



**Candler Park ATLANTA, GA**

**Application Submittal Checklist (please be sure to include this list of items when submitting all 2012 vendor applications):**

- \_\_\_\_\_ **Vendor Application**
  
- \_\_\_\_\_ **Booth Snapshot if you did not attend the 2011 SweetWater 420 Fest (pictures of the booth set-up and products you are selling)**
  
- \_\_\_\_\_ **Check or Money Order including full payment for the booth**
  
- \_\_\_\_\_ **Signed insurance form with a copy of insurance policy or Liability and Release Waiver**





Candler Park ATLANTA, GA

## Green Business/Craft Vendor Application

Organization Name \_\_\_\_\_

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

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

FAX \_\_\_\_\_

E-Mail \_\_\_\_\_

Web Site \_\_\_\_\_

### BOOTH PRICES:

\_\_\_\_\_ Craft Vendor - **Early Bird \$250 After January 20<sup>th</sup>, 2012 \$300** Assigned Booth # \_\_\_\_\_

Please include pictures of your booth setup and the products you are selling if you did not attend the 2011 SweetWater 420 Fest

\*\*\*you will not be approved unless this is furnished\*\*\*

**PAYMENT INFORMATION: BOOTH PAYMENTS MUST BE PAID IN FULL WITH SUBMITTAL OF THE APPLICATION. THERE WILL BE A \$50 FEE FOR ALL CHECKS RETURNED DUE TO INSUFFICIENT FUNDS.**

**VENDOR AGREES TO ALL SWEETWATER 420 FEST TERMS AND CONDITIONS.**

**IMPORTANT: VENDOR AGREES TO MAINTAIN A MINIMUM OF \$1,000,000 COMPREHENSIVE LIABILITY INSURANCE AND NAME:**

**HAPPY ENDING PRODUCTIONS LLC AS ADDITIONAL INSURED. VENDOR MUST BE PREPARED TO FURNISH AN INSURANCE CERTIFICATE INDICATING REQUIRED INSURANCE HAS BEEN OBTAINED.**

**PLEASE ATTACH A SIGNED COPY OF THE SW420 FEST TERMS & CONDITIONS TO THIS REGISTRATION**

Please make all Checks or Money Orders payable to:  
Happy Ending Productions LLC

Please mail to:  
Jennifer Farace  
4304 White Hickory Lane  
Kennesaw, GA 30152

Contact name: Jennifer Farace Phone: 770.419.7722  
Email: Jennifer Farace: craftvendor@sweetwater420fest.com  
Please send all booth information to Jennifer Farace





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## Event Snapshot:

Sweetwater 420 Fest is Atlanta's premier environmental festival where thousands of loyal, likeminded residents will come together for positive changes in the way each and every person affects the earth. As a vendor of the SweetWater 420 Fest, you are able to expand your brand or products outreach by demonstrating your values in action.

Built upon the passion and convictions of Sweetwater Brewing Co. and the environment, the Sweetwater 420 Fest serves as an alternative mode of transportation to connect with a clearly defined audience. Your brand or product can be the positive change that our audience desires.

### AUDIENCE

60% of attendees were age 21-35, Men and Women while 20.43% were Men and Women, age 35-45. Attendees lead active, educated lifestyles with 39.8% earning \$21 - \$60,000 a year and 31.45% earning \$81,000 - \$101,000 a year

*\*data taken from touch poll data survey at the 2008 Sweetwater 420 Fest*

### LIFESTYLE PROFILE

Affluent, socially conscious influencers that are brand conscious, passionate, loyal, and ready to spend money.

These patrons believe that festivals bring people together for positive change.

*\*data taken from touch poll data survey at the 2008 Sweetwater 420 Fest*

### Attendance

- 2009 (Estimated)
  - 15,000 per day
  - 2010 (Estimated)
    - 17,000 for Saturday festivities
    - 15,000 for Sunday festivities
  - 2011 (Estimated)
    - 7,500 for Friday festivities
    - 17,000 for Saturday festivities
    - 15,000 for Sunday festivities

58% of people found out about the event through word of mouth. This means people thought enough about the event to pass it on to their friends.

### CONSUMER BEHAVIOR

- 72% Purchase clothing/accessories every month
- 56% Purchase music every month
- 83% Purchase or go to movies every month
- 72% Eat out twice a week or more
- 60% Go to a bar or club at least two times a week
- 95% Purchase alcohol at least once a month
- 98% Have access to a credit card
- 94% Use credit cards on a daily basis





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### FESTIVAL HOURS:

The Vendor shall maintain their booth continuously from the opening to the close of the event during all official hours of the event fixed as follows: Non-Profits will be allowed to close at dark in Planet 420.

#### FEST HOURS

- Friday, April 20<sup>th</sup>, 2012 4:20 PM – 10:00 PM
- Saturday, April 21<sup>th</sup>, 2012 12:00 PM – 10:00 PM
- Sunday, April 22<sup>nd</sup>, 2012 12:30 PM – 7:00 PM

#### SET-UP HOURS

- Thursday, April 19<sup>th</sup>, 2012 2:00 PM – 8:00 PM
- Friday, April 20<sup>th</sup>, 2012 7:00 AM – 12:00 PM

#### MOVE-OUT HOURS

- Sunday, April 22<sup>nd</sup>, 2012 7:00 PM – 11:00 PM

Check in and move out times will and MUST be pre-arranged. Each vendor will receive a load in/out pass for their vehicle to facilitate the process. Vendors will be assigned group numbers for the load in process with a corresponding time to load in. For load out each booth will be assigned a vehicle pass number that will correspond with your load out time. Tear down must begin promptly at 7 PM on Sunday, April 22<sup>nd</sup>, 2012. It is essential that you plan your schedules around these times. No “pre-striking” will be permitted. This only further congests the one narrow road into and out of the park. We all want this process to be as smooth as possible and your help is needed and appreciated.

