

The 9th Annual Summer Jazz Series at Villa Christina

Exhibitor Packet

We are very excited that you will be exhibiting at the 9th Annual Summer Jazz Series at Villa Christina. Start Your Week on a High Note!

The Summer Jazz Series has become a steadfast FREE, Family Friendly Concert that showcases the finest talents in classic and contemporary jazz. Staged outdoors on the beautiful grounds of Villa Christina, audiences enjoy cool jazz while dining al fresco in the lush gardens. Two complimentary outdoor concerts will be performed on select Sundays this summer.

The music series kicks off on Sunday, June 24th featuring the incredible saxophonist, Ken ford. Ken's infectious energy takes the violin center stage with amazing artistry and creativity, rocking out on the violin with passion and fervor. With a soul-stirring style that highlights all the voices of the violin, from sensuous and genteel to dramatic and muscular, Ken's talents have brought him on stage and into the recording studio with a range of superstar artists including Bruno Mars, Jill Scott, Wyclef Jean, Chaka Khan, Ledisi, Brian Culbertson, the late Barry White, Cee-Lo Green, Erykah Badu and more. Now signed on independent label Twelve Music Group as the first artist and album release on the label, Ken brings his celebrated live playing to audiences everywhere with the forthcoming release of his latest album, State of Mind.

The final date is Sunday, July 29th featuring trumpeter Joey Sommerville and his band. Sommerville, a world renowned trumpeter, has performed and recorded with a wide range of artists including mega-rock group Phish. He was the featured instrumental soloist on the Cirque de Soleil's Grammy-nominated and Juno Award winning album, Alegria. His latest offering entitled, "The Get Down Club" is iconic, forward thinking contemporary jazz featuring funk, gospel and bop influences delivered with pop sensibilities. It is trumpet delivered in the tradition of Louis Armstrong and Dizzy Gillespie with a new millennium twist. **Doors open at 4:00 p.m.; music begins at 5:30 p.m., and lasts until 8:00 p.m.**

Included please find:

- Concept and details about the 9th Annual Summer Jazz Series at Villa Christina
- Description of event elements and promotional efforts
- Information about the Summer Jazz Series and its founder
- Exhibitor Packet

Concept:

The Annual Summer Jazz Series at Villa Christina is a fun, family friendly outdoor summer concert series featuring incredible live jazz, fantastic food and beverages and a play area for the kids. The estimated attendance is approximately 2,500 people.

Ticket Price:

Free

Dates:

Sunday, June 24, 2012

Sunday, July 29, 2012

4:00pm -8:00pm

Location:

Villa Christina is located just inside the Perimeter off Ashford Dunwoody Road and 285. The address is 4000 Summit Boulevard, Atlanta, Georgia 30319, across the street from Villa Christina. The phone number is 404-303-0133 and the website is www.villachristina.com.

Food:

Exquisite food and a variety of beverages (alcoholic and non-alcoholic) will be offered by Villa Christina and *for* purchase on the premises. Music lovers will spend the evening nibbling on light delicacies such as delicious pasta and salmon salads, or feast on gourmet burgers stuffed with special seasonings, plump hot dogs with French fries, or real Italian-style pizza straight from the wood-burning-oven. No coolers are allowed on the grounds.

Fun:

The summer festival includes a kid zone where kids can play, explore the gardens, have their face painted and more. There is also family friendly food that fits any budget and meets the demands of even the pickiest eater.

Promotion:

Promotion will include flyers and posters that will be distributed to local businesses in the surrounding areas and at other concerts and special events. Website listings/links and email blasts will be distributed to various social, music, art, food and wine groups varying in size from 5,000-50,000 per list. An extensive PR campaign has already begun. Press Releases have been distributed to local and regional publications, radio and television contacts (more than 250 contacts) announcing the event and dates. Additional releases will be distributed monthly promoting the individual concert and artist.

About The Annual Summer Jazz Series

C3 Marketing Group has over 20 years experience producing fantastic, well attended events throughout the south east. Services offered include production, marketing, design and promotion of special events.

Terri Harof has produced and collaborated on hundreds of promotional and corporate events. C3 marketing produces the annual Shoney's 5K Family Fun Run & Festival to benefit the Nashville Police Department, Super Summer Art & Music Celebration at Mable House Barnes Complex and Amphitheatre, The Shoney's Navigator Golf Tournament to benefit The Boy Scouts of America, The Future of Jazz Stage at The Atlanta Jazz Festival, The Future of Jazz Competitions, The Annual Summer Food & Wine Festival at Villa Christina, \$100,000 Wedding Giveaway, Antique Week, The Boy Scout "Navigators" Golf Tournament in which \$332000 has been raised for college scholarships to benefit in need high school seniors, and more. C3 Marketing offers its clients a specialized and unique approach to marketing their services. This approach allows clients the opportunity to have event attendees see, feel, taste or touch the product or service that is onsite. This strategy assures event sponsors that their target market is being exposed to their brand without the concern of advertising clutter that many companies experience with traditional marketing.

C3 Marketing specializes in overall marketing, branding and publicity. Current and past clients include City Club of Buckhead, Renaissance Hotels, 755 Club at Turner Field, Shoney's, NiteSweatz, Broadway Dreams Foundation, Atlanta Workshop Players, Head Sportswear, Golden Dolphin-Dominican Republic, Heavy Weight Champion Evander Holyfield, and more. Creative services include: overall marketing strategy, collateral development—including management of printing and design; website and email campaign design; press kit creation and distribution to media contacts; social media and development and creation of promotional events.

