



## Building Your Event from A-Z

Welcome to 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 World of Coca-Cola. It's as simple as 1.2.3! Take a look at our details and if you have any questions about hosting your next corporate event, contact our Associate Event Manager Kelsey Schulte, [keschulte@coca-cola.com](mailto:keschulte@coca-cola.com).

We look forward to working with you!

**Access:** Access to 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:** The event rental fee at 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. World of Coca-Cola will provide an appropriate number of Ambassadors based upon the event space rented and the number of guests attending. Upon request, additional Ambassadors can be provided. Staffing charges for additional Ambassadors will be billed to the master account.

**Audio Visual:** Due to the complexity of World of Coca-Cola's daily shows and equipment, all audio-visual support for presentations on World of Coca-Cola's internal equipment will be provided by World of Coca-Cola's internal vendor.

Clients are required to deliver all presentations in the requested format **at least** seven (7) days prior to the event. It is the responsibility of the client to provide any external equipment necessary for running their presentation. World of Coca-Cola will not guarantee the execution of the presentation should the file not be provided in the requested format and/or delivered outside of the established deadline.

In addition, World of Coca-Cola will provide a standard value of audio-visual support for internal equipment to assist with running a clients' presentation or branding on internal monitors. Branding or presentations that require further support beyond the standard may incur additional fees. It is also recommended that the client preview the presentation at least one (1) day prior to the event to ensure their satisfaction.

**Beverage Service:** Mixology Partners is the exclusive beverage service provider at World of Coca-Cola. Mixology Partners provides full bar service, including choice of bar set up, beverage selection and coordination of all staff. World of Coca-Cola does not permit donated product or outside beverages to be brought into the attraction. Beverage minimums apply.

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

Initials \_\_\_\_\_

Classified - Unclassified

Classified - Confidential

**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 if needed.

**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. Drones are not allowed inside or outside the attraction.

**Cancellation:** In the event a function is canceled, the client is responsible for paying World of Coca-Cola the contracted charges according to the schedule below. Additional cancellation charges would be required through the Caterer selected and Mixology. All cancellations must be submitted to the Event 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:** World of Coca-Cola has two (2) preferred caterers noted below. They are the only caterers approved to work at World of Coca-Cola; no exceptions.

- Legendary Events - [www.legendaryevents.com](http://www.legendaryevents.com)
- Proof of the Pudding - [www.proofpudding.com](http://www.proofpudding.com)

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

**Coat Check:** World of Coca-Cola can provide a coat check for your guests. The charge for this service is \$2.00 per guest based on the final guest count and will be charged to the master account. Coat check for groups above 200 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 four (4) weeks prior to the event date. Final guest count guarantee is due ten (10) days prior to the event date.

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

**Competitor Products:** 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 two (2) weeks prior to the event date by the World of Coca-Cola Event Manager. Sticker name badges, stickers, confetti, glitter, balloons, feather boas, Frisbees or similar items may not

Initials \_\_\_\_\_

Classified - Unclassified

Classified - Confidential

be used at any time. You must receive written approval from your Event Manager before bringing in décor items to ensure they are permitted in the space.

**Deliveries:** World of Coca-Cola will store deliveries for up to two (2) days 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. Receiving fees apply. Unloading 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. Items cannot be shipped from World of Coca-Cola following an event. Client will be responsible for removing all items from the facility following the event.

**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 World of Coca-Cola. Your Event Manager will provide a list of approved vendors. Hired entertainment is required to perform a walk-through of the event space with the World of Coca-Cola Event Manager a minimum of seven (7) 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:** Fifty percent (50%) of the rental fee is due upon signature of the contract. The final fifty percent (50%) of the rental payment is due thirty (30) days prior to the event. Event rental fees for events booked within thirty (30) days of the event must be paid in full at contract signing. Event space is not confirmed until the deposit is received in full along with the signed contract.

