



ATTENTION BBQ TEAMS:

The Atlanta Bar-B-Q Club is proud to announce the 3rd Annual Atlanta BBQ Festival at Atlantic Station in Atlanta, Georgia on September 30th and October 1st, 2011. We invite you to fire up your grills and join us for a celebration of great BAR-B-Q! We have made some changes to this year's event to meet the demand of the general public and make the event even better for you the cooks that make this event possible. We are anticipating an attendance of more than 12,000 at this year's event.

The 2011 Atlanta BAR-B-Q Festival will offer up cooking competitions, entertainment and activities on Friday, September 30th from 4pm – 10 pm and Saturday, Oct 1st from 12 noon – 8pm.

The Atlanta BAR-B-Q Festival is the only BAR-B-Q competition in Atlanta's city limits. This year's event is being held at the special event area at Atlantic Station (20th Street @ Fowler Street). Atlantic Station is city's premier live-work-play destination located in the heart of Midtown. Atlantic Station is the home for several top restaurants and retailers and hosts several other great events and exhibits such as Cirque du Soleil, Bodies: The Exhibit and Dialog in the Dark. The event's extensive marketing campaign includes all media formats (television, radio, print, online, outdoor media, direct email/mail, etc) as well as a public relations campaign covering the local and regional area.

A combination of 50 Professional and Backyard contestants will be eligible to win \$10,000 in cash prizes and trophies. Professional teams will compete on Saturday categories such as Brisket, Chicken, Pulled Pork, Ribs, and Whole Hog. Friday teams will compete in our "Anything Butt" contest featuring a simple meat (i.e. salmon, steak, etc) with meat provided by a sponsor. "Anything Butt" cash prizes will be 1st Place - \$200, 2nd Place - \$100 and 3rd Place - \$50. Friday Night will also have a sauce contest with the following cash prizes awarded: 1st Place - \$200, 2nd Place - \$100 and 3rd Place - \$50. The sauces do not have to be prepared on site. Both contests are open to Professionals and Backyard teams.

All Professional and Backyard Teams are encouraged to participate in a special PEOPLE'S CHOICE Award which offers patrons the chance to enjoy true competition BAR-B-Q. Teams who participate will receive a \$50 discount on their competition fee. Patrons will purchase food tickets (valued at \$1 per ticket) to redeem at participating BBQ Team booths. Samples will be 1 ticket per 1 oz sample. The event will provide teams with \$.25 per ticket revenue share for each ticket collected and turned in after the event. Participating teams are required to furnish a minimum of 300 samples but there is no maximum limit of samples. The event will furnish serving cups for the samples. The teams receiving the most tickets will win trophies and cash prizes of 1st Place - \$200, 2nd Place - \$100 and 3rd Place - \$50. Revenue share checks will be mailed to you within 14 days of the end of the festival.

Additionally we are adding a contest for Best Decorated Team Booth Area. Judging for this contest will take place on Saturday afternoon and booths will be judged on Creativity/Design/Theme. Décor must be in keeping with a family friendly atmosphere. Winners will receive a trophy and cash prize for 1st Place - \$125 2nd Place - \$75 and 3rd Place - \$50.

We hope that you will join us for the 3rd Annual Atlanta BAR-B-Q Festival on September 30th and October 1st. This package includes a Pro Team Cooking Application as well as all event rules and policies. Should you require any additional information or further details, please don't hesitate to contact me. Thanks and I look forward to seeing you!

