



Building Your Event from A-Z

Welcome to the World of Coca-Cola! We look forward to hosting your event. We've outlined from A-Z what you need to know to create the perfect event at the World of Coca-Cola. It's as simple as 1.2.3! Take a look at our details and contact Kelsey Schulte, keschulte@coca-cola.com; if you have any questions about hosting your next corporate event.

We look forward to working with you!

Access: Access to the World of Coca-Cola exhibits are limited to the event space rented. A full building buyout will allow access to all exhibits for the duration of the event.

Ambassadors: Your event rental fee at the World of Coca-Cola includes the services of our Ambassadors. Our Ambassadors will be on hand to greet and assist your guests as well as answer questions about our exhibits. We will provide an appropriate number of Ambassadors based upon the space rented and the number of guests attending the event. Additional Ambassadors can be requested for an added fee.

Audio Visual: Due to the complexity of The World of Coca-Cola's daily show's and equipment, all audio visual support for running presentations on the World of Coca-Cola's internal equipment will be provided by the World of Coca-Cola's internal vendor. Clients are required to deliver all presentations prior to the 5 day established deadlines and must be in the requested format. It is also the responsibility of the client to provide any external equipment necessary for running their presentation. If a presentation is not provided in the requested format and or is not delivered to the World of Coca-Cola prior to the established deadline, the World of Coca-Cola will not guarantee the execution of the presentation. In addition, the World of Coca-Cola will provide up to 4 hours of audio visual support for their internal equipment to assist with running a clients' presentation. If a clients' presentation requires more than 4 hours of service, an additional charge of \$70 per hour will be required. It is also recommended that the client previews the presentation at least 1 day prior to the event to ensure their satisfaction.

Beverage Service: Mixology Partners is the exclusive beverage service provider at The World of Coca-Cola. They provide full bar service, including choice of bar set up, beverage selection and coordination of all staff. No outside beverages may be brought into the facility. The World of Coca-Cola does not allow cash bars at events.

Beverage Service Information: A Beverage Service Agreement will follow your event space rental contract.

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Bus Drop off: Groups arriving via mini or full size buses will be dropped off at the curb of Baker Street. World of Coca-Cola does not offer on-site bus parking. Your Event Manager can provide you with information about parking at the bus marshalling yard.

Cameras: Cameras and Video Cameras are allowed throughout the attraction. No filming, flash photography, or photography of any kind will be allowed in any of the theatres.

Cancellation: In the event a function is canceled, the client is responsible for paying contracted charges including catering and event rental charges according to the schedule below. All cancellations must be submitted to the Event Sales Manager in writing.

Cancellation 0 to 30 business days prior to the event

100% of the facility rental fee.

- **Cancellation 31 days to 75 days prior to the event**

- 50% of the facility rental fee.

- **Cancellation 76 or more days prior to the event**

- 25% of the facility rental fee.

Catering: The World of Coca-Cola has two (2) preferred caterers; see catering list below. They are the only caterers approved to work at the World of Coca-Cola; no exceptions.

- A Legendary Event - www.alegendaryevent.com
- Proof of the Pudding - www.proofpudding.com

Certificates of Insurance: The World of Coca-Cola will supply the COI for the evening of the event.

Coat Check: The World of Coca-Cola can provide coat check for your guests. The charge for this service is \$2.00 per guest and will be charged to the client's credit card on file. We will provide one attendant per every 75 guests. The maximum guest count for World of Coca-Cola coat check is 400 guests. Coat check for groups above 400 guests can be contracted by an external coat check service provider. Please ask your Event Manager for additional details regarding this service. World of Coca-Cola coat check services must be requested at contract signing or a minimum of 4 weeks prior to the event date. Your guest count will need to be guaranteed 10 days prior to your event date.

Copy/Fax Machines: If you need use of a copy or fax machine on site, please see your Event Manager to make arrangements. Fees will apply.

