



Dear Restaurants, Caterers and BBQ Vendors:

It's time to fire up your grills! We are pleased to announce the 8th Annual **Atlanta BBQ Festival** at **Perimeter Mall** in Atlanta, Georgia on **August 12 - 13, 2016**. We invite you join us for a celebration of great BAR-B-Q. This festival features a BBQ cook off with 50+ teams, live music, cooking demos, entertainment and activities. This is a great way to showcase your restaurant to BBQ enthusiasts and connect with a new audience. We are anticipating an attendance of more than 13,000 people at this year's event.

We are inviting Atlanta's Top BBQ Restaurants to vend at this year's event. Here are the key details for vending at the 2016 event. This year's event will be limited to 15 vending positions with 5 of these being non-BBQ food items (corndogs, ice cream, funnel cakes, smoothies, etc.).

- BBQ vendors will be required to be on site for both days and be equipped to sell during all festival hours. We ask that vendors come fully staffed to keep lines moving to minimize patron frustration.
- All food sales will be conducted directly with the patrons and vendors retain 100% of your sales income. The festival does not use a festival food ticket program. All vendors are required to provide their own change funds, credit card machines, etc. The event will have ATM's on site for patrons to use.
- Vendors will determine their own menus and pricing and submit to the event by July 1st in order for the event to promote your menu through our campaign. Providing photos of menu items is very helpful. We will ensure that items are priced similarly for various vendors and that prices offer patrons a quality valued experience. Last year standard pricing was \$3 for sample sized portions to \$23 for a full rack of ribs. We suggest each vendor offers no more than 10 items.
- All participating vendors will receive a complimentary 1/3 page ad in the event program distributed to all event patrons. All ads must feature a coupon or special offer for patrons to redeem after the event. We will distribute 10,000 copies of the program. Ad info, logos, art are due June 17th. Additional details on the ad program will be provided upon confirmation of your booth.
- Vendors can compete in the BBQ cook-off competition. You will be required to fill out a separate form and turn it in with the funds for your vendor booth. If you are interested in this opportunity let us know and we will get additional information to you.
- We have opportunities for demonstrations on our cooking demo stage. If you are interested in this amazing opportunity to showcase your restaurant, please contact laura@premiereventslive.com

We hope that you will join us for the 8th Annual Atlanta BAR-B-Q Festival on August 12-13, 2016. This package includes a Restaurant Application as well as all event rules and policies. Should you require any additional information or further details, please don't hesitate to contact me. Thanks and I look forward to seeing you!

Sincerely,

Bob Herndon
President Atlanta BAR-B-Q Festival and Club
Phone: (404) 406-1403
E mail: atlbbqclub1@gmail.com



2016 Restaurant Application

RESTAURANT INFORMATION

Restaurant: _____
Contact: _____
Website: _____
Address: _____ _____
Phone: ____-____-____ Email: _____

ENTRY FEES:

Booth fee - 10X20 space	\$1000. Flat Fee	\$
Additional Space Fee –for each additional linear 10’ area	\$300. Flat Fee	\$
OPTIONAL: Tent rental – 10X10 tent, weights, 2-8’ tables, 4 chairs	\$190.00	\$
Power - \$50 for each 20amp/120 volt line	\$75 X _____	\$
Power - \$75 for each 30amp/120 volt line	\$100 X _____	\$
Power - \$200 for each 50amp/120 volt line	\$200 X _____	\$
Optional: 10 x 10 tent, (2) 8’ tables	\$150	\$
Optional: Event T-Shirts: (\$10 each) m__ l__ xl__ 2xl__ 3xl__	\$10 each	\$
TOTAL DUE		\$

PAYMENT: CHECKS: Make checks payable to Atlanta BBQ Festival and send with application to address listed below

DEADLINE: June 13, 2016

CONTACT / APPLICATIONS TO: For more information: Bob Herndon (404) 406-1403
 Mail applications to: Atlanta Bar-B-Q Club
 P.O. Box 1875
 Decatur, GA 30031

