

2019 Exhibitor's Guide- Georgia Grown Building



Georgia National Fairgrounds & Agricenter Perry, Georgia

GEORGIA NATIONAL FAIR

October 3-13, 2019

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GEORGIA NATIONAL FAIR

It is our pleasure to welcome you as a vendor in the Georgia Grown Building at the Georgia National Fair. Please read this booklet carefully. It is your responsibility as a participant in the Georgia Grown Building and the Georgia National Fair to familiarize yourself and all personnel involved with your space with Fair rules and regulations. The information contained in the following pages and in the space rental contract was established for the benefit of all exhibitors. By following them, everyone will be able to look forward to a successful Georgia National Fair.

GEORGIA NATIONAL FAIR ADMINISTRATION

Stephen Shimp, Executive Director
Richard Scuderi, Chief Operating Officer

SETUP DAYS/TIME

Tuesday, October 1 -8:00 a.m. - 5:00 p.m.
Wednesday, October 2 -8:00 a.m. - 5:00 p.m.
Thursday, October 3- 8:00 a.m. - *12:00 p.m.

*All exhibitors MUST be set up by noon on October 3. Any vehicles parked inside of the fairground's gate must be moved by noon on October 3 to a designated parking lot. The Exhibitor's Guide outlines many important terms and conditions governing the leasing space for the purpose of exhibiting at the Georgia National Fair. The word "exhibitor" in this guide refers to booth exhibits in the Georgia Grown Building.

CONTRACTS

The contract for an exhibit space must be properly signed and returned by the specified deadline or it will be declared null and void by the Authority and the Agricultural Commodity Commission for Georgia Grown "Commission". After the contract has been received by the Georgia National Fair office and signed by an official, a copy will be returned to exhibitors for their files. It is the exhibitor's responsibility to read and comply with the provisions and rules of the GEORGIA NATIONAL FAIRGROUNDS & AGRICENTER LICENSE AGREEMENT FOR USE OF SPACE IN GEORGIA GROWN BUILDING contract and the Exhibitor's Guide. It also is the exhibitor's responsibility to inform all personnel associated with their booth about Fair rules and regulations. A copy of this manual should be kept in the exhibitor's booth at all times. Additions of new items or changes in items to be exhibited must receive approval from the Commission and Authority. Any items in an exhibitor's space not authorized per the contract are subject to removal at the Commission and Authority's discretion. Exhibitors shall not assign, sublet, or apportion the whole or any part of the space allotted or exhibited therein; or permit any other part to exhibit therein any goods or advertising matter other than those manufactured, distributed or sold by exhibitors in the regular course of their business; or permit any representative of any firm or company not exhibiting to solicit business or take orders in their space. Any item found to be objectionable by the Commission and Authority, whether advertised or offered for sale by an exhibitor, shall be immediately withdrawn and removed from the premises at the request of the Commission or Authority. If same is not removed immediately, the Commission or Authority may close said leased space and remove the exhibitor without liability.

Contract must be paid in full. Contracts negotiated after June 13 requires a 100 deposit. Payments must be received in the Commercial Sales office by dates specified or the contractor will be subject to cancellation and the booth space reassigned. If receipts are needed for any additional payments, they will be furnished upon request.

After June 13, payments must be in the form of a certified check, money order, cashier's check, or cash. (Cash should not be mailed.)

If any time subsequent to the signing of the contract, the Authority and Commission deems it is in the best interest of the Authority and Commission to cancel or change the dates as set forth in the contract, the exhibitor accepts such action without claim for loss or damage except the right to make a written request for return of amounts paid on the contract.

REFUND POLICY

The Fee is consideration for the reservation and use of the Licensed Space and is nonrefundable unless the 2019 Fair is not held or unless Licensee gives timely notice to Commission of a verifiable, bona fide emergency of a personal nature or involving health or safety, the merits of which shall be decided by Commission in its sole discretion; provided, however, that the Fee will not be refunded if Commission receives Licensee's notice of cancellation on or after October 1, 2019. If an exhibitor is unable to participate in the Fair and subsequently requests a refund and cancellation of the contract, the request must be in writing. An administrative fee of \$50.00 will be charged to any exhibitor for the service.

