



Food & Music Festival

LOAD IN GUIDLINES

TasteofSoulAtlanta.com



CHECK IN



**55 MAPLE ST NW
ATLANTA GA 30314**



LOAD IN

Get Your Load In Time & Logistics Details on Vendrly:

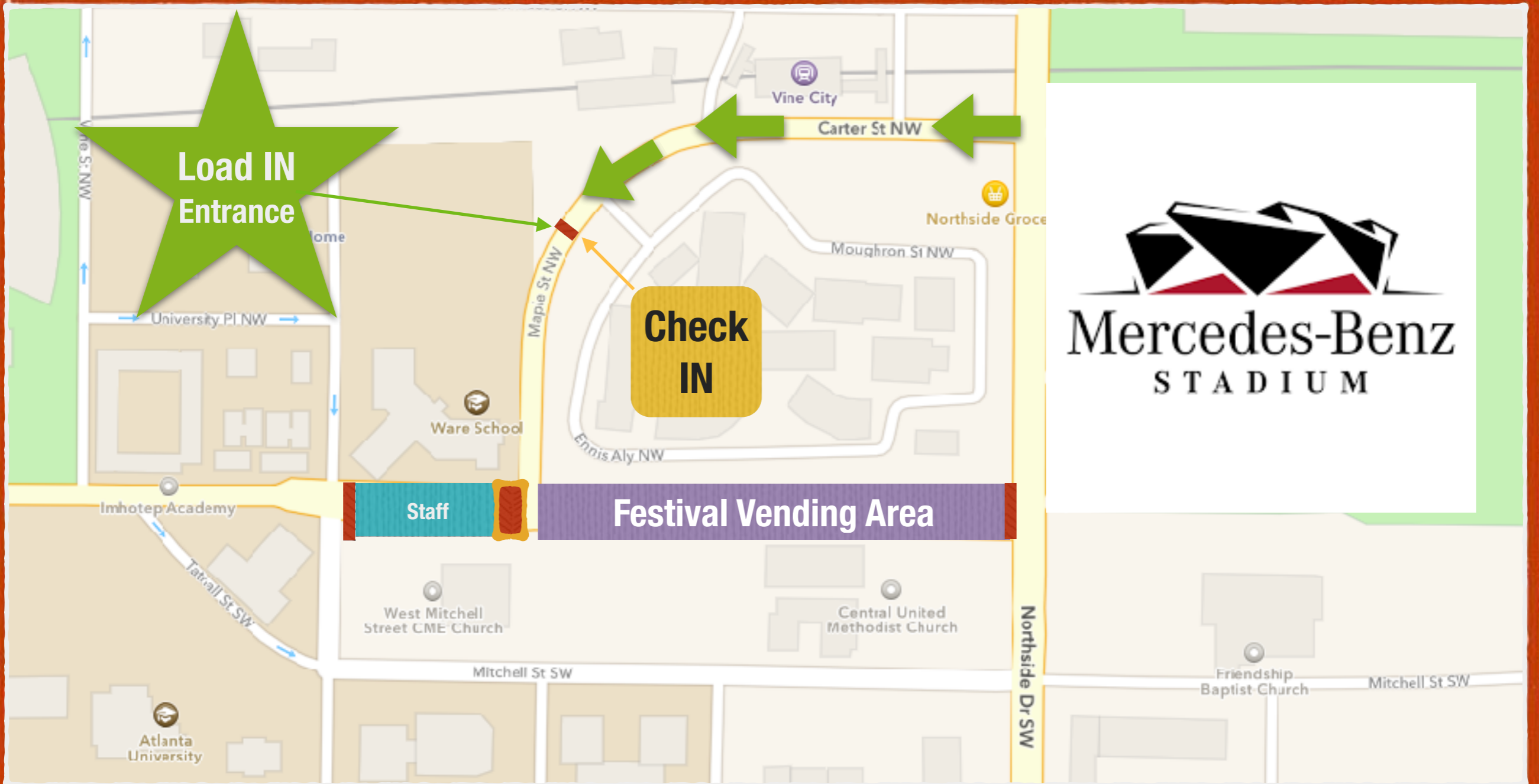
1. CHECK VENDRLY, view your load in time on Vendrly.

