

Congratulations Winter Beer Carnival Fans!

You're in for quite a ride. We are busy icing down the beer and firing up the Ferris Wheel for this Saturday's Winter Beer Carnival. This is the 3rd Annual and we are so happy you are joining us to enjoy beers, midway games and any other shenanigans that may occur. We've put together this Winter Beer Carnival TIP Sheet with event information to ensure you have the best experience at this year's event. And if you're not having a good time, by all means tell us – we'll do something about it.

COME COMFORTABLE

This is a beer festival and while we know you look great all decked out, don't do it on our account – casual is great for our carnival styled throw down. The event site is pretty big so comfortable shoes are recommended. The event is outdoors with tents but we aren't climate controlled so layers would be a good choice.

GETTING THERE

Our beer carnival city will be located at the special event site at Atlantic Station (1381 Market Street, Atlantic Station) – that's right behind the Regal Cinema on 20th Street and some of you may know it as the location of Cirque du Soleil and a host of other events. We've created a map (attached) to help you find your way to our hop heaven. If this doesn't prove helpful, look for the Ferris Wheel and head in that direction.

MARTA – easy and inexpensive. Take MARTA to the Art Center Station and then hop the FREE shuttle to Atlantic Station. The shuttle stop is on 17th Street near Market Street and we'll have signage to guide you right to the event. While there will be expanded shuttle service running it's not a bad idea to come a little early and beat the rush – plus there's plenty of new stuff to check out at Atlantic Station.

TAXI – user friendly and hassle free. Our good friends at Atlanta Checker Cab (404-351-1111) are working with us to provide a taxi stand for convenient service right to the event entrance (or really close). Let the driver know you are heading to Winter Beer Carnival (1381 Market Street at Tower Street). Look for the giant Guinness inflatable, head down the stairs to the lower level and you'll be right in the ticketing plaza to check in. At the end of the event, we'll have plenty of taxis staged at this location to take you home or to your next destination.

DRIVE – ultimate freedom but hand the keys to your designated driver. There's plenty of parking in the Atlantic Station parking deck and the first 2 hours of parking are FREE. Park near staircase #4 or #9 to get closest to the event. Remember to hold onto your parking ticket and pay at the paybox before heading to the parking exit gates.

WHAT TO DO WHEN YOU GET THERE

VIP ticket - Admission is at 2pm

Bring your ticket and your ID and head straight to the front event gate. We'll have ticket staff right at the gate to get you checked in so you can start enjoying the event. If you arrive early, the VIP line will form to the left of the gate – hop in line and as soon as the gate opens, you'll have a glass and be sampling beers and playing Angry Beers in no time.

PRE-PURCHASED GA Ticket – Admission at 3pm

Bring your pre-purchased ticket and your ID to the Advance Ticket Redemption Tent at our ticketing plaza directly across from the event site (map attached). There are a lot of pre-purchased tickets so we ask for your patience – we'll try to make this as quick and easy as possible to have you sampling our tasty brews in no time.

DESIGNATED DRIVERS

Thanks for being the safe ride home for your friends. You must have superhuman will power to resist all the great beers we have at this year's event. All Designated Drivers must check in at the WILL CALL tent.

TICKET DISCOUNT PURCHASES

If you were lucky enough to purchase the limited discount tickets on Half Off Depot and SweetJack, show up at ticketing plaza and visit the WILL CALL TENT and we will hook you up.

WILL CALL

Picking up tickets day of show? Head to the ticketing plaza area (map attached) and look for the WILL CALL Tent. You'll need a valid photo ID to pick up tickets.

NEED TO BUY TICKETS ON SITE?

Look for the TICKET SALES TENT in our ticketing plaza area across the street from the event site. GA tickets day of show are \$50 and Designated Driver tickets are \$30. We accept cash, Visa, MasterCard and American Express and there will be an ATM in the ticketing plaza.

STAY THIRSTY

We promised we'd have more than 100 different beers but we couldn't stop saying yes to our beer rep friends so we now have 158 different beers for you to sample! That's nearly a beer every 1.2 minutes although we wouldn't recommend that route. Want a beer list? Check it out online (www.winterbeercarnival.com/beers) and print at home if you want a list to keep up with on site. Upon entry we will give you a commemorative sample glass while supplies last. Please hold onto it – if you break it or lose it we may not have enough for a second glass and a plastic cup isn't as cool.

COME HUNGRY

We've got great food this year so come hungry. Some of Atlanta's best bars will be selling their specialties – here's a sneak peak at the menu:

Barrelhouse Pub – Thai chix salad cups or BBQ Pork Sliders with horseradish slaw

Hair of the Dog Pub – Beer battered hand dipped corndogs (regular, jalapeno and veggie)

Meehan's – Organic Chili topped with cheddar cheese or Irish Lamb Stew

Ormsby's – Guinness braised bratwursts, natural angus beef hot dogs & hot boiled Georgia peanuts

RiRa – Fish and chips

BE READY TO PLAY

Step right up and win a prize ...test your skill at a variety of carnival styled midway games and with a little luck you may walk away a winner. Compete in our duck relay races, keep a steady hand at the Bull Ringer, and launch a few frogs – don't worry no ducks, bulls or frogs will be harmed in the playing of these games. All the games are FREE for your enjoyment and yes there are prizes while supplies last.

Our Ferris Wheel is a special feature and there will be a nominal fee to enjoy this but the skyline view will be breathtaking.

OTHER

ADA accessible spaces will be located in the parking deck on P2 (lowest level) near staircase #4

AGES – this event is restricted to ages 21 and up only. You must have valid photo ID for admission – sorry no exceptions.

ATM – we will have an ATM on site in the ticketing plaza and additional ATMS inside the event in the food court.

OUTSIDE FOOD & BEVERAGE – sorry patrons are not permitted to bring outside food and beverage into the event.

PETS – we love our pets too and especially our pooches that like a beer but for the convenience of all our guests pets are not permitted in this event.

RAIN OR SHINE – this is a rain or shine event but let's hope Mother Nature likes a good carnival as much as us and gives us a great day.

WATER – we'll provide water - stay hydrated – nuff said

STILL HAVE A QUESTION?

Check out our website FAQ page:

www.winterbeercarnival.com

or e-mail us at:

info@premiereventslive.com

or call our toll-free:

877-725-8849

Again thanks for coming out to enjoy the Winter Beer Carnival! We look forward to having a few beers with you on Saturday!

