



**HERITAGE ARTS FESTIVAL
 @ UNDERGROUND ATLANTA
 VENDOR MARKETPLACE
 ATLANTA, GEORGIA
 July 7-11, 2010**

Vendor Application Form

Name: _____

Company: _____

Contact Person: _____

Address: _____ City/State: _____ Zip: _____

Telephone () _____ Fax () _____

Email Address (REQUIRED FOR NOTIFICATION) _____

Cell () _____

UNDERGROUND ATLANTA VENDOR MARKETPLACE

Single Booth Fee \$450.00
Double Booth Fee \$800.00

Daily Rate \$175 for the 1st day.
\$100 each additional day.

Description of Products
 (crafts, jewelry, paintings, clothes, fabric, etc)

Are you a returning vendor? ___Yes ___No
Will you require electricity? ___Yes ___No **(Please see information below on available power on site)**

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., Indigo Events and Production, LLC** 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 send back the first three pages only.

Mail : Underground Atlanta Management Office
 Heritage Arts Festival Coordinator
 50 Lower Alabama Street SW, Suite 007
 Atlanta, GA 30303

Fax: (404) 523-0507

Email: kcopeland@underatl.com

Telephone: (404) 523-2311

----- 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 a vendor 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

VENDOR GUIDELINES

All Vendors 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 applications is June 1, 2010.

A \$100.00 deposit is required with your application in order to be reviewed for a booth space. Deposits will be returned promptly to those vendors not accepted.

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

Final Payment is due by June 15, 2010. ALL FEES **MUST** BE PAID BY June 15, 2010 TO MAINTAIN YOUR BOOTH RESERVATION.

Vendor 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 15, 2010. No refunds will be granted after this date.

Booth Display

- Booth spaces measure approximately 10ft x 10ft
- **YOU MUST PROVIDE YOUR OWN TENT, TABLE & CHAIRS**
- Display materials will **not** be provided.
- Display panels should not exceed standard height and width.
- All art and crafts displays must be a professional, high-quality exhibit.

Set Up & Teardown Information

Vendor set up and check in will be on Tuesday, July 6th on Upper Alabama street (directions attached) near the old Mick's Restaurant space. The times are 9:30 am – 12:00 noon & 2:00 pm – 4:00 pm. Each vendor space will be pre-assigned and a festival manager will direct each vendor to their designated location upon arrival. Due to limited space, vendors will not be allowed to exceed their allocated spaces.

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

Parking and Traffic

Each vendor 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.

Vendor 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 additional cleaning fees assessed to the vendor.

Electrical Power & Water Information

Limited power is available on site and is NOT guaranteed. You should plan on having back up power or generator to provide power in the event facility power does not meet your needs.

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

There is limited water available in the vending area so you should have at least two 50 foot hoses to supply any water needed for food vending, washing, clean-up, etc.

Hold Harmless

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

Event Policies Pertaining to Food Vendors

Health Inspections— All vendors 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 will be paid in addition to the cost of the food vending fee. You will be advised of the additional fee upon acceptance to the event and will need to mail this fee to us once you are accepted to the event. Inspection by Health Department personnel will be scheduled to occur beginning at 10:00 am on Wednesday, July 9th, and all food vendors are encouraged to be prepared at least one hour prior to inspection time. No food vendor will be permitted to open until inspection and issuance of health permits have taken place. Please complete the appropriate Health Department **Application For Permit to Operate A Special Food Service** form and submit with your completed application.

Grease and Gray Water Disposal — A designated location WILL NOT be provided for the disposal of grease and gray water. Each vendor will be required to remove all grease and gray water produced by their operation OFF THE EVENT SITE. 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 close-down and ejection from the event, and possible prosecution by City authorities.

Beverage Sales by Vendors

Food vendors are encouraged to sell alternative beverages such as iced tea and lemonade, but **MUST** list these and ALL items on their vendor application for prior approval. Alcoholic beverages **MAY NOT** be sold by any vendors. Festival management has the right to prohibit the sale of soft drinks and bottled water. Any vendor violating the beverage sale policy will be asked to close down and will not be allowed to participate in future events.

