

Winter Beer Carnival 2013 is finally here!

We've been busy planning what promises to be the BEST Winter Beer Carnival ever! We've ordered the beer, set up the carnival games, secured the rides and pulled in some of our favorite food vendors and food trucks for this Saturday's event. We've put together this Winter Beer Carnival TIP Sheet to ensure you have the best experience possible at this year's event. This is the 4th Annual and we are happy you are joining us to enjoy beers, midway games and any other shenanigans that may occur. Last year's event was c-c-c-cold and for WBC2012 survivors who are retuning for another year of fun, we are so thankful. For those of you that are new to the event – we are glad you are here. We are excited that the weather forecast looks fantastic but we have heaters on standby just in case. Come thirsty and ready to play!

COME COMFORTABLE

Casual dress is best for our carnival styled throw down and comfortable shoes are recommended. The event is outdoors with tents so dress weather appropriate. While the forecast says it's going to be in the 60's this event site can be a little windy so layers are a good choice.

GETTING THERE

Winter Beer Carnival is being held 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 or just look for the giant tent and Shock Top Ice Slide and head in that direction.

UBER - Uber is a mobile app that allows you to request a black car or SUV at the touch of a button and ride through Atlanta in luxury and style. Simply download the app from iTunes or GooglePlay, set up an account and your ready to party. Your private driver will arrive in 10 minutes and your credit card gets charged automatically for your all-inclusive ride (read: NO CASH NECESSARY).

Winter Beer Carnival has partnered up with Uber to get you to the carnival safely and in style! New Uber riders receive \$20 off of 2 rides, to and from Atlantic Station. To redeem, rider must enter the promo code "WinterBeer" ****before**** requesting their first Uber. Tip: enter the code at sign up. This offer only available on 2 rides, and only to or from Atlantic Station Only valid on rides ***requested*** between 12pm 2/9 – 4am 2/10

Uber-ing is easy. Just visit <http://bit.ly/SVeLLA> for step-by-step instructions on requesting a car.

MARTA –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.

TAXI – Grab a cab to and from the event site and let the driver know you are heading to Winter Beer Carnival (1381 Market Street at Tower Street. Recommended: Checker Cab ph: 404-351-1111

PARKING –There's plenty of parking in the Atlantic Station parking deck and the first 2 hours of parking are FREE. Remember to hold onto your parking ticket and pay at the paybox before heading to the parking exit gates as this will speed up the exit process.

WHAT TO DO WHEN YOU GET THERE

This event is for Ages 21 and Up only. All guests must provide valid photo ID to gain entry into the event so please don't forget it or leave it in your car.

VIP Ticket - Admission is at 2pm
Bring your pre-purchased ticket and your ID to the Advance Ticket Purchase Tent at our ticketing plaza directly across from the event site (map attached) and look for the VIP lane. Once wristbanded, go to the main gate. 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 riding the Shock Top Ice Slide in no time.

PRE-PURCHASED GA or DESIGNATED DRIVER Tickets – Admission at 3pm
Bring your pre-purchased ticket and your ID to the Advance Ticket Purchase Tent at our ticketing plaza directly across from the event site (map attached).

TICKET DISCOUNT PURCHASES - If you were lucky enough to purchase the limited discount tickets on ScoutMob or SweetJack, show up at ticketing plaza and visit the Ticket Promo Tent and we will check you in.

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 more than 150 different beers for you to sample! That's nearly a beer every 2 minutes although we wouldn't recommend that route. We've got traditional favorites, premium craft beers, ciders, winter brews and even gluten free options. Rex Goliath Wines is joining us and will be serving up samples of their big full fruit forward flavored wines. We may even see the giant Rooster! Frozen Pints will be scooping up samples of their craft beer ice creams. Our VIPS will get a special treat as well have a limited amount of the Frozen Pints/Wild Heaven Collaboration - Pecan Eschaton!

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. 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. Unfortunately food cost isn't included in your ticket price but our vendors will have a variety of options for you. Here's who will be serving up great eats at this year's event:

DBA Barbeque
Happy Belly Food Truck
Jalapeno Corndogs
Mighty Meatballs
WOW! Food Truck



GET 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. Ride the Shock Top Ice Slide, play a life-sized version of the classic Operation game or challenge a friend to a few laps around the track on keg racers. There are traditional carnival favorites such as ring-a-bottle, High Striker, skee roll and wack-a-clown. In addition, some of our breweries have great games to play while sampling their beers such as Innis and Gunn's Quick Draw, Sweetwater's Fish Launcher, Frosty Pints Milk Can Madness, Red Brick's Stand a Bottle, Full Sail's Inflatable Beer Pong, Angry Beers and more.

All the games are **FREE** for your enjoyment and yes there are prizes while supplies last.

Our event wouldn't be complete without some great music - we've got DJ Cowboy spinning today's best music as well as our favorite's from the 80's and 90's. Giddy Up!

OTHER IMPORTANT INFO

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 outside food and beverages are not permitted in the event.

PETS -we love our pets 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

Winter Beer Carnival 2013 MAP



Still have a question?
Check out our website FAQ page
www.winterbeercarnival.com/faq/
or e-mail us at
info@premiereventslive.com

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

DON'T LET THE PARTY END!

Meehan's at Atlantic Station is hosting a special Mardi Gras Themed After-Party at 7pm following Winter Beer Carnival. Wanna go? Catch the FREE shuttle outside of the event entrance after the event and it will drop you right at the door.

