

Pop of Culture Pop-Up General Info & Acknowledgment Form

What is the Pop of Culture (P. O. C.) Pop-Up?

P. O.C. is a highly anticipated pop up event focused on bringing together quality fashion, lifestyle, art and beauty brands to create a unique and fun shopping experience in cities around the world. It is our goal to bring together brands that embody different fashion cultures whether it be African cultures, contemporary, pop, street, luxury, and more. Through P.O.C., brands enjoy increased brand awareness, customer engagement, sales, and fruitful networking opportunities while our patrons get to experience and shop the best fashion, art, lifestyle and beauty items. It is a win for everyone!

Thank you for choosing to be a part of this event.

Event Info

You are participating in the Atlanta, GA Pop-Up.

Date: November 23rd & 24th

Time: 1 pm – 7 pm on the 23rd & 1 pm – 6 pm on the 24th

Organized by: Pop of Culture (an Asa Afrique brand)

Location: 554 North Avenue NW, Suite E

Atlanta, GA

Payment:

- The fee is \$180 for one day and \$320 for two days

****Please note that your spot is not confirmed until payment is made****

- The fee is non-refundable

- The fee includes:

- 2 chairs

- 10x6 space

- Personalized marketing flyers

- Ongoing promotion on our social media pages

Marketing:

The event will be marketed via paid posts on Instagram and Facebook. It will also be posted on Eventbrite and other sites that promote events going on around the city. You will be sent personalized flyers and your own Eventbrite link. We ask that you use the flyers that will be made for you to promote on your social media platforms up until the day of the event and have shoppers register on Eventbrite with your link.

Setup/Teardown:

Setup will be from 11:30 am – 12:50 pm on the 23rd and 12 pm- 1 pm on the 24th. If you are participating in both days, you can leave your belongings in the venue overnight.

Please show up on time to get setup. No setup will be permitted once the doors open to the public.

Please bring your own table and table cover (unless you were instructed otherwise), we do not provide those.

All your extra items should be able to fit under your table or should be stored out of sight.

Your spot inside the venue will be assigned to you. Someone will be there on the day of the popup to direct you to your area.

After the conclusion of the event on both days, you have 1 hour to pack up and exit the building.

Conduct:

- You are required to work your **table the entire duration of the event**.
 - If you leave your table unattended, no one else will cover it for you.
 - If you leave early from the event, you may not be considered for another Pop of Culture event.
- No smoking or use of any illegal substance is allowed in or around the venue.
- No pets are allowed inside the venue.
- Please do not play your own music.
- Please do not engage in any physical or verbal altercations. Anyone seen fighting (whether physically or verbally) will be asked to leave the event and will not receive a refund.
- Do not damage the venue in any way. Any damages caused by you or your associates will be paid for by you, the vendor. You are agreeing that the organizer is permitted to bill you, the vendor, for any damages you cause.
- Please clean up after yourself and properly dispose of any trash you generate.

Terms and Conditions:

- The organizer reserves the right to change the venue if they find a better option to accommodate the needs of the event. If this is done, each vendor will be notified as soon as possible.
- The organizer reserves the right to cancel this event for any reason. If this is done, each vendor will be notified as soon as possible and given a full refund for the vendor fee.
- The event is limited to those persons, brands and businesses, which have contracted and paid for vendor space in the event facility. Space sharing is strictly prohibited.
- No vendor may assign its contract for vendor space or permit any other persons to use any part of such space.
- The organizer of this event and the owners of the venue are not responsible for any vendor merchandise/belongings that become lost, stolen, or damaged.
- Vendor shall assume responsibility for damages they make to the event facility and property.
- Vendor agrees to market their participation in the event via their current means of business promotion, (i.e. Facebook, Twitter, Instagram, company website, etc.) The vendor must market the event up until the day of the event.

- Vendor grants full permission, perpetual and worldwide, to the organizer to use all names, photographs, video, audio, or quotation in accounts or promotions in any medium.

IT IS UNDERSTOOD THAT, ONCE SIGNED, THIS APPLICATION IS A BINDING CONTRACT UPON ACCEPTANCE BY THE ORGANIZER OF THE POP OF CULTURE POP-UP COLUMBUS, AND IS SUBJECT TO THE GENERAL INFO, CONDUCT, TERMS, CONDITIONS, AND RULES AND REGULATIONS, WHICH CONSTITUTE A PART OF OR ARE INCLUDED IN THIS APPLICATION AND CONTRACT.

Please provide the information below and sign and date.

CONTACT NAME

TITLE

COMPANY NAME (as it should appear on promotional items)

TELEPHONE:

EMAIL:

VENDOR TYPE

WEBSITE ADDRESS

@ _____ @ _____ @ _____

FACEBOOK

TWITTER

INSTAGRAM

I understand that in executing this confirmation agreement, this agreement becomes binding upon acceptance of the application and with the receipt of payment by POP OF CULTURE and its organizers. I do acknowledge that this is a non-refundable payment, unless otherwise specified.

Print: _____

Sign: _____

Date: _____