Competitor Products: The World of Coca-Cola does not allow the following products in the building or anywhere within Pemberton Place:

- | | |
|--------------------------|-------------------------|
| - Pepsi | - AMP Energy |
| - 7UP | - Aquafina |
| - Mountain Dew | - Lipton |
| - Sierra Mist | - Gatorade |
| - Tropicana juice drinks | - Frito-Lay Products |
| - Mug Root Bear | - Quaker Foods Products |
| - SoBe | - Snapple |
| - Starbucks | |

Décor: Request for décor and use of special effects equipment such as fog machines, lasers, etc. must be approved at least 14 days prior to the event date by the World of Coca-

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Cola Event Manager. Sticker name badges, stickers, confetti, glitter, balloons, feather boas, Frisbees or similar items may not be used at any time. You must receive approval from your Event Manager before bringing in décor items to ensure they are approved.

Deliveries: The World of Coca-Cola will store deliveries for up to 24 hours prior to the event. Request for acceptance and storage of packages must be approved by the Event Manager at least seven (7) days prior to the event date. Unloading of deliveries will need to be done by the client's representatives or the shipping company. The World of Coca-Cola takes no responsibility for delivered items; we cannot inventory items when they arrive. If items need to be shipped out after an event, client must have all the necessary forms needed to do so and schedule pick up times for leftover items. The 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 Event Manager at least two (2) weeks prior to the event. All entertainment must be able to work with the existing power sources within the facility. Request for supplemental power and generators will not be approved for events inside the World of Coca-Cola. Your Event Manager will provide a list of approved vendors. Hired entertainment is required to perform a walk-thru of the event space with the World of Coca-Cola Event Manager a minimum of five (5) business days prior to the event date to ensure ample power, appropriate wiring, cables, etc. If this is not done, the entertainment will not be permitted on the premises on the event date.

Event Contract and Payment: 50% of the rental fee is due upon signature of the contract. The final 50% of the rental payment is due thirty (30) days prior to the event. Event rental fees for events booked within 30 days of the event must be paid in full at contract signing. Event space is not confirmed until deposit is received in full along with the signed contract and credit card authorization form.

Event Times: The World of Coca-Cola is available for event rental based on the World of Coca-Cola's operating calendar. Please contact your Event Manager to ask about available start times. Rental rates include up to 4 hours of event time. If event guests are still in the event space after the 4 hour event time, additional rental fees will be assessed. Please refer to your rental contract.

First Aid: Groups over 1,000 guests will be required to hire emergency first aid personnel to be on site throughout the event. Applicable charges will be charged to the credit card on file.

Guarantee: A final guest count guarantee is required seven (7) business days prior to the event. Additional charges may apply if the final number of guests exceeds the guarantee.

Hold Policy: The World of Coca-Cola will place event space on a tentative (soft) hold for ten (10) business days as a courtesy while our rental information and policies are being reviewed. If another client is interested in the same date, a 72 hour Right of Refusal decision period will be granted. After 72 hours has expired, a signed event contract and applicable deposit must be received to secure the date. No date or space is confirmed without a signed contract, payment and credit card authorization form.

Internet Access/Phone Lines: Request for Internet access and/or phones lines must be submitted to the Event Manager at least fourteen (14) business days prior to event date. An additional fee will be charged.

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Invitations / Event Brochure: No invitations or brochures which include a likeness or photograph of the World of Coca-Cola building or logo can be printed or distributed without the written approval of the World of Coca-Cola Event Manager. Request for approval must be submitted to the Event Manager as soon as possible but no later than thirty (30) days prior to the event. A draft copy of the invitation or brochure must be included with the request. The World of Coca-Cola phone number can NEVER be included on any invitations or brochures.

Liability Insurance: All vendors/service providers are required to provide proof of liability insurance to the World of Coca-Cola Event Manager. This policy must indicate the World of Coca-Cola's inclusion in that liability.

Load-in/Load-out: All vendors and caterers must schedule load-ins and load-outs in advance with the World of Coca-Cola Event Manager. All vendors must provide their own equipment, to facilitate load in/load out. The World of Coca-Cola will not be available to assist with load in/load out. No equipment, supplies or rentals can be left overnight without prior approval from the World of Coca-Cola Event Manager. All equipment must be broken down and removed from the building expeditiously at the conclusion of the event.