Sincerely,

Bob Herndon
President Atlanta BAR-B-Q Festival and Club
Phone: (404) 406-1403
E mail: atlbbqclub1@gmail.com



2011 Pro Team Application

TEAM INFORMATION

Team Name: _____

Head Cook: _____

Address: _____

Phone: ____ - ____ - ____ Email: _____

CATEGORIES: Please circle the 3 categories that you team will compete in

BRISKET

CHICKEN

PORK

RIBS

WHOLE HOG

ENTRY FEES:

Cooking Competition Fee - 20X20 space	\$350. Flat Fee	\$								
Additional Space Fee –for each additional liner 10’ area	\$100. Flat Fee	\$								
Early Discount - application received by June 4, 2011	\$25. Discount	\$								
People’s Choice Discount (see enclosed information for details)	\$50. Discount	-								
Team Vending Permit – Sauces/merchandise only; NO Food	\$75. Flat Fee	-								
Extra Electricity (1-20 amp/120 volt line with booth FREE of charge)	See rates below	\$								
<table border="1"> <tr> <td colspan="2">EXTRA ELECTRICITY RATES</td> </tr> <tr> <td>_____</td> <td>\$50. per each 20 amp/120volt line</td> </tr> <tr> <td>_____</td> <td>\$70. per 30 amp / 120 volt line</td> </tr> <tr> <td>_____</td> <td>\$200. per 50 amp / 208 volt /1 phase service</td> </tr> </table>		EXTRA ELECTRICITY RATES		_____	\$50. per each 20 amp/120volt line	_____	\$70. per 30 amp / 120 volt line	_____	\$200. per 50 amp / 208 volt /1 phase service	<p>TOTAL DUE \$</p>
EXTRA ELECTRICITY RATES										
_____	\$50. per each 20 amp/120volt line									
_____	\$70. per 30 amp / 120 volt line									
_____	\$200. per 50 amp / 208 volt /1 phase service									

PAYMENT:

CHECKS: Please make payable to Atlanta BBQ Festival and send with application to address listed below

CREDIT CARD: Complete the attached credit card authorization form and return with your application.

DEADLINES:

June 4, 2011

Early Discount Application

August 26, 2011

Deadline for all Applications

Event competition slots are awarded first-come, first-served and may be full prior to August 26 deadline. Completed application and full payment must be received to reserve your spot at this year’s event

CONTACT / APPLICATIONS TO:

For more information: Bob Herndon (404) 406-1403

Mail applications to: Atlanta Bar-B-Q Club, 131 Superior Avenue, Decatur, Georgia 30030

I UNDERSTAND THAT NEITHER THE ATLANTA BBQ CLUB, AND EACH OF THEIR RESPECTIVE PARENT, SUBSIDIARY AND AFFILIATED COMPANIES, AND ALL OF THEIR RESPECTIVE DIRECTORS, OFFICERS, SHAREHOLDERS, AGENTS AND EMPLOYEES, INCLUDING, WITHOUT LIMITATION, INDEPENDENT CONTRACTORS, IF ANY, RENDERING SECURITY SERVICES IN CONNECTION WITH THE COOK-OFF (COLLECTIVELY, THE “COOK-OFF PARTIES”) ARE RESPONSIBLE FOR LOSS OR DAMAGE OF WORK, PERSONAL INJURY, OR PROPERTY DAMAGE, NOR WILL THE COOK-OFF CONTESTANT BE A PARTY TO LEGAL ACTION AGAINST THE COOK-OFF PARTIES. I HAVE READ THE DESCRIPTION OF THE FESTIVAL AND ITS RULES AND I AGREE TO ABIDE BY ITS TERMS.

SIGNATURE _____ **DATE** _____



CREDIT CARD AUTHORIZATION FORM ATLANTA BAR-B-Q FESTIVAL

Please print and complete this credit card authorization form and fax to 404-720-0800 or mail with completed Atlanta BAR-B-Q Festival application to Bob Herndon, Atlanta BAR-B-Q Festival, 131 Superior Avenue, Decatur, Georgia 30030

PLEASE NOTE: A processing fee of 3% for VISA/MASTERCARD/DISCOVER and 3.5% for AMERICAN EXPRESS will be added to the total for all credit card orders. All transactions are being processed by Premier Events on behalf of Atlanta BAR-B-Q Festival.