I UNDERSTAND THAT NEITHER THE ATLANTA BBQ CLUB, AND EACH OF THEIR RESPECTIVE PARENT, SUBSIDIARY AND AFFILIATED COMPANIES, AND ALL OF THEIR RESPECTIVE DIRECTORS, OFFICERS, SHAREHOLDERS, AGENTS AND EMPLOYEES, INCLUDING, WITHOUT LIMITATION, INDEPENDENT CONTRACTORS, IF ANY, RENDERING SECURITY SERVICES IN CONNECTION WITH THE COOK-OFF (COLLECTIVELY, THE “COOK-OFF PARTIES”) ARE RESPONSIBLE FOR LOSS OR DAMAGE OF WORK, PERSONAL INJURY, OR PROPERTY DAMAGE, NOR WILL THE COOK-OFF CONTESTANT BE A PARTY TO LEGAL ACTION AGAINST THE COOK-OFF PARTIES. I HAVE READ THE DESCRIPTION OF THE FESTIVAL AND ITS RULES AND I AGREE TO ABIDE BY ITS TERMS.

SIGNATURE _____ **DATE** _____

RESTAURANT/VENDOR NAME:

HEALTH DEPARTMENT / ServSAFE Certificate

All vendors are required to provide a valid current ServSafe Certificate in order to be included on the festivals' Health Department permit. Deadline for submitting this is June 13, 2016. Please send a copy of your ServSafe Certificate with your restaurant name listed/written on the certificate to: Laura Valente fax: 404-720-0800 / e-mail: laura@premiereventslive.com

PRE-EVENT MARKETING:

LOGO: We need a color .jpg and .eps for your restaurant file to add to our website and other marketing materials. Please e-mail to laura@premiereventslive.com. Please use same logo as on file from previous year's event. ___ YES ___ NO

WEBSITE: please give us your website address

SOCIAL MEDIA:

We have an active social media campaign and will promote you to our event fans. We are happy to work with you to promote your marketing messages, features at your restaurant, offers or giveaways. Please promote your participation in the Atlanta BAR-B-Q Festival through your social media. We'd be happy to provide event tickets to giveaway via your social media. Please contact Laura Valente (ph: 770-241-4566 / e-mail: laura@premiereventslive.com) to discuss any special promotions or content for us to use when promoting your restaurant. Please "LIKE" us on Facebook -facebook.com/atbbqfest Please "FOLLOW US" on Twitter @atbbqfest Please give us your social media handles (Facebook, Twitter, Instagram)

PROGRAM AD

All 2016 participating restaurants will receive a FREE 1/3 page ad in the festival program which has a circulation of 15,000. This ad must be in the form of a special offer or coupon which is an ideal way to bring patrons back to your restaurant after the event. We can produce this ad for you if required.

- ___ We will furnish our own ad and provide to the event
Deadline: June 17. 1/3 Page - 3" wide x 1.50"high. Vector based or high-resolution (300 dpi) EPS, AI, or PDF file; CMYK; Ads should be cropped to ad size (no bleed). JPEGs, GIFS, BMP, and other low res or web-based formats are not acceptable for print. Send ad files and materials to: laura@premiereventslive.com
___ We need the event to produce the ad for inclusion in the program.
___ Duplicate last year's offer
___ Remind me of last year's offer
___ New Offer:

CREDENTIALS

The event will furnish 10 worker wristbands for your staff to use. These wristbands will provide access into the event on both days of the festival and must be worn in order to gain access into the event site. If you require additional wristbands for your team, please email laura@premiereventslive.com

ON SITE FOOTPRINT

Space is limited on the event site and we need details regarding your on-site set up so that we can place you in a location that 'fits' the nature of your set up. We need your input on this information as it's difficult to make day of load in adjustments to the site plan as we have many vendors to accommodate.
___ Standard 10X20 space
___ Additional Space? Details ___
___ Smoker / trailer size Details: _____

TENTS: Restaurants/vendors are expected to provide their own tents, tables and chairs. Should you require any of these items, please e-mail us and we can arrange this for you at cost.

