



A - Z Guidelines

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 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 through the Fire Gate adjacent to World of Coca-Cola's parking garage located on Ivan Allen Jr. Blvd NW. Please contact your Event Manager ten (10) minutes prior to arrival so APD or World of Coca-Cola Security can be available to escort the vehicle onto the pathway for load-in and load-out. This procedure is necessary to 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 event guests.

Basecamp: Basecamp is located inside of World of Coca-Cola's parking garage. Should Agencies/ Brand teams wish to use this space for employee breaks, storage, team meetings, etc. please contact your Event Manager to discuss arrangements. Basecamp can be locked down each evening and during the event if.

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 regarding parking at the bus marshalling yard if needed.

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. 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.

Certificates of Insurance: World of Coca-Cola requires a copy of the Certificate of Insurance in the event a structure or tent is being erected on the green space. Client will be responsible for filing tent permits with the city thirty (30) days prior to the event.

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

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

Initials _____

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.

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 Event Manager at least seven (7) days prior to the event date. Receiving fees will 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 Pemberton Place. Agencies are required to provide any supplemental power for events. 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: A signed event contract is required for all events. Upon contract signing, a fifty percent (50%) deposit is due. The final fifty percent (50%) of the 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: Pemberton Place is available for event rental based on the attraction's operating calendar which varies from season to season. Please direct questions regarding event start times to your World of Coca-Cola Event Manager. 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 with extensive and interactive setups will be required to hire emergency first aid personnel to be onsite throughout the event. Client will be responsible for making arrangements directly with the emergency response teams.

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. There is no access to a dedicated landline for internet at World of Coca-Cola.

Liability Insurance: All vendors/service providers are required to provide proof of liability insurance to World of Coca-Cola's Event Manager. 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
121 Baker St.
Atlanta, GA 30313

Load-in/Load-out: All vendors and agencies must schedule load-in and load-out in advance with 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. All equipment must be broken down and removed expeditiously from the green space at the conclusion of the event. Equipment, supplies or rentals cannot be left overnight without prior approval from World of Coca-Cola's Event Manager.

Music: Music levels must conform to standard county and residential codes. Entertainment at outdoor events in Pemberton Place must end at 11 p.m. per Fulton County and City of Atlanta ordinances.

Parking: World of Coca-Cola parking deck can accommodate up to 300 vehicles onsite. Branded vehicles can be granted access for advertising on the green space sidewalk. Contact your Event Manager to discuss in more detail. Agencies, Brand Teams, and vendors will be responsible for arranging parking for their employees. Parking in World of Coca-Cola's garage is \$10.00 per car for up to (4) hours and \$15.00 per car for more than (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. Cars will not be allowed to park on the parking pad.

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.

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: Please contact your World of Coca-Cola Event Manager to reserve space. World of Coca-Cola will happily extend Pemberton Place to more than one brand on any given weekend unless prior arrangements have been made.

Recycling: Please work with your Event Manager to determine the best process to manage recycling.

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 of Atlanta prior to sampling.

Security: World of Coca-Cola Security will manage onsite security for Pemberton Place during the event. Additional security may be required. 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: Signage is allowed only within the gates of Pemberton Place. All signage must be approved by World of Coca-Cola's Event Manager. Signage cannot 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.

Tents: World of Coca-Cola will allow tents on the Green Space. The tents will require a permit if it is over 20x20. Staking of tents is not allowed; please contact your Event Manager for more details.

Trash: Please work with your Event Manager to determine the best process to manage trash generated by the event.

Weather: In the event of inclement weather please arrange for back-up plans with your World of Coca-Cola Event Manager. WOCC reserves the right to cancel any event due to inclement weather to ensure the safety of our guests. Client will be informed of decisions prior to cancellation.