

**Chuck Emmett**

---

**From:** Perch Base Communications [perch-base@cox.net]  
**Sent:** Thursday, February 09, 2012 7:24 AM  
**Subject:** Flash Traffic #2-1\_2012 - Arizona Centennial - Best Fest Celebration  
**Attachments:** AZ\_Best\_Fest-Parking.jpg

**Importance:** High

**Perch Base USSVI**

**Flash Traffic - 2/09/2012 #2-1\_2012**

## **Arizona Centennial Celebration This Weekend**

=====  
=====

### **SET UP TIMES:**

All Military Area participants are required to be completely loaded-in with all vehicles removed before 10:00AM on Saturday & Sunday. **We encourage all to load in equipment on Friday from noon – 8PM.** We will have roaming t-shirt security, City of Phoenix PD and Capitol Police patrolling the event area from Thursday, Feb 9 through Sunday Feb 12. Vendors can then finish set up on Saturday morning before the event hours. Load in Saturday begins at 7:00AM. Advise Jim Monroe of the time you plan on or before the end of day Thursday, 2/8/12, Jim Monroe: [480 363-0044](tel:4803630044) / [j.c.monroe@cox .net](mailto:j.c.monroe@cox.net).

### **ENTERING THE EVENT SITE:**

All participants must CHECK IN at the **Event Office at 15<sup>th</sup> Avenue & Adams**; approach CHECK IN from the east on Adams. After checking in and receiving Access Passes, you may enter the event boundaries and proceed to the Military Area where you will be met by Jim Monroe; he will show you to your exact set-up location. You won't be able to enter the street closures without the access pass that will be provided to you at check in. After checking in, Event staff will assist in directing you to your location.. **PLEASE BE PREPARED WITH THE ACCESS PASS IN YOUR WINDSHIELD** when entering the event site.

### **LOADING & UNLOADING:**

At check in, you will receive an Access Pass to access the Military Area. You will need this in order to come through the road closure. You will be directed to your location by event staff and will need to unload as quickly as possible and then park your vehicle before setting up your booth. This is very important; there are many participants to move in and not enough space for all vehicles to be on the street. Think of it as the airport – loading and unloading only.

### **PARTICIPANT PARKING:**

Please check out the attached map for the three designated "Open Parking" garages marked in bright blue. These garages each hold 700+ spots and will be available without an access pass. Participants just need to tell guards that they are working in the Military Area and they'll be allowed in. These lots are first-come, first-serve and may fill up as the day goes on. You can also find any available legal street parking near the perimeter.

### **TEAR DOWN/CLEAN UP:**

A representative of the AZ Best Fest will give you the okay to begin teardown on Sunday night. All participant equipment and property must be removed from the event site by 11 pm on Sunday, February 12, unless you are designated as participating in Statehood Day and have made previous arrangements with AZ BEST FEST representatives. Any equipment left behind will be disposed of and a cleaning fee will be assessed. Please use trash receptacles for any garbage and take all other items with you. Trash receptacles will be provided and paid for by the event. If these receptacles fill, vendors must take the remainder of their waste products with them during clean up.

**ICE:** A contracted provider will be selling ice directly to participants. You may purchase **40 lb bags of ice for \$6 per bag** during the event hours. Cash only.

**UNAUTHORIZED PROMOTION/MARKETING:** Only accepted exhibitors will be allowed to participate in the events. Outside vendors or promotional efforts are strictly prohibited, including flyering, sampling, selling, use of unauthorized PA systems, etc.

**AMPLIFIED SOUND:** Vendors are prohibited to create additional amplified sound from your booth display at AZ Best Fest.

**HOURS OF OPERATION:** Due to security policies, no booths or structures may be left unattended at any time during event hours. All participants must remain operating onsite Saturday 12pm – 10 pm and Sunday 12pm – 6pm.

**SECURITY:** AZ Best Fest will provide overnight roaming security on Thursday, Friday & Saturday nights during set up and after event hours; however AZ Best Fest assumes no responsibility for lost, stolen or damaged equipment. If you decide to leave equipment or other items onsite overnight, please secure the items to the best of your ability. The event cannot be responsible for items left unattended overnight.

#### **AZ BEST FEST IMPORTANT DATES & EVENT HOURS:**

- PARTICIPANT LOAD IN: Friday, February 10 (12 p.m. – 8 p.m.)
- BOOTH SET UP: Saturday, February 11 (7 a.m. – 10 a.m.)
- EVENT HOURS: Saturday, February 11, 2012 (12 p.m. – 10 p.m.)
- EVENT HOURS: Sunday, February 12, 2012 (12 p.m. – 6 p.m.)



***Chuck Emmett***

Communications Officer

Perch Base USSVI, Phoenix, AZ

[communications@perch-base.org](mailto:communications@perch-base.org)