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POWER: All generators must have a valid Permit from the City. As a result, the event will furnish all power on site for vendors and vendor furnished generators are not permitted. Please make sure your power requirements are included on your application, we will not be able to accommodate power requests made on site day of show.

LOAD IN/LOAD OUT

We have some flexibility in your load in/load out times to make this a convenient experience for you. Please give us information on your preference.

LOAD IN: I would like to load in/set up on: _____Thurs, Aug 11 noon – 6pm _____Fri, Aug 12 9am - 1pm

LOAD OUT: I would like to load out on: _____Sat, Aug 13 after 8pm

PARKING

We can provide parking for your support trucks. Most of this parking is located directly across the street from the event site. We do not allow personal vehicles to be parked on the event site.

I have a truck that I need to park _____ YES _____ NO
Description/Size:

Arrival date:_____ Departure date:_____

Special Requirements:_____

BOOTH AREA LAYOUT DIAGRAM

Please provide measurements of your smoker in feet and include the trailer tongue in your measurements. The length and depth measurements must be an accurate measurement of your setup.

Setup Length: _____ Setup Depth: _____ Setup Height: _____

Please circle the orientation of your trailer as it will be set up at the event.

Tongue on left side
(service window on this side)

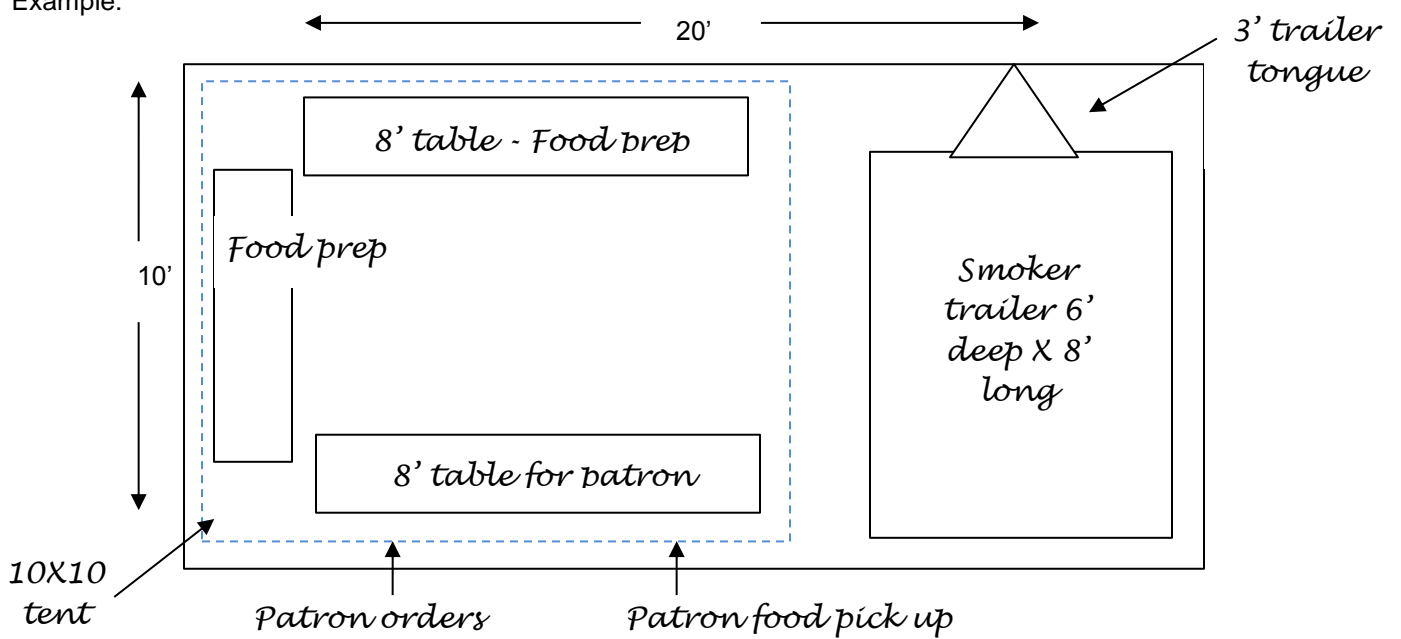


Tongue on right side
(service window on this side)

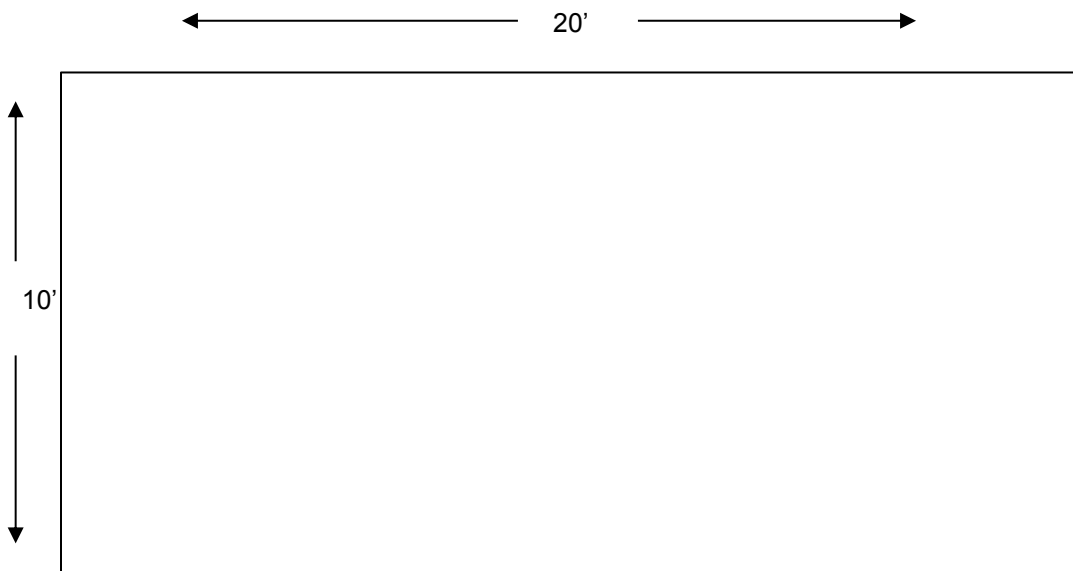


Please provide a diagram (can be hand drawn below) of your on-site layout. This will help us position and orient your booth area in the best location for your requirements, place any rented tents as needed, etc.

Example:




Please furnish diagram of your Location set up here or include additional sheet of paper as needed:





RESTAURANT RULES AND POLICIES