–From the Right Menu, Select -> Bookings Page

–On your Booking Order, Select -> Show Options (Dropdown)

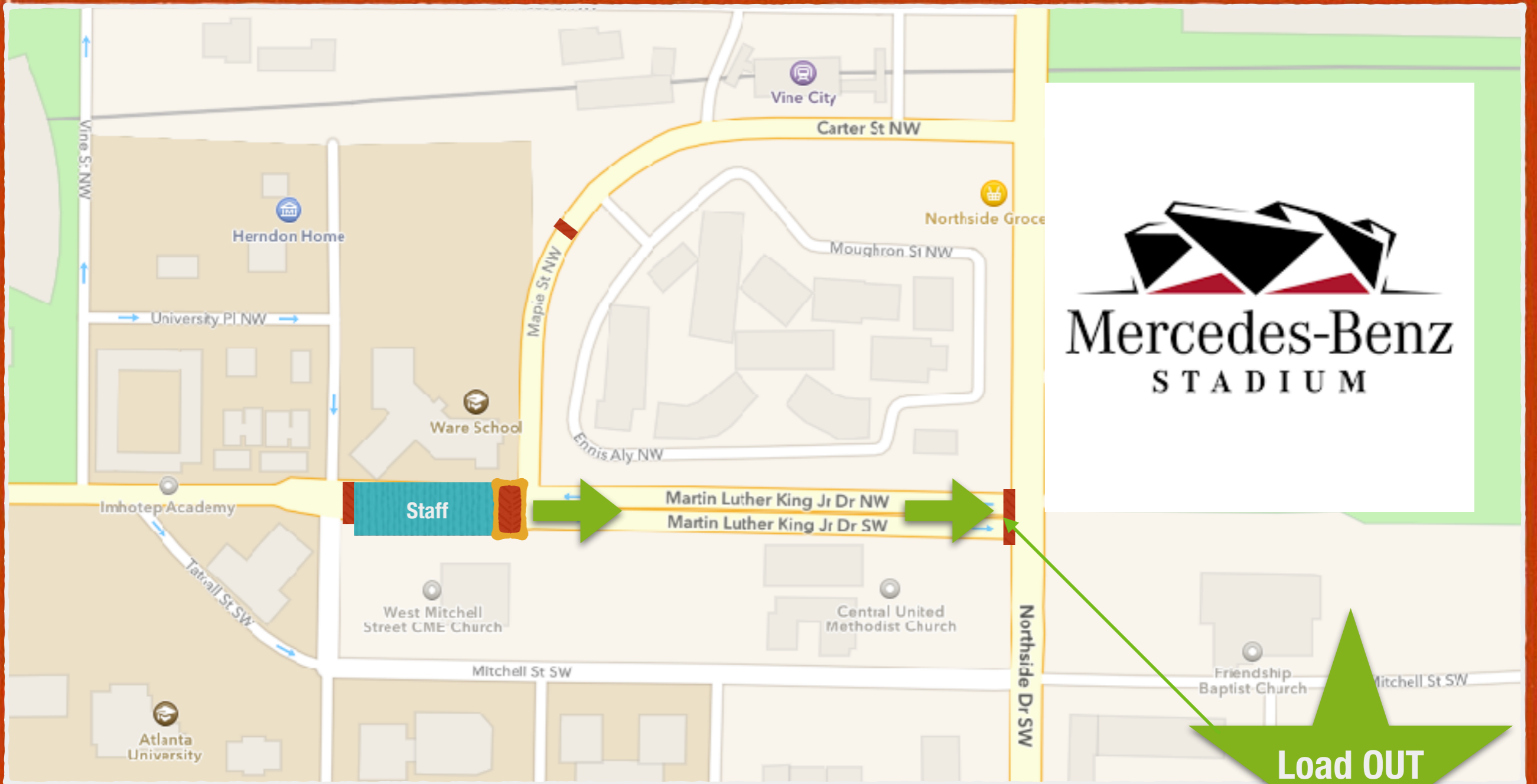
–On the dropdown, Select -> Logistics

* View all relevant information and down load the festival map*



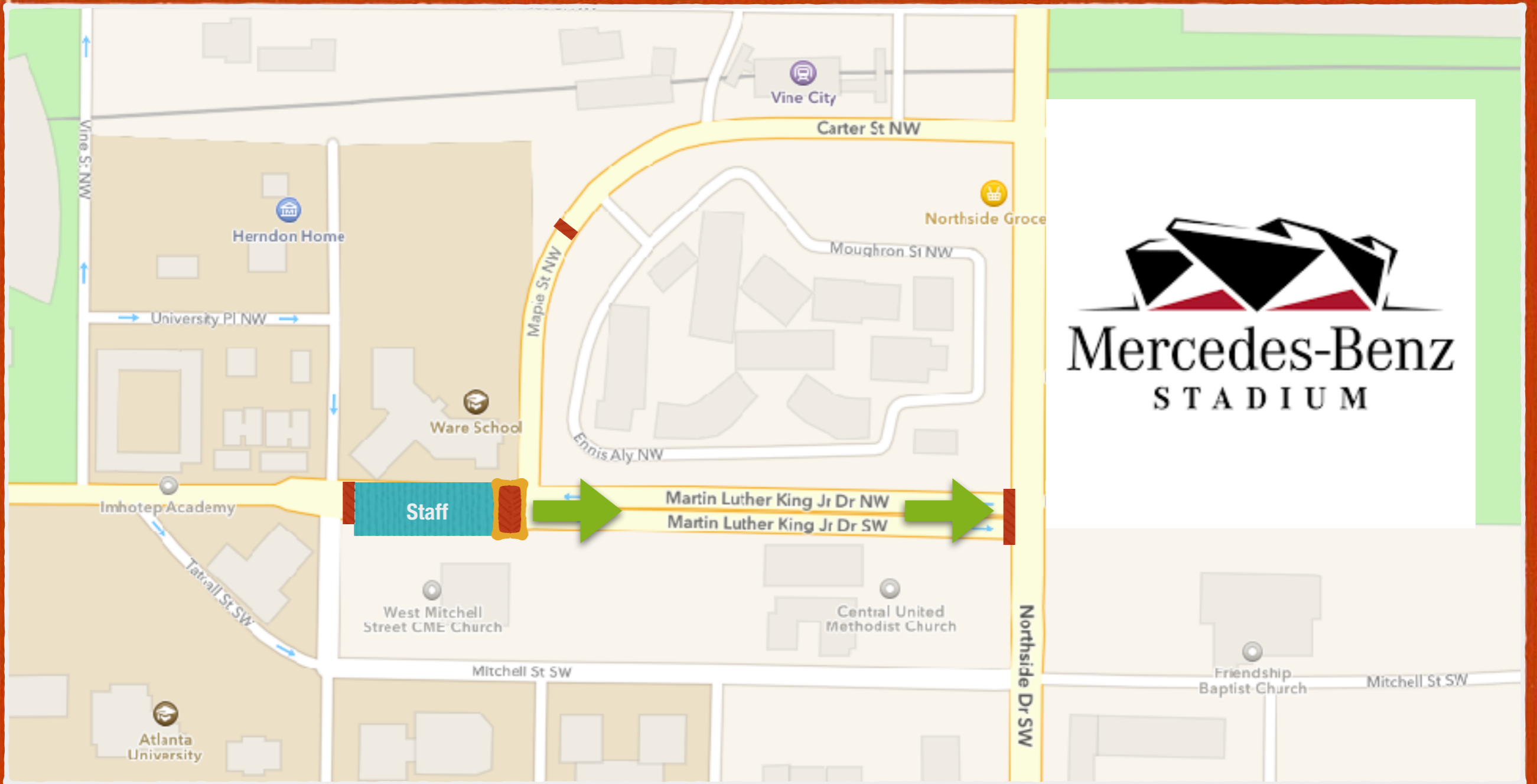
Load In Festival Entrance

Arrive at TOSA Festival from Maple St. Gate at your Scheduled Time
Enter Address to Guide you to the Entrance - **55 Maple St NW, Atlanta, GA 30314 in GPS**



Load Out Festival Exit

Exit TOSA Festival from MLK Jr. Dr. & Northside Dr.
Tent Break Down After 9:45PM - Exit Gates Open After 10:00PM



Vendor Parking

Details will be provided on Vendry



LEARN MORE



<https://tasteofsoulatlanta.com/vendorlogistics>



DO'S

We have a few simple rules:

1. **ARRIVE ON TIME**, Intown Atlanta is rife with traffic and events. See your Wave Load-In time (in Vendrly.com)
2. **BE PATIENT & COMPLIANT**, getting all the Vendors checked in and situated as fast as possible takes a lot of coordination and practice. We have a plan, but if you don't follow our plan it makes the process more difficult for everyone. Help us, help you.