Music: Indoor music can be accommodated in any of our rental spaces. Music levels must conform to standard county and residential codes. Entertainment at outdoor events on the Green Space in Pemberton Place must end at 10 p.m. per Fulton County and City of Atlanta noise ordinances.

Outside Beverages: The Georgia State Liquor Commission regulates the sale and service of all alcoholic beverages. The World of Coca-Cola and our licensed beverage partner, Mixology Partners, are responsible for the administration of these regulations and will supply all alcoholic beverages. No outside beverages are allowed.

Parking: The World of Coca-Cola parking deck can accommodate 300 vehicles on site. If an event requires additional parking, spaces at the Georgia Aquarium parking garage may be available for overflow parking on a space available basis. Both of these facilities are operated by Lanier Parking Services. The parking fee is \$10.00 per car for up to 4 hours and \$15.00 per car for more than 4 hours for self-parking if guests pay for their own parking. Should the client wish to cover the cost of guest's parking, the World of Coca-Cola Event Manager will provide parking passes for distribution to guests as they arrive to the event. The parking fee will be discounted to \$7.00 per vehicle and will be charged to the credit card on file at the conclusion of the event for each parking pass produced. The discounted rate is available only for contracted events. The garage cannot accommodate buses, mini buses or limousines. Please speak with the Event Manager to discuss parking for oversized vehicles.

Polar Bear: The World of Coca-Cola can be hired to visit and pose for pictures with your guests. The cost for this appearance is \$1,000 for up to 3 hours. Please note that the Polar Bear will make (3) 30 minute appearances throughout the event with a 30 minute break between appearances.

Photography: For a unique gift, Magic Memories, our official photographer, can create a customized photography package for your event. All costs for onsite photography will be

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master-billed to the event. We do not accept individual guest payments. A credit card is required for payment. Please notify the Event Manager to make these arrangements.

Reserving Space: Only contracts for a full facility buy out will be confirmed more than 90 days prior to the event date. If you wish to rent only one or more of the event spaces, you will be issued a tentative contract which will be confirmed as definite 90 days prior to the event. If the World of Coca-Cola receives a contract for the full building on your selected date, you will be offered the option of choosing an alternate date for your event.

Retail Store: The World of Coca-Cola Retail Store can remain open during your event for your guests shopping pleasure. A shopping minimum sales guarantee of \$1,000.00 is required during the contracted hours of the event. Should the minimum not be met during the contracted hours of the event, the remaining balance will be charged to the credit card on file at the conclusion of the event. Requests to keep the Retail Store open during the event must be made prior to the contract being signed or a minimum of (4) weeks prior to the event date.

Security: Security will be provided for full event buy-outs or Hub rental. Additional security is required for groups over 1,500 guests and additional fees will apply. All outside security firms must be approved by the World of Coca-Cola Event Manager. This includes personal security for VIPs, etc. Should you need additional security, please contact your Event Manager.

Signage: No signs, balloons or banners can be affixed to any surfaces of the World of Coca-Cola. All signage must be approved by the Event Manager. Client is responsible for supplying all easels for signage.

Theatre Screen Sizes: The Coca-Cola Theater Screen is: 43 ft wide x 24 ft tall (16x9 screen). The Perfect Pauses Theatre Screen is: 16 ft wide x 12 ft tall (4:3 screen). Both of these screens can be repurposed to show your own customized presentation per the World of Coca-Cola's Audio Visual Specification Form. Please ask your Event Manager for a copy of this form.

Vendors: All contracted outside vendors must have and provide a copy of their current business license and proof of insurance. Vendors must bring all necessary equipment and items to perform the contracted service to include: extension cords, tape, power strips, drapes, tables and skirting.

Weather: In the event of inclement weather, please be aware that there is a short open air walk from the parking deck to the entrance of the attraction.

Waste Removal: Events with over 1,500 guests will incur a waste removal fee. Please contact your Event Manager for applicable charges.

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