Cardholder Name: _____ **Signature:** _____

Company Name: _____

Billing Address: _____

Do you need a receipt forwarded to you? _____ YES _____ NO

Would you like your receipt sent via fax: _____

Fax number: _____

Would you like receipt send via e mail: _____

Email address: _____

Please send receipt via

Credit Card Type: _____ VISA _____ MASTERCARD _____ DISCOVER _____ AMEX

Billing Zip Code: _____

Credit Card Number: _____ - _____ - _____ - _____ **Expiration Date:** _____ / _____

Card Identification Number: (last 3 digits located on the back of the credit card): _____



OFFICE USE ONLY			
EVENT:	_____	CLASS:	_____
RECEIVED:	_____	CODE:	_____
AMOUNT:	\$ _____	FRWD TO ACCTG:	_____
CREDIT CARD PROCESSING FEE:	_____	CC TRSN PRCSN:	_____
TOTAL AMOUNT:	\$ _____	RCPT SNT TO CSTMR:	_____



COOKING RULES AND REGULATIONS

1. Each Pro Team must participate in Friday's "Anything Butt" competition as well as 3 of the 5 Saturday categories as indicated below. There will be a champion for each category. The overall champion will have the highest combined scores for the teams 3 categories.

Friday Turn-In Time

- 6:00 pm Sauce Turn in
- 7:00 pm Anything Butt

Saturday Turn-In Times are as follows:

- 11:00 am Chicken
- 12:00 pm Ribs
- 1:00 pm Pulled Pork
- 2:00 pm Brisket
- 3:00 pm Whole Hog

All times have a 5 minute grace period before and after stated turn in time.

Awards Ceremony Saturday, October 1, 2011 @ 7:30 PM

2. All competition meat will be inspected on site prior to cooking. Meat for competition may not be pre-cooked or prepared prior to inspection. Meat must be cooked on site. Only after inspection may cooks add marinades, rubs, etc. All meat must remain on site after inspection until turn-in. Failure to follow this rule is grounds for disqualification.
3. All contests will be judged by a panel of 7 judges including 1 table captain and 6 judges. No garnish or condiments are allowed in boxes. Judging will be from blind turn in boxes. Brisket should be sliced not chopped or pulled. Chicken should be individual pieces. Pork can be chopped, pulled or sliced. Ribs must have at least 7, no country style ribs. Sauce may be served on the meat, but no pooling allowed.
4. The Awards Ceremony will take place at the main stage at 7:30 pm on Saturday. 1st, 2nd and 3rd Place prizes will be awarded in each individual category. Additionally an overall Champion will be selected based on the highest combined score from the participating teams' 3 categories. Winning teams will receive trophies and the following cash prizes:

Overall Champion

- 1st Place \$1500. Plus free entry to the National BBQ Festival's Best of the Best Contest in Douglas GA on November 4-5, 2011 (\$450 value)
- 2nd Place \$1000.
- 3rd Place \$500.

Category Winners:

- 1st Place \$300.
- 2nd Place \$200.
- 3rd Place \$100.

5. All teams are eligible for our Best Decorated Team Booth Area Contest. Judging for this contest will take place on Saturday afternoon and booths will be judged on Creativity/Design/Theme. Décor must be in keeping with a family friendly atmosphere. Winners will be announced during the awards ceremony and will receive a trophy and cash prize

- 1st Place \$125.
- 2nd Place \$75.
- 3rd Place \$50.

Rules and Regulations for the 2011 Atlanta BAR-B-Q Festival - continued

- All teams are strongly encouraged to participate in the PEOPLE'S CHOICE AWARD. Teams will receive a \$50 discount on their registration fee for participating in this contest. The PEOPLE'S CHOICE AWARD is open to all PRO and Backyard teams competing at the event and it is a great way to use your team's turn-in leftovers.