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1. Each Restaurant will receive a 10' by 20' site for Friday and Saturday. Restaurant should provide tent, tables, chairs, tent décor, signage, serve wear and supplies for food operation. At restaurants option and for an additional fee, tent, tables and chairs can be provided.
 2. Access to water will be provided but restaurants should furnish containers to carry and hold water.
 3. If restaurant requires power for booth additional fees will apply:
POWER FEES
\$75. per each 20 amp/120volt line
\$100. per 30 amp / 120 volt line
\$200. per 50 amp / 208 volt /1 phase service
 4. Restaurants can accept cash and their own credit card service as payment for food. The event will have ATMS located on site throughout the food sales areas. All restaurants are required to provide their own change funds.
 5. To ensure that event patrons have the best experience possible and to maximize your potential revenue, please be prepared to serve large crowds. We ask that you organize your food service area and provide staff as needed to accommodate the patrons with a minimal amount of wait time.
 6. Restaurant load in information will be provided to participating restaurants approximately 30 days prior to the event. Restaurant load in shall be Thursday, August 11, 2016 from 12 noon – 6pm and Friday, August 12, 2016 from 7am – 11 am. All booths must be set up and ready for full inspection by 1:30 pm on Friday.
 7. All restaurants are asked to respect the rights of all other restaurants and event activities and refrain from playing loud music, using loud or profane language, or infringement on adjoining sites with any equipment.
 8. The event reserves the right to make additional rules and regulations as the situation warrants.
 9. All meat must be maintained at above 140 degrees, aprons and hats worn by all cooks and cleanliness of the cooking area and personnel is required. Drip Pans must be used to catch grease.

