up and check in will be on Tuesday, July 6th. Check in will be in the Mall Management office. The times are 9:30 am – 12:00 noon & 2:00 pm – 4:00 pm.

Teardown time is Sunday, July 11th at 7:00 pm

Festival Hours

10:00 am – 9:00 pm (Thursday through Saturday)

11:00 am – 7:00 pm (Sunday)

Parking and Traffic

Each artist will be responsible for their own parking. There are a number of parking decks and private lots available in the area. 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.

Hold Harmless

All artists will be required to sign a hold harmless agreement with Underground Atlanta before you are able to set up.

General Exhibit Rules

- Artist must be present and staff their Underground Atlanta booth for the entire event. The Underground Atlanta Management Team must approve extended absence from your booth.
- All artist booth set-ups must be confined to the 10ft x 10ft single booth space and 10 ft x 20 ft double booth space.
- Artist may only exhibit work in the category in which they denote on the application.
- Booth spaces may not be transferred or otherwise re-assigned or sublet by the artist.
- Artist is required to arrive promptly and remain open for the full-published hours of the exhibit.
- On-site evaluations will be conducted to ensure that exhibition standards and rules are followed.
- Artist failure to not open and be ready to sell by 10am (11am on Sunday) each exhibit day may be subject to a financial penalty of \$50.00 for each half hour.
- Work exhibited and sold must be of the same quality and type as the work submitted for selection.
- Prior to the artists' departure from the mall your booth assignment space should be returned to its original condition.
- Loud music, television, videotape and/or computer set-ups will not be permitted in any booth.
- Commercially manufactured items or items made from commercial kits or mold may **not** be exhibited.
- C.V. Underground L.L.C. assumes absolutely no responsibility, financial and/or otherwise for artists' shipping, handling and/or receiving charges.

Lodging Accommodations

While the metropolitan Atlanta area offers a variety of lodging accommodations. The hotels below are within minutes of Underground Atlanta -

Hampton Inn Atlanta Downtown- 404.589.1111
Residence Inn by Marriott Atlanta Downtown- 404.522.0950
Super 8 Hotel & Conference Center Atlanta Downtown- 404.524.7000

Information at-A Glance

- **Artist Booth Fee \$400.00 (Double space \$600.00)**
- **Early Bird Application Deadline – May 15**
- **Final Application deadline – June 1**
- **Final Booth Space Fee due – June 21**
- **Last Day for Refunds – June 21**
- **Setup Date & Times – July 6 (9:30 am – 12 noon,
2:00 pm – 4:00 pm)**
- **Artist Marketplace Date – Thursday through Sunday,
July 7 - 11**

Contact Information – Kelli Copeland

Email - kcopeland@underatl.com

Tel - (404) 523-2311 , ext. 7030

Fax – (404) 523-0507



Directions

FROM INTERSTATE 75/85 NORTH: HEAD SOUTH. TAKE EXIT #248A ONTO MARTIN LUTHER KING JR. DRIVE, AND THEN GO 3 BLOCKS. IF YOU ARE COMING BY CAR, USE THE **UNDERGROUND PARKING DECK** ON THE RIGHT SIDE OF MARTIN LUTHER KING, JR. DRIVE. IF TRAVELING BY BUS OR IF GOING TO LOADING DOCKS A OR B, TURN RIGHT ONTO CENTRAL AVE. BUSES MAY PARK ALONG THE EASTSIDE OF THE STREET.

FROM INTERSTATE 75/85 SOUTH: HEAD NORTH. EXIT #246 (FULTON STREET/CENTRAL AVENUE). FOLLOW CENTRAL AVENUE TO MARTIN LUTHER KING, JR. DRIVE. TURN LEFT ONTO MARTIN LUTHER KING, JR DRIVE AND USE THE **UNDERGROUND PARKING DECK** ON THE RIGHT. IF COMING BY BUS PROCEED JUST PAST MARTIN LUTHER KING, JR. DRIVE .BUSES MAY PARK ALONG THE EASTSIDE OF THE STREET.

FROM INTERSTATE 20 WEST: HEAD EAST. TAKE EXIT #56B (WINSON STREET/SPRING STREET/STADIUM) GO TO THIRD TRAFFIC LIGHT AND TURN LEFT ON CENTRAL. STAY ON CENTRAL TO MARTIN LUTHER KING, JR. DRIVE, TURN LEFT AND USE THE **UNDERGROUND PARKING DECK** ON THE RIGHT. IF TRAVELING BY BUS PRECEDE ON CENTRAL AVE. BUSES MAY PARK ALONG THE EASTSIDE OF THE STREET.

FROM INTERSTATE 20 EAST: HEAD WEST. TAKE EXIT #58A (CAPITOL AVENUE), TURN RIGHT ON CAPITOL TO MARTIN LUTHER KING, JR. DRIVE. TURN LEFT ON MARTIN LUTHER KING, JR. DRIVE, USE THE **UNDERGROUND PARKING DECK** LOCATED 2 BLOCKS ON THE RIGHT. IF TRAVELING BY BUS TURN RIGHT ONTO CENTRAL AVENUE. BUSES MAY PARK ALONG THE EASTSIDE OF THE STREET.

TO DOCK B FOR HERITAGE ARTS FESTIVAL LOAD IN/LOAD OUT: AFTER TURNING OFF OF OR CROSSING MARTIN LUTHER KING, JR. DRIVE, CONTINUE 1 BLOCK DOWN CENTRAL AVENUE TO THE FIRST TRAFFIC LIGHT, WALL STREET, AND TURN LEFT. TURN LEFT AT THE NEXT LIGHT, PRYOR STREET. IMMEDIATELY BEYOND THE UNDERGROUND ATLANTA BUILDING AND BEFORE THE PARKING GARAGE, TURN RIGHT INTO THE ALLEYWAY. GO THROUGH THE DELIVERY ENTRANCE. IF YOU NEED ASSISTANCE PROCEED TO THE INFORMATION BOOTH LOCATED NEXT TO THE FOOD COURT IN THE EXCHANGE.

ANY VEHICLE LEFT UNATTENDED AFTER LOAD-IN AND LOAD-OUT IS SUBJECT TO BEING TOWED.