The PEOPLE'S CHOICE Competition will run both Friday and Saturday during event hours. The event will provide signage for your booth indicating you are a team participating in the PEOPLE'S CHOICE AWARD. Event will furnish the sample cups. Event will sell \$1 tickets to patrons which can be redeemed at teams booths to 'purchase' samples. Each 1 oz sample will be 1 ticket. Teams are required to furnish a minimum of 150 samples on Friday and 300 samples on Saturday. The event will provide teams a revenue share of \$.25 for each ticket collected and turned in. The event will furnish bags to collect tickets and 1 volunteer for each 3 teams to collect bags each day. Trophies and Cash Awards will be provided to the teams collecting most tickets:

1st Place - \$200 2nd Place – \$100 3rd Place - \$50

- Each team may check in on Thursday, September 29th, between 12:00 pm to 7:00 pm or Friday, September 30 8 am – 12pm. All teams must arrive prior to 12pm on Friday and all set up must be completed by 1:30 pm. The Contest Coordinator will provide event credentials and direct you to your site. Teams may set up equipment anytime after their arrival. All cooking spaces will be numbered and pre-assigned by the BBQ Committee.
- Each Pro Team will receive a 20' by 20' site. Additional space is available in 10' linear sections but additional space must be pre-ordered and paid for at time of registration. Any teams arriving day of show requiring additional space will not be able to receive it as space on site is highly limited and will be pre-booked and confirmed.

Teams will provide all equipment and supplies including tents.

The event will furnish access to water but teams should furnish containers to carry and hold water. The event will provide each team with one (1) 20 amp / 120 volt power which is included in registration cost. Should additional power be required the following fees will apply:

FREE 20 amp / 120 volt line
ADDITIONAL POWER FEES
\$50. per each 20 amp/120volt line
\$70. per 30 amp / 120 volt line
\$200. per 50 amp / 208 volt /1 phase service

- Teams are prohibited from offering free or selling food samples to the event patrons and general public unless they have been contracted to participate in the PEOPLE'S CHOICE AWARD Competition.
- All teams are asked to respect the rights of all other teams and event activities and refrain from playing loud music, using loud or profane language, or infringement on adjoining sites with any equipment. The chief cook will be responsible for the conduct of his/her team and guests.
- The BBQ committee reserves the right to make additional rules and regulations as the situation warrants. Decisions of BBQ Committee and judges are final. In the event of disqualification, no refunds will be provided.
- At least one member from each team must attend the mandatory Cooks Meeting. Turn in Boxes will be issued and questions answered at this time. Each team will be assigned a local volunteer to be a BBQ Ambassador to assist the team with any questions or needs.

Rules and Regulations for the 2011 Atlanta BAR-B-Q Festival – continued

13. Each team must meet safety standards, such as: proper regulator, tanks secured to prevent accidental tripping and other requirements as site committee deems necessary for the safety of contestants and general public.
14. All meat must be maintained at above 140 degrees, aprons and hats worn by all cooks and cleanliness of the cooking area and personnel is required. Drip Pans must be used to catch grease.
15. If a chief cook decides to withdraw, he/she must notify the BBQ committee and forfeit his/her entry fee.

TEAM AREAS



All team areas are restricted to the 20X20 space allotted unless additional space is requested, reserved and paid for in advance of the festival. The event site and the team will be located on a paved asphalt area. No 2 story structures permitted. Teams may not use mulch, hay, or straw but sand is acceptable. Teams are NOT permitted to drill holes for tent weights. Please do not tie off anything to trees, light posts or permanent infrastructure on the event site. Teams may not sublease any part of their space to third party companies or sponsors without the express written permission of the Atlanta BAR-B-Q Festival.

The Atlanta BAR-B-Q Festival is a family oriented community event and all team areas must be designed, constructed and operated in good taste with the best interest of the Event and public safety. The Event Management shall be the sole arbiter and final judge as to what shall constitute “good taste,” “safety” and “the best interest of the Event and the public,” and shall have the authority to require the removal, relocation or modification of any display or exhibit. Carnival tactics, the use of public address systems or other similar activities by teams shall not be allowed. Because each event attendee and ticket buyer has the right to see all teams, team areas must remain open and staffed during event hours.