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Registration Form & Contract

Please return by Email to terriharof@bellsouth.net

To: **"The 9th Annual Summer Jazz Series at Villa Christina"** (Hereinafter referred to as **Event Host**)

Please Reserve Exhibit Space at The Summer Jazz Series at Villa Christina for the following:

EXHIBITOR: _____ (Individual Name; Responsible Party)

COMPANY NAME: _____

EMAIL ADDRESS:

PRODUCT TO BE SOLD OR DISPLAYED:

SPECIAL NEEDS:

LOCATION: Villa Christina
4000 Summit Blvd.
Atlanta, GA 30319
404.303.0133

SET-UP & TIMES:

Exhibitor Set-Up:

Sunday, June 24th and Sunday, July 29th 2012, 2:00 p.m. – 3:30 p.m.

SPACE PROVIDED: This is an outdoor festival that will be held rain or shine.

VENDOR COST:

1-Day Table: \$175 per concert or \$325 for the series

Make Checks Payable To: C3Marketing Group

Mail Checks To: C3 Marketing Group
120 Rexford Lane
Alpharetta, GA 30022

Number of tables: ____

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Exhibitor Terms and Conditions

All exhibitors' space must be unconditionally **PAID IN FULL by June 15, 2012 for the series, and individually June 15, 2012 and July 15, 2012.** In submitting this contract,

exhibitor agrees that **the event host may reassign any space not paid in full by the above dates**. Exhibitor further agrees to abide by the terms and conditions as set forth below, which forms a part of this agreement between the Exhibitor and the Event Host. Individual Party named will be responsible for payment in full for all area(s) requested in this contract. All exhibitor applications will be accepted based on the products displayed and may be rejected by Event Host at any time during the application process.

1. Terms and Conditions

The Event Host reserves the right to alter the floor plan and/or reassign exhibit location without notice, regardless of the space of the area assigned. The Event Host has provided a venue for a large number of persons to attend. The Event Host does not make any guarantee as to the number of visitors who will attend the show nor the exposure that the Exhibitor will achieve. The Exhibitor agrees to hold harmless the Event Host, and their employees or agents against any and all claims of any person, arising from low visitor turnout and/or lack of Exhibitor exposure.

2. Eligible Product

Exhibitor agrees to only display product or service consistent with the theme of the event. The Event Host reserves the right to determine the eligibility of any Company or product to exhibit at the show. Point of sale, literature and handouts will be permitted.

3. Insurance

Exhibitors who desire insurance for their exhibits while in transit and at the festival must purchase this insurance at their own expense. The Exhibitor agrees to make no claims for any reason whatsoever against the Event Host for loss, theft, damage, or destruction of goods, nor for any injury to himself or employees while the festival is in progress, being set-up, or taken down. Exhibitor agrees to hold harmless the Event Host and their employees against any and all claims of any person arising out of acts, omissions, or negligence of their agents or employees. The furnishing of County Police and 24-hour Security during the festival by Event Host is planned but shall not constitute a waiver of this disclaimer.

4. Installation of Exhibits

Times must be adhered to as stipulated on page 1 of this contract (set-up times). Your area must be ready by 3:30 pm. on the date of each concert. Failure to show or have your area attended and ready will require Event Host to reassign your table or area, or to eliminate it altogether.

5. Dismantling by Exhibitor

All companies must keep their area attended, and their area must remain intact until 8:15 p.m. and may not be packed or moved until such time. All Exhibitors must exit the premises with product completely removed by 9:00 p.m. on the date of each concert.

6. Failure to Occupy Space, Payment in Advance

Space assigned to Exhibitor must be paid for, in full, or the Event Host may terminate this agreement and reassign the space to another Exhibitor. If Exhibitor does not claim or occupy assigned space during the festival, Event Host may, at its option, terminate this agreement and reassign the space. In neither case shall the defaulting Exhibitor be entitled to the refund of any sums paid in advance to the Event Host.

7. Exhibitor's Cancellation Rights

Exhibitor may cancel this Agreement at any time upon written notice to Event Host. If received by Event Host prior to 30 days before each concert, then the Exhibitor shall be entitled to a full refund of all monies paid. If received by Event Host after that date, then the Exhibitor will only be entitled to a 50% refund of the monies paid. Cancellations that are not in writing will not be honored. Cancellations that occur one week or less before concert will not be honored with Exhibitor forfeiting 100% of all monies paid to Event Host.

Agreement Accepted By: _____ **Date:**

Signature of Authorized Agent of Exhibitor

Agreement Accepted By: _____ **Date:**

Signature of Authorized Agent of the Summer Jazz Series at Villa Christina

1. For our Records:

Your full address:

City _____ State: _____ Zip: _____

Phone: () _____ Fax: ()

Website: _____

Any variance from materials and product (other displays) must be approved in advance.

We appreciate your participation in this wonderful event. Please let us know if there is anything that we can assist you with. If you have any questions, concerns or comments, please do not hesitate to contact Terri Harof at 404.786.7410 or terriharof@bellsouth.net.