3. **UNLOAD & PARK**, once you get to your space, quickly unload your vehicle, then move your vehicle to your parking location. Return to your space to setup. If you hangout your car will block the street and cause a traffic jam for everyone.
DO YOUR PART.



DO'S

How You Start Will Define Your Experience

1. **SLEEP IS EVERYTHING.** Get a good night's sleep the night before
2. **ENGAGE THE ATTENDEES.** People are at the festival to have fun, help them have fun, talk to them and show them a good time and your sales will follow. Never sit down, that means you are closed for business.
3. **SAMPLES ARE POWERFUL,** If you have product where you can sample food on a toothpick, or in a dispenser, **DO IT, it will boost your sales!**

WE ARE SO HAPPY TO HAVE YOU @ TOSA



DO'S

Successful Vendors

1. **Your Setup Is Everything.** People purchase with their eyes, have large pictures of your food and products. Ensure people can see you from far away.
2. **Look the Part.** Operate a successful booth, business t-shirts make your brand strong and clean presentations make people want to purchase from you.
3. **Seating,** If you are a food vendor, brings 2 small tables and chairs. Make it look nice and people will hang out at in your space and that will draw others in!

WE ARE SO HAPPY TO HAVE YOU @ TOSA

STÖK®
COLD BREW COFFEE





DON'T'S

Things NOT to do:

- 1. DON'T BE LATE.** If you miss your load time you may have to wait until the end of the loading period. If you are too late, we will NOT be able to let your car in the area, which means you will have to hand carry or use a dolly to bring all your items to your Vendor space. Every year there is at least one unfortunately sole who is exhausted before the event begins, all because they arrived too late. Plan ahead and be successful.
- 2. DON'T TAKE SOMEONES SPACE.** We have a festival map that tells us where everyone is at, if you take someone's space because you like it better, you will then have to break down everything you setup and then move. If you setup in the wrong space and leave, we will break your items down so that the person can setup in the rightful space. This note is in here because people are someth'n else.
- 3. PARKING AMNESIA.** Please avoid parking amnesia, all Vendors are sent details on parking in advance. You will NOT find cheaper parking the day of the event, you will only find a massive headache. This festival is in the middle of the city, parking is expensive and a premium.





TASTE OF SOUL ATLANTA.COM





**FOR ADDITIONAL
DETAILS CONTACT:**

ENGAGE WITH US ON VENDRLY

www.vendrly.com