CITY OF ATLANTA FIRE DEPARTMENT GUIDELINES



The City of Atlanta Fire Department requires that all grills and cooking areas be bordered by barricade/fencing to keep patrons clear of cooking areas. Barricade will be provided by the festival.

The City of Atlanta Fire Department requires that all tents have a flame retardant certificate. If you have an EZ Up branded tent, our office already has this certificate on file and no certificate needs to be provided. If you do not have a flame retardant certificate, please let us know what manufacturer made your tent and we can work with you to obtain this certificate. If you have a flame retardant certificate for your tent, you can either mail a copy with your application to us or fax it to us (F: 404-720-0800 ATTN: Kevin).

All teams are required to provide a fire extinguisher which must be located within easy reach at all times and must have an inspection tag showing it's been serviced within the last calendar year. All cooking areas must have a 4A40BC type extinguisher and if you are using a deep fryer or cooking with vegetable or animal oils you must have both a 40B:C AND a K type extinguisher. If you are operating a charcoal grill you must have a properly operating 2-½ gallon water extinguisher within 5 feet of the cooking activity area.

The use of candles or open flames under tents is prohibited but Coleman type lanterns and stoves are acceptable.

CLEAN UP



Each team is responsible for the cleanliness of their area but we will work to make this as easy as possible for you to maintain your areas.

Atlantic Station was designed as an environmentally friendly LEED certificated property. As a result, the property is extremely susceptible to environmental damage and significant fines are imposed on those that inflict damage to the property. Federal and State Water Quality Standards must be complied with at all times and restaurants shall be solely responsible to ensure that there is no dumping or discarding of refuse, sanitary waste or other pollutants in the water surrounding their booths or on the Event site.

Rules and Regulations for the 2011 Atlanta BAR-B-Q Festival – continued

A grease spill in any area including paved surfaces would result in significant damage to the property's fragile infrastructure. All cooking areas must be cleaned of all soot, grease & debris by the team at the conclusion each day of the festival. The event will provide tar paper flooring for cooking areas. Please make every effort to prevent dumping or spilling grease and report such incidents to the event staff as soon as they occur so that we can address these issues. All grease, waste water, hot coals and other food preparation by products must be disposed of in designated containers as provided by the event. ***Absolutely no liquids, grease or waste should be disposed of on the streets, in storm drains or in planters, in landscaped area on the property.***

The Atlanta BAR-B-Q Festival strives to be a **GREEN** event. We'd ask that you consider using materials which are either made from recycled products or are designed to be biodegradable and compost friendly. The event will furnish trash cans and recycling cans (aluminum and plastic) for waste disposable at each team area. The events clean up vendor will service these cans throughout the event hours. If you have cardboard boxes, please break boxes down and place in designated collection areas by your team site. The event will also furnish metal barrels for coal and ash disposal following the event.

Teams will be held financially responsible for any damage caused to the property by violation of these policies and regulations.

FOOD BANK DONATIONS

At the conclusion of the event, we encourage you to donate any leftover food to the food bank, one of our event beneficiaries. If you would like to donate left over food, the event will furnish tins for leftover food product. Tins will be collected by event staff and provided to the food bank on Saturday night

GRILLS / PROPANE / ELECTRICITY

All grills must be placed next to (not under) tents. Event will furnish barricade to protect patrons from hot grill areas.

Propane tanks must be secured and not connected directly to the cooking units. A distance of 10-15 feet between the cooking unit and the propane is desirable. All propane tanks must be D.O.T approved and equipped with a U.L. approved safety relief valve, a hose in good condition and proper connections. Participant may have 1 – 20 lb tank for use as a spare on their event site provided that it is secured and located away from heating element or open flame.

Each professional team will be furnished with a 20 amp/120 volt electrical hook up as part of the registration cost. Additional power is available must be requested before September 15. Any additional fees must be received by the event upon load in. Electrical hook ups will be set up and ready at the time you load in. Teams are prohibited from running additional extension cords or power strips.

ICE

The event will have ice available on site for a cost of \$6 per 40lb bag. Cash only.