VENDOR REFUND TO PUBLIC POLICY

All vendor public refund policies must be clearly posted in a prominent location in the vendor's contracted space.

FOOD PRODUCT SAMPLING AND SALES

Food product samples may only be provided to the public free of charge. Upon approval by the Commission, only pre-packaged food products produced by Licensee may be sold within the Licensed Space. Licensee shall be responsible for understanding and observing all Federal, State, and Local laws, rules and regulations relating to Food Safety.

SPACE REGULATIONS

Booths must be properly staffed at all times during operating hours of the Fair.

Exhibitors must confine their business and promotion and advertising of same on Fairgrounds to the space assigned to them. Failure to comply with this rule will subject exhibitors to forfeiture of space privileges without reimbursement. Any item or structure placed upon a leased facility or area shall conform to and be operated in compliance with requirements of the Authority, Commission, public health agencies, and all other local, state, and federal laws, rules, and regulations. Signs, banners, wires, advertisements, decorations, or obstructions of any kind may not extend from or to the ceiling of a building or area in which the contracted space is situated unless prior approval has been given by the Commission and Authority. The view of adjoining exhibits shall not be obstructed. Advertising material of any kind may not extend higher than 8' above floor level and display materials may not extend higher than 8' above floor level except in certain areas approved by the Commission. If height restrictions are not followed, you will be required to alter your display to conform to the 8' limit. Signs, partitions, or exhibit items placed around, or made a part of any exhibit, will not extend one-half (1/2) of the depth of the exhibit area from the back of the booth with an 8' limitation. The remaining front portion of the exhibit area may not extend over 4' in height. Exhibitors must finish the back of any extended portions of their exhibit so that exposed areas will not be objectionable to adjacent exhibitors. The view of adjoining exhibits shall not be obstructed. All tables in booths should be neatly and cleanly draped on all sides exposed to the public. Boxes should be stored behind curtains or under tables. The intent is to have a booth with a neat appearance. Hand-lettered marker signs should not be used. We encourage the use of professional signage which is neatly printed/painted and arranged, as it will enhance the appearance of your booth. Costumed personnel and/or other individuals hired for advertising/promotional purposes are not allowed in the Georgia Grown Building, unless special permission has been granted by the Commission or Georgia Grown Building Superintendent. If special permission is granted, agreement will be issued in writing from the Commission. Inflated balloons are not allowed in booths for decoration/advertising purposes. The sale of knives is prohibited. Novelty items such as snap pops, liquid string, and comb knives are not permitted. T-shirt designs must be in good taste. Racial or ethnic slogans, objectionable language, or nudity will not be permitted.

ADVERTISING

Licensee may advertise and distribute approved products or literature from its own exhibit space only. Oral and visual advertising, solicitation, and distributed materials must be in good taste, must be neutral or positive and may not be defamatory, derogatory, promiscuous, pornographic, obscene, profane, or vulgar. Exhibitors may promote their own product or activity, but may not discredit others. Hawking, distributing hand bills or other matter, posting or tacking of advertising bills, cards, etc., is strictly prohibited in the Georgia Grown Building or anywhere on the Fairgrounds complex other than within the confines of Licensee's own space.

ADVERTISING, continued

All items to be sold, displayed, advertised, promoted, or demonstrated must be listed on the application and/or contract. Any items to be given away or handed out must first be approved by the Commercial Sales Office and/or the Commission. Blown-up balloons and noise making items are not allowed. Gummed, adhesive-backed labels; stickers; bumper stickers; signs; stick-ons for clothing; or any type of stick-on may not be given away OR SOLD. Solicitation of Fair patrons by an exhibitor or agents of an exhibitor outside or away from the exhibitor's location shall not be permitted. Signs of advertising matter of any kind deemed objectionable by the Authority and Commission will be removed without liability or damage to the Authority or Commission. The obstruction of visitors' passageways; use of public address systems, recorders, gongs, and loud music; or the methods of attracting attention shall not be permitted. The Authority and Commission shall be the sole authority as to what is objectionable and all such decisions shall be final.

