



2019 ATLANTA DOGWOOD FESTIVAL Artist Market Exhibitor Information

FESTIVAL DATES/TIMES:

FRI, APRIL 12 Noon – 10:00 pm (Judging begins promptly at noon)
SAT, APRIL 13 10:00am – 10:00 pm
*Friday and Saturday, Artist booths close at 7:00 p.m.
SUN, APRIL 14 10:00am – 6:00 pm

Load-In Dates:

WEDNESDAY, APRIL 10 – Mandatory for GA Artists and Artists in the Green Zone.

Artists in other zones: If you are able to load in on Wednesday, please let me know. It is appreciated and you will have much more time to set up.

THURSDAY, APRIL 11 – Red, Blue and Orange zones.

FRIDAY, APRIL 13 – Dolly In ONLY. No artist vehicles will be allowed to enter Piedmont Park!

Load-In Procedure:

Please note we will be using a new parking lot this year for load in. This parking lot is much smaller than previous year's so load in times will be different. It is important that you arrive at your assigned load in time. Since the parking lot is smaller we may not be able to fit you into another load in time if you are late.

We encourage anyone who can to load in on Wednesday, April 10.

LOAD IN Parking Lot Location:

The parking lot is on Ralph McGill Boulevard just east of Boulevard

<https://goo.gl/maps/8uK9XYBJKSm>

Because of the narrow one-way roadways in Piedmont Park, artists must choose a specific time for load-in to Piedmont Park. At check-in, vehicles will be arranged by booth number at the check-in location then led to the park via caravan with a police escort. **Therefore, you must arrive approximately 30 minutes prior to your assigned load-in time for staging and instructions.** Please choose your load-in time carefully, taking into consideration your travel and set-up requirements.

Once you have been escorted into the park you will enter the artist market area in booth number order and will park adjacent to your space for approximately 1.5 - 2 (Maximum) hours to unload your vehicle and begin setting up. At the end of that period you will be asked to remove your vehicle to permit the next group to enter. After that, you can return on foot to complete booth set up if additional time is required. Also, please note that once you are in the park with your vehicle you will be unable to leave if other artists ahead of you are still unloading or setting up. All vehicles will be required to exit the park before the next group is escorted in.

Please do not attempt to enter the park outside of the caravan procedure since access and circulation within the park is tightly controlled during festival set-up. Do not proceed to your booth without checking in at the Parking Lot on Ralph McGill Blvd.

In the event of bad weather, the load-in schedule may be delayed, altered or temporarily suspended. Be prepared to wait in the registration area or return later in the day if requested. Please watch weather reports the week of the festival and plan accordingly.

The load-in process will be described in detail upon your arrival, but please read the information in this document so that you are familiar with what you need to know in advance. Our procedure works very well with your cooperation. Thank you!

Load-In Times:

Wednesday, April 10 – Georgia Artists and Green Zone (booths 100 – 177)

9:00 a.m. – all ODD numbered booths
1:00 p.m. – all EVEN numbered booths

We encourage anyone who can, to set up on Wednesday. Artists in other Zones can load in on Wed, April 10 at
10:00 a.m.
2:00 p.m.

Artists that load in on Wednesday will have approximately 3 hours to unload/set up with vehicle at booth location.

Please email me to sign up for a Wednesday load in time.

Thursday, April 11 – Red, Blue, and Orange Zones

Please refer to the load-in schedule below. Groups will depart at the times listed, so you need to plan to **arrive approximately 30 minutes earlier for staging and instructions.**

RED ZONE (booths 1 – 56) and BLUE ZONE (booths 57 -99) Load-In Times

8:00 a.m.
11:00 a.m.
2:00 p.m.
4:30 p.m.

Artists will have approximately 1.5 to 2 hours (Maximum) to unload/set up with vehicle at booth location.

ORANGE ZONE (booths 178- 260) Load-In Times

9:30 a.m.
12:30 p.m.
3:30 p.m.

Artists will have approximately 1.5 to 2 hours (Maximum) to unload/set up with vehicle at booth location.

Please arrive to the assigned load in Parking Lot/Check-In Station at least 30 minutes early to check in and receive instructions.

Failure to arrive for your assigned time may result in rescheduling your load in time for later on the same day. After the last scheduled time for your zone, registration will close and no further

set up can be accommodated. If you miss the last load-in on Thursday you will be required to dolly in on Friday morning. Choose your time carefully.

Check-In Location:

Check-In Address: 542 Ralph McGill Boulevard, Atlanta, GA 30312

See link for Google Map
<https://goo.gl/maps/8uK9XYBJKSm>

All artists must have photo identification at check-in and be present for the entire festival. In the case of collaborating artists BOTH artists must be present during the entire festival and both must have photo identification at check-in. No Sales Agents are allowed.

Please arrive no later than 30 minutes before your assigned time for instructions and staging. If you arrive prior to the opening of the check-in station, please remain within the staging area.

Additional Load-In Information:

- Time limits with your vehicle at the booth are strictly enforced. If you have a lengthy set-up requirement you should unload everything prior to assembling your booth as you will not be allowed to remain at your booth with your vehicle. If you require longer you must remove your vehicle from the park and walk back to the park to complete your set up. Please do not use the surrounding streets, as posted restrictions could result in towing. The Atlanta Botanical Gardens parking garage has a height max of 7 feet six inches in height.
- No middle of the night set-up. Set up can only be accommodated during published set-up hours. To ensure an orderly registration and set-up process you must be checked in by 4:00 p.m. on Thursday. Friday morning set-up is dolly in ONLY.
- Piedmont Park has an extensive underground sprinkler system and the Park Conservancy **strictly PROHIBITS DRIVING OFF THE PAVEMENT**. The ADF is responsible for damage to the park and this liability will extend to you in the event you violate this restriction. Also, please do not store anything flat on the grass.