### VENDOR BOOTH REQUIREMENTS:

1. The vendor agrees that all displays will be fully set up by 1:00 PM on Friday, April 20<sup>th</sup>, 2012. The vendor agrees to complete booth breakdown by 11 PM on Sunday, April 22<sup>nd</sup>, 2012.
2. Vendors are encouraged to operate in an Environmental conscious manor.
3. The vendor agrees to have booth staffed during the ENTIRE Event. If vendor does not check in during set up hours, booth space will be subject to change. NO refunds will be made to exhibitor's who fail to occupy space.
4. All vendor product and signage must fit within booth space. Exhibits must not block aisles or other booths. Organizer reserves the right to remove inappropriate or obstructive display from the event.
5. Food vendors agree to display all prices on signage in a visible and readable way.
6. Food Vendors agree to use compostable products for serving food.

### VENDOR Terms and Conditions

1. Soliciting outside of designated booth space is not permitted.
2. Vendor agrees not to sublet space or exhibit merchandise other than specified on the registration form with out permission from Organizer.
3. Organizer reserves the right to reject, restrict or remove any vendor.
4. Vendor agrees that space assignments may be changed by the Organizer.
7. Vendors are liable for any damage or defacement to event structures caused by their exhibit.
8. ALL booths must comply with local fire, health, and safety regulations. Vendors are responsible for following fire regulations set by the Atlanta Fire Marshal.





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**INDEMNIFICATION:**

The Vendor shall indemnify, hold harmless and defend Happy Ending Productions LLC, producer of Sweetwater 420 Fest and their respective members, officers, directors, agents, employees, and contractors against any and all costs and liabilities of any kind (including attorney's fees) which they incur because of Vendor's use or occupancy of the space, or as a consequence of sale or use of any exhibit or product or service.

**FOOD AND BEVERAGE:**

There is to be NO food and beverage sold at the Fest without prior permission of the Organizer. Vendors are responsible for complying with all Atlanta and Fulton County Health Department regulations regarding food, storage, equipment, temperature, etc. If they are not in compliance the Health Department can shut down their booth.

**SECURITY:**

24 hour security will begin Thursday, April 19<sup>th</sup>, 2012 at set-up and will continue until tear-down at 11 PM on Sunday, April 22<sup>nd</sup>, 2012. Happy Ending Productions LLC cannot guarantee against loss or breakage of any item.

**INSURANCE:**

Vendor agrees to maintain a MINIMUM of \$1,000,000 Comprehensive Liability Insurance and Name: Happy ending Productions LLC as additional insured. Vendors MUST be prepared to furnish an Insurance Certificate indicating the required insurance has been obtained.

\*\*\*Should you choose not to obtain insurance you must fill out, sign, and mail the release form below with your application\*\*\*

Vendor: \_\_\_\_\_

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

Title: \_\_\_\_\_

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

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

\*\*\*\*\*RELEASE OF LIABILITY CAN BE FOUND ON THE NEXT 2 PAGES\*\*\*\*\*





Candler Park ATLANTA, GA

**Liability Waiver & Release Form**

**Section I. General Information**

Organization/Business

\_\_\_\_\_  
Name & Address

\_\_\_\_\_

\_\_\_\_\_  
Org. Bus. Phone Number

\_\_\_\_\_  
Representative's Title/Position

\_\_\_\_\_  
Representative's Name

\_\_\_\_\_  
Representative's Address

\_\_\_\_\_  
Rep. Phone Number

Services rendered at the Event

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

\_\_\_\_\_  
Date(s) and time(s)

\_\_\_\_\_  
Event title: SweetWater 420 Fest

\_\_\_\_\_  
Date(s) and time(s) of event(s)

Description of activities and intended use of the facilities/services (please be specific and enclose attachments if necessary)

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





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**Section II. Waiver & Release**

On behalf of myself and my executors, administrators, heirs, next of kin, successors, assigns, and

X \_\_\_\_\_  
Please print name of organization/business\* (if applicable)

I, hereby (A) waive, release, and discharge from any and all liability for the death, disability, personal injury, property damage, property theft or actions of any kind which may hereafter accrue to me or my organization/business\* named above (if applicable), Happy ending Productions, LLC and its officers, agents, and employees (B) indemnify and hold harmless the Happy Ending Productions, LLC and its officers, agents, and employees from any and all liabilities and claims made by other individuals or entities as a result of any of my actions or the actions of any participant, or any agent, employee, or member of my organization/business\* named above (if applicable).

**I, the undersigned, on behalf of myself and my organization/business\* named above (if applicable)**

X \_\_\_\_\_ (a) acknowledge that I have read and understand the waiver and release described herein  
(please initial)

X \_\_\_\_\_ (b) affirm that this release and waiver shall be construed broadly to provide a release and  
(please initial)

X \_\_\_\_\_ (C) waiver to the maximum extent permissible under applicable law.(please initial)

X \_\_\_\_\_ X \_\_\_\_\_

Signature