HANDING OUT MATERIAL

The sale, posting, or distribution of any merchandise, products, promotional items, and printed or written materials, except from a fixed location on the Fairgrounds as approved by the Commercial Sales Office and Commission, shall be prohibited. Those materials, products, promotional items, and printed or written materials which are authorized by the Commission and Commercial Sales Office for sale or distribution from a fixed location shall not be handed out to any Fair patron unless requested by the patron.

SOUND EQUIPMENT

Loudspeakers, etc., may not be used without prior permission from the Commercial Sales Office and the Commission. Approved microphones, TVs, radios, loudspeakers, musical instruments (pianos, organs, etc.), or other sound equipment must be kept at a reasonable volume so as not to disturb normal business transactions in a nearby exhibitor's space or in an adjacent public space. In no instance should sound from such devices be overbearing beyond the limits of space contracted to exhibitors using same. Fair management and Georgia Grown Building Superintendent or Commission reserves the right to revoke permission to use such equipment entirely if provisions of this rule are not observed. No voice or sound amplification shall be used without permission. No amateur or professional entertainment shall be used without consent. Such permission, if granted, may be rescinded at any time by Authority and Commission.

SOLICITATION OF FUNDS

Solicitation of funds for any political, educational, or charitable corporation or association, or any other corporation, association, group, individual, or cause of any kind or character shall be prohibited.

GEORGIA GROWN LICENSEE (exhibitor) BADGES *2019 credentials due by August 1, 2019*

Unless otherwise agreed to in writing by the Commission, exhibitors in the Georgia Grown Building will receive up to four (4) Georgia Grown badges for Fair gate entry. Exhibitors shall be responsible for managing and retaining all badges provided to exhibitor. Lost or stolen badges will not be replaced. Badges may only be used to staff and operate the Licensed Space. Badges may only be used by the individual named on the badge and shall not be transferable. No exhibitor or agent thereof will be allowed entry into the Fair without each individual having a Georgia Grown badge on his or her person at the time of entry.

EXHIBITOR PACKETS

Exhibitor packets containing your badges and credential papers will be mailed prior to the opening of the fair. If you wish to pick up your packet, you may do so on Tuesday and Wednesday from 8:00 a.m. until 5:00 p.m. or Thursday from 8:00 a.m. until 12:00 p.m. before the Fair opens. Packets are available at "The Jack Shack" in the Georgia Grown Building. Exhibitors who require additional tickets must purchase those from the Commercial Sales Office. Exhibitors must pay by cash, money order, cashier's check, or certified check. Personal checks are not accepted during the Fair.

EXHIBITOR MOVE IN

Exhibitors can move into the Georgia Grown Building from 8:00 a.m. until 5:00 p.m. the Tuesday and Wednesday before the Fair opens. All exhibitors must be set up and ready for operation at 12:00 p.m. on Thursday, the first day of the Fair. Any space not staffed and decorated by the exhibitor or concessionaire by the stated opening time will be resold with no obligation to refund any money paid to the Georgia National Fair for deposit or rental of space.

EXHIBITOR HOURS

During the 11 days of the 2019 Georgia National Fair building hours are 9:00 a.m. to 10:00 p.m. daily, except for opening day building hours are 3:00 p.m. until 10:00 p.m. **All exhibits must be open, staffed, and operational during these hours every day of the Fair.** Only exhibitors will be granted entrance to buildings one hour prior to the stated opening provided they display approved identification. They must leave the building within thirty (30) minutes of the scheduled closing. Any exhibitor requesting an earlier entry time into a building must receive permission from the Georgia Grown Building Supervisors.

