



April 17-18 2010, Candler Park ATLANTA, GA



PLANET 420 NON- PROFIT APPLICATION

Organization Name _____

Contact Name _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____

FAX _____

E-Mail _____

Web Site _____

BOOTH PRICES:

_____ Non-Profit - **\$50 donation** to Change of Atmosphere

Assigned Booth # _____

Please include pictures of your booth setup or brief description of table displays, demos, and current outreach/campaigns.

PAYMENT INFORMATION: THE NON-REFUNDABLE \$35 DONATION IS REQUIRED TO RESERVE EACH 10'x10' BOOTH SPACE. Please contact Change of Atmosphere if this is a problem for your organization.

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 AND CHANGE OF ATMOSPHERE 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: Change of Atmosphere

PLEASE MAIL, EMAIL, or FAX:

PHONE: 678-513-3274 FAX: 865-381-0678 EMAIL: james@changeofatmosphere.org

Change of Atmosphere
Attn: James Gooch
4480 Indian Trace Drive
Alpharetta, GA 30004





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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

Afluent, 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.

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

Attendance

2008 (Estimated)

10,000 per day

2009 (Estimated)

15,000 per day

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

Saturday, April 17, 2010 12:00 PM – 10:00 PM

Sunday, April 18, 2010 12:30 PM – 8:00 PM

SET-UP HOURS

Friday, April 16, 2010 12:00 PM – 7:00 PM

Saturday, April 18, 2009 7:00 AM – 10:00 AM

MOVE-OUT HOURS

Sunday, April 19, 2010 8:00 PM – 12:00AM

Check in and move out times will and MUST be pre-arranged. 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.

VENDOR BOOTH REQUIREMENTS:

1. The vendor agrees that all displays will be fully set up by 12:00 PM on Saturday, April 17, 2010. The vendor agrees to complete booth breakdown by Midnight on Sunday, April, 18, 2010.
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. .

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.





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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 Friday, April 16, 2010 at set-up and will continue until tear-down at midnight on Sunday, April 18, 2010. 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*****





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Liability Waiver & Release Form

Section I. General Information

Organization/Business

Name & Address _____

Org. Bus. Phone Number _____

Representative's
Title/Position _____

Representative's Name _____

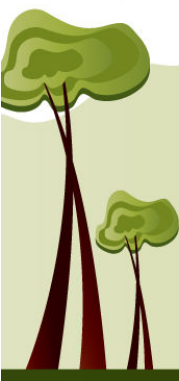
Representative's
Address _____

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)





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

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 _____