General Exhibit Rules

- Vendor must be present and staff their booth space for the entire event. The **Indigo Events and Production, LLC** team must approve an extended absence from your booth.
- All vendor booth set-ups must be confined to the 10ft x 10ft booth space.
- Vendors may only exhibit work in the category in which they denote on the application.
- Vendors are responsible protection of work and setup. C.V. Underground Atlanta L.L.C. and Indigo Events & Production, LLC will not be responsible for damage to work or set up. Booth spaces may not be transferred or otherwise re-assigned or sublet by the vendor.
- Vendors are required to arrive promptly and remain open for the full-published hours of the exhibit 10:00 am – 9:00 pm (Wednesday – Saturday) and 11:00 am – 7:00 pm (Sunday).
- Late arrivals will result in a negative on-site evaluation and may result in both closure and the loss of all booth rental fees.
- On-site evaluations will be conducted to ensure that exhibition standards and rules are followed.
- Vendor 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 vendor's departure from the mall area, 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.
- C.V. Underground L.L.C. nor Indigo Events & Production, LLC assume absolutely no responsibility, financial and/or otherwise for vendor's 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 -

The Inn at Peachtrees Hotel Downtown – 404.577.6970
Residence Inn by Marriott Atlanta Downtown - 404.522.0950
Super 8 Hotel & Conference Center Atlanta Downtown - 404.524.7000
Holiday Inn Select, on Capitol Ave - 404.591.2000

Information to Remember

Vendor Booth Fee \$450.00 (Double space \$800.00)

Application with \$100.00 deposit due - June 1, 2010

Final Booth Space Fee due – June 15, 2010

Last Day for Refunds – June 15, 2010

**Setup Date & Times – July 6, 2010 (9:30 am – 12 noon,
2:00 pm – 4:00 pm)**

Vendor Marketplace Date - July 7 – 11, 2010

Directions to Heritage Arts Festival Vendor Market Upper Alabama Street/Fountain Area

FROM INTERSTATE 75/85 NORTH: HEAD SOUTH. TAKE EXIT #248A ONTO MARTIN LUTHER KING JR. DRIVE AND THEN GO 3 BLOCKS AND TURN RIGHT ONTO CENTRAL AVENUE. CONTINUE ON CENTRAL AVENUE TO THE NEXT TRAFFIC LIGHT, WALL STREET, AND TURN LEFT. TURN LEFT AT THE NEXT LIGHT, PRYOR STREET. GET IN THE FAR RIGHT LANE FOR ACCESS TO THE FOUNTAIN AREA.

FROM INTERSTATE 75/85 SOUTH: HEAD NORTH. EXIT #246 (FULTON STREET/CENTRAL AVENUE). FOLLOW CENTRAL AVENUE AND CROSS OVER MARTIN LUTHER KING, JR. DRIVE. CONTINUE ON CENTRAL AVENUE TO THE NEXT TRAFFIC LIGHT, WALL STREET, AND TURN LEFT. TURN LEFT AT THE NEXT LIGHT, PRYOR STREET. GET IN THE FAR RIGHT LANE FOR ACCESS TO THE FOUNTAIN AREA.

FROM INTERSTATE 20 WEST: HEAD EAST. TAKE EXIT #56B (WINDSOR STREET/SPRING STREET/STADIUM) GO TO THIRD TRAFFIC LIGHT AND TURN LEFT ON CENTRAL. CROSS OVER MARTIN LUTHER KING, JR. DRIVE AND CONTINUE ON CENTRAL AVENUE TO THE NEXT TRAFFIC LIGHT, WALL STREET, AND TURN LEFT. TURN LEFT AT THE NEXT LIGHT, PRYOR STREET. GET IN THE FAR RIGHT LANE FOR ACCESS TO THE FOUNTAIN AREA.

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, TRAVEL 2 BLOCKS AND MAKE A RIGHT ON CENTRAL AVENUE. CONTINUE ON CENTRAL AVENUE TO THE NEXT TRAFFIC LIGHT, WALL STREET, AND TURN LEFT. TURN LEFT AT THE NEXT LIGHT, PRYOR STREET. GET IN THE FAR RIGHT LANE FOR ACCESS TO THE FOUNTAIN AREA.