SECURITY

Building security will be provided by the Fair, 8:00 a.m. to 10:00 p.m. daily, during the 11 days of the Fair. After 10:00 p.m., buildings will be secured and no one will be allowed entry until one hour before opening the next day. Although security officers are assigned to buildings at specified times, they are unable to watch over each exhibitor's booth. Therefore, it is recommended exhibitors staff their booths when the building opens if they are concerned about their merchandise.

PRIZE DRAWINGS

All prize drawings must be conducted during the Fair. Registration for drawings are permissible provided they are properly conducted and in no way to be construed as a lottery or other violation of Georgia Law. If exhibitor plans to conduct a drawing for merchandise or service in conjunction with exhibit, he/she agrees to report the winners of any drawing immediately to the Commercial Sales Department. Any exhibitor requesting Georgia National Fair patrons to register for any reason must notify the Commercial Sales Office in writing and request approval for such registration. The notification shall include the following:

- a. A copy of the printed form to be used in the registration.
- b. Rules and regulations for procedures in any drawing or selection process for awarding of prizes.
- c. Items or merchandise to be given away.
- d. The approximate value of each item or merchandise.

The Commercial Sales Office reserves the right to approve or deny approval of any drawing to be conducted during the Georgia National Fair. An application form is available from the Commercial Sales Office and must be submitted at least one week before the Fair begins. Drawings will be held at 7:00 p.m. on the last Sunday and conducted by Georgia National Fair staff. Exhibitors must bring their registration slips to the office located in the McGill Marketplace by 6:45 p.m. on the last Sunday of the Fair. Registration slips will be returned to the exhibitor after each drawing. Building managers will distribute a form to exhibitors during the Fair that is to be completed and returned to the manager prior to the drawing. The form is used at the drawing to list names of winners. A copy is given to the exhibitor and a copy is retained by the Commercial Sales Office. It is the exhibitor's responsibility to notify winners and arrange for the delivery of prizes. Raffles of any kind are prohibited. All persons or companies who do not comply with these rules may be subject to forfeiture of future contracts as the Fair may elect.

EXHIBITOR MOVE OUT

Exhibitors can move out of the Georgia Grown Building from 8:00 a.m. until 5:00 p.m. on Monday, October 14th. There is no security after 5 pm on Monday. The Authority and Commission will not be responsible for any exhibit items left in buildings after security goes off duty. **Early teardown will result in the denial of future contracts.** All or any part of buildings, stands, equipment, and/or supplies used by the exhibitor during the time set forth in the contract which are not removed from the Georgia National Fair within two (2) days from the closing day of the Georgia National Fair shall be deemed abandoned and become the property of the Authority without notice. All exhibit displays, items, or materials **must be removed from the Fairgrounds no later than 5:00 p.m. on the Tuesday, October 15, 2019.**

ELECTRICITY

Electrical is available up to 110 VOLTS. AMPS are limited. In addition, any wiring or special requirements needed from outlets to stands or exhibit booths will be made at the exhibitor's expense. Charges for labor and materials will be supplied by the Fair's designated electricians and plumbers should be paid to the McGill Marketplace office at the time the service is performed according to established rates. Due to the location of electrical outlets in some areas, both inside and outside, it is suggested you have UL-approved extension cords available for electrical

ELECTRICITY, continued

equipment and displays. All exhibitors shall be required to furnish up to the first 100 feet of UL-approved cord of the proper gauge.

INSURANCE

Exhibitors are required to have general public liability insurance coverage of at least \$1,000,000. Exhibitors who provide their own insurance will need to have an insurance certificate naming the Georgia Agricultural Exposition Authority and the Commission as additional insured. This certificate must accompany the signed contract when returned or a fee will be assessed for insurance provided by the Georgia National Fair. Please refer to the insurance section of your Georgia National Fair Georgia Grown Building contract for additional information.