**Event Times:** World of Coca-Cola is available for event rental based on the attraction's operating calendar. Please contact your Event Manager to ask about available start times. Rental rates include up to four (4) hours of event time. If event guests are still in the event space after the contracted end 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 billed to the master account.

**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:** 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 this time, a signed event contract and applicable deposit must be received to secure the date. No date or space is confirmed without a signed contract and payment.

**Internet Access:** A public wireless network is available for all guests of World of Coca-Cola. Your Event Manager can provide you with details on how to connect to the network. There is no access to a dedicated landline for internet at World of Coca-Cola.

**Invitations/Event Brochure:** No invitations or brochures which include a likeness or photograph of World of Coca-Cola's 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.

Initials \_\_\_\_\_

Classified - Unclassified

Classified - Confidential

**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 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 as World of Coca-Cola staff will not be available to assist. No equipment, supplies, or rentals can be left overnight at the attraction 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 11 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. 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 up to 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 Reef Parking Services.

If guests pay for their own self-parking, the rate is \$10.00 per car for up to (4) hours and \$15.00 per car for more than four (4) hours. Should the client wish to cover the cost of parking, the World of Coca-Cola Event Manager will provide parking passes for distribution to. 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 Polar Bear can be present at the event for a \$1,000.00 rental. If contracted, the Polar Bear will make up to three (3) thirty-minute interactive appearances over a three (3) hour period of time during the event with a thirty-minute break between appearances. Requests to have the Polar Bear during the event must be made prior to the contract being signed or a minimum of four (4) weeks prior to the event date.

**Photography:** For a unique gift, Magic Memories, World of Coca-Cola's official photographer, can create a customized photography package for your event. All costs for on-site photography will be charged to the master account. World of Coca-Cola does not accept individual guest payments. A credit card is required for payment. Please notify the Event Manager to make these arrangements.

**Receiving & Storage:** All requests for acceptance and storage of items must be approved by the Event Manager at least two (2) weeks prior to the Event Date. Materials shipped to World of Coca-Cola may not arrive earlier than seven (7) days prior to the Event. Storage rates are as follows: \$5.00 per box per day, and \$50.00 per pallet per day. Certain packages may incur additional charges. Unloading of deliveries will need to be handled by Client's representatives or the shipping company. World of Coca-Cola will not be responsible for any delivered items nor will World of Coca-Cola inventory any items delivered to it on behalf of Client. Items cannot be shipped from World of Coca-Cola following an Event. This includes any scheduled pick-ups that Client may arrange. Client will be responsible for removing all items from the facility at the end of the Event.

Initials \_\_\_\_\_

Classified - Unclassified

Classified - Confidential

All items to be addressed as follows:

Event Manager Name  
World of Coca-Cola  
121 Baker St. NW  
Atlanta, GA 30313  
RE: Event Name & Date

The following information needs to be submitted to the Event Manager once items have shipped: the number of boxes shipped, shipping method and carrier name, arrival date and any other pertinent information. Multiple packages within a single shipment should be numbered in sequence (e.g., 1 of 3, 2 of 3, etc.). Heavy boxes should be identified as such so that staff can avoid injury while lifting them.

**Reserving Space:** Only contracts for a full facility buyout 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 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 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 master account at the conclusion of the event. Alternatively, the client can opt to make purchases to make-up this difference. Requests to keep the Retail Store open during the event must be made prior to the contract being signed or a minimum of four (4) weeks prior to the event date.

**Security:** Security will be provided for full event buyouts or Hub rental events. Additional security is required for groups over 1,200 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 World of Coca-Cola. This includes window clings, floor clings etc. 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). This screen can be repurposed to show your own customized presentation per the World of Coca-Cola's Audio-Visual Specification Guide. Please ask your Event Manager for a copy of this document.

**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, skirting, etc. Vendors must complete World of Coca-Cola's vendor forms which the Event Manager will provide.

**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 1,200 guests will incur a waste removal fee. Please contact your Event Manager for applicable charges.

Initials \_\_\_\_\_

Classified - Unclassified

Classified - Confidential