



## A - Z Guidelines

Welcome to World of Coca-Cola! We're look forward to hosting your event. We've outlined from A-Z what you need to know to build the perfect event at World of Coca-Cola. It's as simple as 1.2.3! We look forward to working with you!

**Access:** Access to Pemberton Place is located through the Fire Gate located at the drive way off World of Coca-Cola parking garage off of Ivan Allen Blvd. Please contact your event manager 10 minutes prior to arrival so they can have APD or World of Coca-Cola Security escort the vehicle on the pathway for load-in and load-out. This will ensure the safety of Pemberton Place guests.

**Ambassadors:** Please provide your event manager with any speaking points you would like World of Coca-Cola Ambassadors to message to attraction guests.

**Basecamp:** Basecamp is located inside of World of Coca-Cola parking garage. Agencies/ Brand teams are welcome to use this space for employee breaks, storage, team meetings, etc. Basecamp is locked down each evening and during the event if requested.

**Certificates of Insurance:** World of Coca-Cola will need a copy of the Certificate of Insurance in the event a structure or tent is being erected on the green space. World of Coca-Cola Event Manager will provide you with a Tent Permit that needs to be filed with the city 30 days prior to the event.

**Deliveries:** World of Coca-Cola will store deliveries up to 24 hours prior to the event in basecamp. Request for acceptance and storage of packages must be approved by the Special Events Team at least seven (7) days prior to the event date. Unload of deliveries will need to be done by the client's representatives or the shipping company. World of Coca-Cola takes no responsibility for delivered items; we cannot inventory items when they arrive. If items will need to be shipped out after an event, client needs to have all the necessary forms needed to do so and schedule pick up times for leftover items. World of Coca-Cola does not maintain a stock of packaging materials or shipment forms. Client will be responsible for coordinating and tracking all shipments.

**Entertainment:** Clients wishing to hire entertainment for their event must submit a request in writing to the Special Event Team at least two (2) weeks prior to the event. All entertainment must be able to work with the existing power sources within Pemberton Place. Agencies are required to provide any supplemental power for events.

**Event Contract and Payment:** An event contract is required for all sampling events. In some cases, World of Coca-Cola will require an event fee to cover basic costs of clean up. Event rental fees will be determined on a case by case basis.

**Event Times:** World of Coca-Cola hours vary from season to season. Please direct questions regarding the best sampling times to your World of Coca-Cola Event Manager. They will help determine the best times to sample on the green space.

**First Aid:** Groups with extensive and interactive set ups will be required to hire emergency first aid personnel to be on site throughout the event. Applicable charges will be included on the event contract. World of Coca-Cola Event Manager will make first aid arrangements on behalf of the brand team or agency.

**Internet Access/Phone Lines:** Complimentary wireless Internet access is available in Pemberton Place. Select the "attwifi" wireless network in your Network Connections, then open your browser and accept the terms and conditions.

**Liability Insurance:** All vendors/service providers are required to provide proof of liability insurance to World of Coca-Cola Event team. This policy must indicate the World of Coca-Cola's inclusion in that liability. The document should include the following:  
World of Coca-Cola at Pemberton Place & Georgia Aquarium at Pemberton Place  
121 Baker St.  
Atlanta, GA 30313

**Load-in/Load-out:** All agencies and brand teams must schedule load-ins and load-outs in advance with World of Coca-Cola Events Team. All vendors must provide their own equipment to facilitate load in/out. World of Coca-Cola will not be available to assist with load in/out. All equipment must be broken down and removed from the green space at the conclusion of the event. No equipment, supplies or rentals can be left overnight without prior approval from World of Coca-Cola Events Team.

**Music:** Entertainment at outdoor events on the Green Space at in Pemberton Place must end at 10 p.m. per Fulton County and City of Atlanta ordinances.

**Parking:** World of Coca-Cola parking deck can accommodate 300 vehicles on site. Branded vehicles will be granted access for advertising on the green space sidewalk. The World of Coca-Cola event team will provide 5 complimentary parking spaces to the brand teams or agencies. Agencies and Brand Teams will be responsible for arranging parking for their employees. Parking in World of Coca-Cola garage is \$10.00 per car for up to 4 hours and \$15.00 per car after 4 hours. A parking pad located inside of the fire gate is restricted for non-branded trucks that are rented to haul product or event equipment. No cars will be allowed to park on the parking pad.

**Reserving Space:** Please contact your World of Coca-Cola event managers to reserve space for sampling. World of Coca-Cola will happily extend the Green Space to more than one brand on any given weekend unless prior arrangements have been made.

**Recycling:** TBD per Event

**Sampling:** World of Coca-Cola will allow sampling within the gates of Pemberton Place only. Sampling on the sidewalks outside of the Pemberton Place gates will need to be cleared through the city first.

**Security:** Security will be provided on the green space during the event. Two APD officers will be patrolling Pemberton Place during the event.

**Signage:** Signage is allowed only within the gates of World of Coca-Cola. Signage can not be tied to any gate around World of Coca-Cola at any time. Failure to comply will result in a city fine and immediate removal of the signage by the brand team.

**Tents:** World of Coca-Cola will allow tents on the Green Space. The tents will require a permit if it is over 20x20.

**Trash:** TBD per Event

**Weather:** In the event of inclement weather please arrange for back-up dates with your World of Coca-Cola Event Manager.