Additional Set Up Information:

- As mentioned previously, **NO STAKING OR TYING OFF TO TREES** is because of the sprinkler system. Because we could have some gusty winds in early April **please bring sufficient weights**. We encourage you to bring extra tarps to cover your equipment and artwork during the load in and load out process.
- No secondary tents or tarps may be placed on the grass behind your booth. Artists violating this rule will be held responsible for any damage to the sprinkler system.
- Do not store any materials on grass. Supplies can be placed on platforms/risers on grass as long as the grass is not completely covered. The Piedmont Park Conservancy and ADF staff will monitor supplies and storage behind and next to tents. You will be asked to move anything the Conservancy feels would harm the grass and grounds.
- All tents are to be 10 foot by 10 foot in size. In fairness to all artists you may not spread beyond the confines of your contracted booth space. In the case of a no-show

neighbor you may not utilize that artist's space. Artists who have requested and paid for a corner booth will have an additional 5 feet of space to one side of the booth to use for displaying artwork on the exterior walls of your booth; you may not use a 15 foot booth in the space. Most booth spaces have ample storage area either directly behind them or on the opposite side of the path. Please do not store anything flat on the grass.

- Out of courtesy for your neighboring artists we ask that you not have a radio or music playing in your booth.

DURING THE FESTIVAL

RESTOCKING ARTWORK

Enter through the 14th Street gate and exit via 12th Street gate. Please wait at least one hour after the festival has closed before entering the park. If you want to restock in the morning, your vehicle must be out of the park by 9:00 a.m. each day. A security guard will be at this gate to let artists access the park. Please note that we will host a 5K run on Saturday morning so entrance to the park may be delayed.

SECURITY

24 hour security will be provided. Uniformed officers will be in the park from 10:00 a.m. Wednesday morning through 12:00 a.m. Sunday. Remember to lock and secure your booth space as the ADF WILL NOT BE RESPONSIBLE FOR STOLEN MERCHANDISE.

BOOTH SIGNAGE

Artists will be supplied with a booth card in the check-in packet bearing name, city, state, category, and booth number. Cards must be posted in your booth during the festival. Other signage with your name may be displayed, however no award ribbons obtained from other shows or prior ADF shows may be displayed.

SALES TAX

All artists are responsible for collecting 8.9% Georgia and City of Atlanta sales tax. Tax forms will be included in your check-in packet.

ARTIST MEALS

Present your artist badge at the Artist Hospitality Pavilion to receive your snacks and beverages. This is located at the double decker pavilion on the center of the park. Due to limited staff and heavy crowds we are unable to deliver these meals to your booth, so we would encourage you to bring a small cooler for storage.

Coupons for a free cup of coffee are included in your check in packet. Please redeem these coupons at REV Coffee Roaster's booth near the Hospitality Pavilion.

BOOTH SITTERS

We will have a limited number of booth sitters available for 10-15 minute breaks. To contact the Volunteer Coordinator to request booth sitters you can call a number that will be provided at check in or stop by Volunteer Check In at the upper level of the hospitality pavilion.

RESTROOMS

There will be specially designated ARTIST ONLY port-o-lets scattered throughout the park. They will be designated on the map you will receive at check-in.

AWARDS JUDGING

Judging will begin promptly at noon on Friday, April 12th, and will continue until complete. If your booth is not open for business when the judges come by you will not be judged and not be eligible for awards. Judges will not return at a later time. Please display your booth card in a prominent position to assist the judges in locating and identifying your booth.

ARTWORK PICK-UP

Unfortunately, non-official vehicles cannot enter the park during festival hours due to the large crowds and limited space. You may make arrangements to meet your customer at one of the park entrances after festival hours each evening if desired.

WEATHER ALERTS

ADF staff will monitor the weather continuously. In the event that severe weather is approaching, a decision may be made to temporarily close the festival until conditions improve. If so, volunteers will spread the word. At all other times you are expected to remain open for business. If you must drop the sides of your tent to protect your artwork please reopen as soon as feasible.

THE BREAKDOWN PROCESS

Information on the breakdown process will be provided in your check-in packet. Please review this information carefully. Artist market volunteers will be available to answer any questions you may have.

Vehicle entrance to park after 6 p.m. is strictly controlled by police based on remaining foot traffic. ***Plan on at least 1 - 2 hours following the festival close before you can drive in.***

The Dogwood Festival generates large crowds. Allowing vehicles into a crowded park poses a significant and unacceptable safety risk. Please be patient while security officers clear the park of pedestrians. We will clear the park as quickly as possible, hopefully in the time that it takes you to dismantle and pack your booth.

REPRODUCTION POLICY

In an effort to be fair to our artists and forthright with the customers of our festival we ask your cooperation in complying with this policy:

All ORIGINAL artwork displayed must be produced and signed by the exhibiting artist and must be consistent with the digital images submitted with your application.

Any artwork, including photographs, that is produced by any mechanical means, i.e., giclees, enhanced giclees, photo-offset, or any other reproduction technique must be labeled a REPRODUCTION and placed in browse bins. Framed reproductions may be hung on only one wall of the booth not to exceed 10 linear feet and they must be clearly labeled as reproductions so as not to confuse the customer.

NO buy-sell or mass produced items are permitted, including an artists original design that has been transferred to merchandise such as tee-shirts, calendars, note cards, etc.

By adhering to this policy all artists will be able to offer a variety of artwork at various price points and the buying public will be better informed. The show will be monitored for compliance.