RESTAURANT AREAS

All restaurant areas are restricted to the 10X20 space allotted unless additional space is requested, reserved and paid for in advance of the festival. The event site and the restaurant will be located on a paved asphalt area. Restaurants may not use mulch, hay, or straw but sand is acceptable. Restaurants are NOT permitted to drill holes for tent weights. Please do not tie off anything to trees, light posts or permanent infrastructure on the event site. Restaurants may not sublease any part of their space to third party companies

The Atlanta BAR-B-Q Festival is a family oriented community event and all restaurants areas and decor must be designed, constructed and operated in good taste with the best interest of the Event and public safety. The Event Management shall be the sole arbiter and final judge as to what shall constitute "good taste," "safety" and "the best interest of the Event and the public," and shall have the authority to require the removal, relocation or modification of any display or exhibit. Carnival tactics, the use of public address systems or other similar activities by restaurants shall not be allowed. Because each event attendee and ticket buyer has the right to see all restaurants, restaurant areas must remain open and staffed during event hours.

BARRICADE

The Fire Department requires that all grills and cooking areas be bordered by barricade/fencing to keep patrons clear of cooking areas. Barricade will be provided by the festival.

FIRE EXTINGUISHERS

All restaurants are required to provide a fire extinguisher which must be located within easy reach at all times and must have an inspection tag showing it's been serviced within the last calendar year. All cooking areas must have a

4A40BC type extinguisher and if you are using a deep fryer or cooking with vegetable or animal oils you must have both a 40B:C AND a K type extinguisher. If you are operating a charcoal grill you must have a properly operating 2-½ gallon water extinguisher within 5 feet of the cooking activity area.

The use of candles or open flames under tents is prohibited but Coleman type lanterns and stoves are acceptable.

CLEAN UP

Each restaurant is responsible for the cleanliness of their area but we will work to make this as easy as possible for you to maintain your areas. The Atlanta BAR-B-Q Festival strives to be a **GREEN** event. We'd ask that you consider using materials and serve wear which are either made from recycled products or are designed to be biodegradable and compost friendly. The event will furnish trash cans and recycling cans (aluminum and plastic) for waste disposable at each restaurant area. The events clean up vendor will service these cans throughout the event hours. If you have cardboard boxes, please break boxes down and place in designated collection areas by your restaurant site. The event will also furnish metal barrels for coal and ash disposal following the event.

The property is extremely susceptible to environmental damage and significant fines are imposed on those that inflict damage to the property. Federal and State Water Quality Standards must be complied with at all times and restaurants shall be solely responsible to ensure that there is no dumping or discarding of refuse, sanitary waste or other pollutants in the water surrounding their booths or on the Event site.

A grease spill in any area including paved surfaces would result in significant damage to the property. All cooking areas must be cleaned of all soot, grease & debris by the restaurant at the conclusion each day of the festival. The event will provide tar paper flooring for cooking areas. Please make every effort to prevent dumping or spilling grease and report such incidents to the event staff as soon as they occur so that we can address these issues. All grease, waste water, hot coals and other food preparation by products must be disposed of in designated containers as provided by the event. ***Absolutely no liquids, grease or waste should be disposed of on the streets, in storm drains or in planters, in landscaped area on the property.***

Restaurants will be held financially responsible for any damage caused to the property by violation of these policies and regulations.

