



Vendor Application for

Hot Fun In The Summertime Concert Series at Mable House Barnes

June 19 | July 31 | September 4

2010

Vendor booths at the Hot Fun in the Summertime Concert Series at Mable House Barnes Amphitheater allow your company to achieve direct, one-on-one interaction with customers from our relatively upscale audience. It's an excellent opportunity to create or increase awareness of your company and its products and services.

CONCERT SERIES FACTS

DATES: June 19, 2010, July 31, 2010, September 4, 2010

LOCATION: Mable House Barnes Amphitheater, Mableton GA

ANTICIPATED ATTENDANCE: 2200

PROGRAM: Live jazz music

VENDOR CHECK-IN TIME:

VENDOR HOURS:

AUDIENCE PROFILE

Metro Atlanta Jazz Audience Demographics

- 51% MALE / 49% FEMALE
- 60% AGE 35+
- 73% COLLEGE GRADUATES
- 88% EARN \$75,000 + PER YEAR
- 78% HOMEOWNERS
- 95% HAVE AT LEAST ONE CREDIT CARD

Employment Breakdown

- 30% Professional, service and/or technical
- 34% Educational Services
- 15% Construction Services
- 14% Healthcare Services
- 20% Management Related Services
- 19% Finance and Insurance
- 8% Real Estate, Rental and Leasing
- 6% Arts, Entertainment, and Recreation

GENERAL RULES FOR VENDORS

1. The name “Hot Fun in the Summertime Concert Series at Mable House Barnes Amphitheater” is a registered trademark. Merchandise or promotional items bearing this mark may not be produced or sold by vendors unless otherwise authorized.
2. Vendor booths may not be used for the sale of food or beverages.
3. Vendors are responsible for delivery, erection, removal, storage, and protection of their own displays, goods, and materials.
4. Concert series are not responsible for loss of or damage to vendors’ property.
5. Booths must be staffed at all times during all vendor hours.
6. All vendors must check-in each concert series date during specified vendors hours (TBD). Refunds will not be given to late comers or no-shows.
7. Vendors must dispose of all trash at the end of event.
8. While vendor are walkways are lit after dark, vendors are responsible for all lighting in their individual booths. Electricity is provided free of charge. Any extension cords used must be heavy-duty, three-prong outdoor type. Two-prong cords are not permitted.
9. Pets, alcoholic beverages, and open flames may not be brought onsite.

VENDOR OPTIONS: Select all that apply

Vendor Booth \$500 Guerilla Marketing \$200

*Fees are per date

BOOTH FEES INCLUDE:

- ❖ Stand-alone booth
- ❖ 6-foot table, 2 chairs
- ❖ (2) Vendor passes per show (Additional vendor passes may be requested via written request prior to show)
- ❖ Booth Covering
- ❖ Electrical connection
- ❖ Parking for one vehicle behind stage (additional vehicles may park in main lot)

APPLICANT INFORMATION

CONTACT PERSON _____

COMPANY _____

BILLING ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____

EMAIL ADDRESS _____

WEB SITE _____

SERIES DATE REQUESTED: (Select all that apply)

_____ June 19, 2010 _____ July 31, 2010 _____ September 4, 2010 _____ All Three Dates

PROPOSED USE OF BOOTH: (Check all that apply)

_____ Sales of products and/or services

_____ Products/services promotion (exhibition)

_____ Other _____

DESCRIPTION OF PRODUCTS/SERVICES TO BE MARKETED AT BOOTH

***Booth MAY NOT be used for purposes other than those services described above.**

I have read the "General Rules for Vendors" and agree to abide by said rules. If approved, I intend to use my Vendors' Booth only for the purposes stated above. If application is approved, I authorize Hot Fun In The Summertime Concert Series to invoice my company for the amount listed.

SIGNATURE _____ **DATE** _____

Payment should be included with this application. If this application is not approved, payment will be returned. Application must be received two (2) weeks prior to requested date.

Application may be mailed to:

Hot Fun In The Summertime Concert Series at Mable House Barnes Amphitheater
1232 Golden Brick Road
The Land of Oz, Georgia 30123
(770) 123-4567

FOR OFFICE USE ONLY

DATE RECEIVED _____

APPROVED _____ **NOT APPROVED** _____

APPROVED BY _____