LIABILITY

The exhibitor agrees to save and hold harmless the Authority, Commission, the State of Georgia and its departments, agencies and instrumentalities and all of their respective officers, employees, directors and agents from any debt, liability, or judgment incurred for any cause of action, claim, damage, liability, cost, or expense to persons or property, resulting directly or indirectly from acts, omissions, merchandise sold, presence, or operation of said exhibitor, its agents, or employees on the Georgia National Fairgrounds before, during, or after the Georgia National Fair. Also, the Authority and Commission shall not be responsible for any injury to the person or persons of the exhibitor, its employees, or agents from any cause whatsoever arising from the performance of their contract, and the exhibitor in signing the contract expressly releases the Authority and Commission from any and all claims for such loss, damages, or injuries. Please refer to the insurance section of your Georgia National Fair Georgia Grown Building contract for additional information.

CHECKS

If, for any reason, a payment check is returned by the designated bank, a fee of \$50.00 will be charged to the exhibitor. Failure to comply after receiving notification will automatically cancel the contract unless other arrangements have been approved by the Commercial Sales Office. Checks will not be accepted at Fair time.

SALES TAX

Licensee shall collect and remit Georgia sales and use taxes to the Georgia Department of Revenue as provided by law and shall collect, remit and pay any and all other fees, charges, taxes or other payments applicable to its use of the Licensed Space.

FREIGHT DELIVERY/STORAGE

Facilities are not available on the Fairgrounds for the storage of equipment and/or merchandise. It is requested, when making arrangements for any shipments, exhibitors specify the exact location of their exhibit. Procedural instructions must accompany contracts. All product deliveries by the exhibitor should be made **prior** to opening hours each operating Fair day through the McGill Building gate. Mail service is made to the Administration office daily. If an exhibitor is receiving items by mail, the address on the envelope should contain the exhibitor's name and/or company and "Georgia Grown Building". The Administration office will notify the Georgia Grown Building. Deliveries made to the grounds after opening hours must enter through the East Gate, must be specifically cleared by the Commission and Fair Director, and may not proceed inside the perimeter road area unless specifically authorized and accompanied by Authority Security or a Commission representative. Any deliveries to be made during Fair operating hours will be considered on a case-by-case basis. Shipments will not be accepted before the Monday preceding the opening day of the Fair. COD shipments will not be accepted. Exhibitors must arrange for prepayment before delivery or be on hand when shipments arrive. Freight will be delivered to the Security Office at

FREIGHT DELIVERY/STORAGE continued

the East Gate. The address on the package should contain the exhibitor's name and/or company and "Georgia Grown Building" on the package.

JANITORIAL SERVICE

Exhibitors, their agents, or employees shall sweep all refuse from their booths to the aisles after closing where it will be picked up by the janitors provided by the Authority.

SMOKING POLICY

Smoking is not permitted inside buildings on the Fairgrounds.

VENDOR DEPOSIT ACCEPTANCE

Any exhibitor who takes deposits by cash or check on merchandise to be delivered at a later date must notify the Commercial Sales Office in writing. The notification shall include:

- a. Product or merchandise for sale.
- b. Selling price.
- c. Deposit requirements.
- d. Maximum delivery time to the Fair patron.

EXHIBITOR PARKING

Exhibitors may park in any designated parking area other than those which require a special parking pass. Exhibitors in the Georgia Grown Building shall receive one (1) parking pass for the McGill Marketplace (Lot #2) and may park there if space is available, but must display the parking pass while the vehicle is parked at all times. Should the parking pass be lost or stolen, it will not be replaced. So, it is advisable that vehicle doors be locked at all times. Vehicles taking up more than one parking space will not be allowed to park in this area. The parking pass does not guarantee a parking space. If the lot is full, exhibitors must park elsewhere. Vehicles are not permitted to park by or near an exhibitor's independent midway location unless approval has been given by the Executive Director. Vehicles so approved require an authorized sticker on the windshield or they will be towed.