GRILLS / PROPANE / ELECTRICITY

All grills must be placed next to (not under) tents. Event will furnish barricade to protect patrons from hot grill areas.

Propane tanks must be secured and not connected directly to the cooking units. A distance of 10-15 feet between the cooking unit and the propane is desirable. All propane tanks must be D.O.T approved and equipped with a U.L. approved safety relief valve, a hose in good condition and proper connections. Participant may have 1 – 20 lb tank for use as a spare on their event site provided that it is secured and located away from heating element or open flame.

Power must be pre-ordered and paid for in advance of the event. Please see application for details on power costs. Electrical hook ups will be set up and ready at the time you load in. Restaurants are prohibited from running additional extension cords or power strips.

ICE

The event will have ice available on site for a cost of \$6 per 25lb bag. Cash only.

LOAD IN

Restaurant/Vendor load in will begin at 12 noon on Thursday, August 11th and will end at 6pm or on Friday, August 12th from 8am – 12 noon. All restaurants/vendors must arrive prior to 12 noon on Friday and set up must be completed and ready for inspection by 1:30 pm on Friday. Specific load in directions will be sent to teams 2 weeks prior to the event.

LOAD OUT

All restaurant/vendor areas are expected to remain open and staffed until the festival ends at 8pm on Saturday night. Restaurant/Vendors should pack and leave at the conclusion of the event on Saturday night. Vehicles will not be permitted on the event site until after the event ends and Atlanta Police have deemed the site safe for vehicular traffic.

All vendors must fully load out Saturday night after the event ends.

RESTROOMS

A special staff restroom area will be set up with port a potties for restaurants and event staff use.

SECURITY

The event will have on site security on Friday through Sunday morning including all event hours and during overnight hours. The Atlanta BAR-B-Q Festival will not be responsible for any items left on event property. All restaurant staff are expected to wear event credentials at all times. Credentials will be furnished by the event upon check in. If you are interested in hiring private security to watch your respective restaurant areas during designated times, please contact the event and we can arrange this for you at cost with the event's security company at a rate of \$20 per hour. No third party security vendors will be allowed on site without the express written permission of the event.

WATER

Water will be available in limited locations. Please bring containers and hoses to transport water to your area. All restaurants are required to have a bucket of water with bleach or other sterilizing agent located in restaurant cooking area.

WEATHER

The Atlanta BAR-B-Q festival is a rain or shine event. In the event of severe inclement weather, the event staff will advise restaurants on evacuation plans and other required information.

PROHIBITED ITEMS AND ACTIONS

1. Weapons of any kind are prohibited on the event site.
2. Restaurants may NOT bring a golf cart, 3 or 4 wheeler or motorcycle in the event site at any time. Bicycles, skateboards, scooters and roller blades are also prohibited.
3. No animals, except as an aid to the handicapped, are allowed on the event site at any time.
4. Kites and inflatables are prohibited on the event site
5. Restaurants are not permitted to distribute stickers to its members or guests of the event.
6. No glass bottles permitted on site.
7. Restaurants are prohibited from selling any types of beverages to the general public.
8. The sale, distribution or promotion of any goods, services barbeque equipment or products, promotional items, souvenirs, t-shirts or any other item is strictly prohibited without the written permission of the event. Failure to comply will result in the restaurant's immediate disqualification from the contest and eviction from the event site.
9. The event will have a photographer and videographer on site at the event taking still photographs and video footage to use for marketing of future events. All restaurants agree to give the Atlanta BAR-B-Q Festival, its assigns, licensees, and legal representatives the irrevocable right to use your name, picture, portrait, or photograph in all forms and media and in all manners, including composite, for advertising, for publication or any other lawful purposes, and waive any right to inspect or approve the finished product, including written copy, which may be created in connection therewith.