LOAD IN

Team load in will begin at 12 noon on Thursday, September 29 and will end at 7pm or on September 30 from 8am – 12 noon. All teams must arrive prior to 12 noon on Friday and set up must be completed and ready for inspection by 1:30 pm on Friday. Load in Specific load in directions will be sent to teams 30 days prior to the event.

LOAD OUT

All team areas are expected to remain open and staffed until the festival ends at 8pm on Saturday night. Teams are welcome to pack and leave at the conclusion of the event on Saturday night. Vehicles will not be permitted on the event site until after the event ends and Atlanta Police have deemed the site safe for vehicular traffic.

If you elect to stay Saturday night, all team areas must be loaded out by 11am on Sunday morning.

RESTROOMS

A special staff restroom area will be set up with port-a-potties that are exclusively for BBQ team and event staff use.



SECURITY

The event will have on site on Friday through Sunday including all event hours and during overnight hours. The Atlanta BAR-B-Q Festival will not be responsible for any items left on event property. All designated teams members are expected to wear event credentials at all times. Credentials will be furnished by the event upon team check in.

If you are interested in hiring private security to watch your respective team areas during designated times, please contact the event and we can arrange this for you at cost with the event's security company at a rate of \$20 per hour. No third party security vendors will be allowed on site without the express written permission of the event prior to September 15, 2011.

SPONSORS

The event recognizes that some teams may have sponsors. In consideration of event sponsors, teams are permitted to display one sign or banner recognizing your team sponsor. This sign or banner shall be no larger than 1' X 5' with the top of the sign no higher than 8' off of the ground.

To prevent a conflict of interest with any event media sponsors, media may not sponsor individual teams. Teams may not post signs or distribute media promotional materials on site without the express written permission of the event.

WATER

Water will be available in limited locations. Please bring containers and hoses to transport water to your area. All teams are required to have a bucket of water with bleach or other sterilizing agent located in team cooking area.

WEATHER

The Atlanta BAR-B-Q festival is a rain or shine event. In the event of severe inclement weather, the event staff will advise teams on evacuation plans and other required information.

PROHIBITED ITEMS AND ACTIONS



1. Weapons of any kind are prohibited on the event site.
2. Teams may NOT bring a golf cart, 3 or 4 wheeler or motorcycle in the event site at any time. Bicycles, skateboards, scooters and roller blades are also prohibited.
3. No animals, except as an aid to the handicapped, are allowed on the event site at any time.
4. Kites and inflatable's are prohibited on the event site
5. Teams are not permitted to distribute stickers to its members or guests of the event.
6. No glass bottles permitted on site.
7. Teams are prohibited from giving out or selling food or drinks to the general public. "General Public" shall include anyone outside the confines of your Team members.
8. Under no circumstances are alcoholic beverages to be given away or sold to the general public by teams or team members.
9. No amplified music or sounds may be projected out of the teams areas. No obscene music is allowed at any time. There can be no amplified music after the event closes.
10. The sale, distribution or promotion of any goods, services barbeque equipment or products, promotional items, souvenirs, t-shirts or any other item is strictly prohibited without the written permission of the event. Failure to comply will result in the team's immediate disqualification from the contest and eviction from the event site.
11. No fund raising activities are allowed on the event site including but not limited to collecting fees, donations, ticket sales, food/beverage sales, merchandise sales, etc.

12. The event will have a photographer and videographer on site at the event taking still photographs and video footage to use for marketing of future events. All teams agree to give the Atlanta BAR-B-Q Festival, its assigns, licensees, and legal representatives the irrevocable right to use your name, picture, portrait, or photograph in all forms and media and in all manners, including composite, for advertising, for publication or any other lawful purposes, and waive any right to inspect or approve the finished product, including written copy, which may be created in connection therewith.
13. The Atlanta BAR-B-Q Festival reserves the right to make additional regulations as the situation warrants. All decisions of the Atlanta BAR-B-Q Festival are final.