VEHICLES

Cars, trucks, etc., may not be driven on the Fairgrounds once the Fair has officially opened for the day. Deliveries must be made prior to each day's opening. Vehicles must be off the Fairgrounds by opening time. A special delivery sticker must be obtained from the Commercial Sales Office. Wheeled transportation (bicycles, motorbikes, carts, etc.) will not be allowed inside exhibit areas and buildings unless they are official Georgia National Fair vehicles. Any exceptions must be authorized by the Chief of Security. The use of roller blades or skateboards shall not be permitted on the Fairgrounds during the Fair. Please refer to the Georgia National Fairgrounds & Agricenter's policy on skateboards, scooters, roller skates, hover boards and rollerblades.

PETS

Dogs or pets, other than service animals for people with disabilities, shall not be permitted on the Fairgrounds or in exhibit buildings during the Fair except when confined within the campgrounds area or in areas designated by the Authority unless they are part of an authorized act or exhibit.

GOLF CART USE

Golf cart use is not permitted by any exhibitor in the Georgia Grown Building. Please make prior arrangements with a Georgia Department of Agriculture staff member if it is **essential** that your exhibit require restocking of product during operating hours of the fair. **Carts are not intended for the transportation of personnel or any exhibitors inside the building.**

DISPUTES

The Executive Director and Commission shall be the final arbiter of disputes between the Fair and its exhibitors. No promises, representations, agreements, or conditions have been made or agreed to which are not stated fully in the exhibitor's contract.

RENEWAL POLICY

The Authority and Commission reserves the right to refuse or renew any space rental contract when in the sole discretion of the Authority and Commission such action is in the best interest of the Fair and its patrons. Georgia Grown Building space alterations or other changes may make it necessary to eliminate certain previously available space from one year to the next. In such instances, the Authority and Commission reserves the right to offer substitute locations or discontinue contracts entirely. The Authority and Commission reserves the right not to renew any space rental contract where the exhibitor has violated any regulations of the Fair or any local, state, or federal laws.

RENEWAL PROCEDURE

Renewal applications will be sent around mid-April to exhibitors from the prior year's Fair. These applications must be returned to the Commission by the time specified to guarantee renewal. Requests to change locations or products must be noted on the application, but are subject to approval by the Commission. Space not renewed by the specific time will be released on the due date and offered to other exhibitors.

SERVICES

If needed, these services are available to exhibitors: booth decoration, table and chair rental, telephone service. For telephone service, the exhibitor should contact the Commercial Sales Office 14 working days prior to the opening day of the Fair.

RV PARKING

Facilities are available on the Fairgrounds for RV parking. Information and the reservation forms are available from the Commercial Sales Office.

MISCELLANEOUS INFORMATION

An ATM is located at the Clock Tower and other locations throughout the Fairgrounds. Emergencies; emergency messages; lost, found, and stolen articles; lost children; etc.; should be reported to Security. To locate towed vehicles, contact the Georgia National Fairgrounds Security office. The First Aid Station is located near the Clock Tower on the Fairgrounds with supplies and personnel to handle minor medical needs. The logo of the Georgia National Fair is a registered trademark and may not be used under any circumstance without prior written permission from the Georgia National Fair. Any exhibitor requiring assistance may contact Fair personnel in the McGill Marketplace office or a Georgia Department of Agriculture staff member.

HELPFUL TELEPHONE NUMBERS

(area code 478)

- Emergency 911
- Perry Fire Department 988-2850
- Georgia State Patrol 988-6740
- Houston County Sheriff 542-2125
- Perry Police Department 988-2800
- Perry Welcome Center 988-8000
- Perry Hotels/Motels 988-8000
- Perry Hospital 987-3600
- Ace Hardware 987-9973
- Wal-Mart 987-1444
- Kroger 988-8474
- Library 987-3050
- Perry/Houston County Airport 987-3713
- Perry Chamber of Commerce 987-1234