



Congratulations on being invited to the Asheville Tattoo Fest! ATF is an invitation only convention featuring some of the top artists in the region and nation. This packet will give you all the information you need to know about the convention and contains your booth application. Once you are registered, you will receive a follow-up packet with your booth assignment, additional information and a ballot for the "ATF Lifetime Achievement Award."

In order to accomodate as many artists as possible, we will have tattooing in two rooms in the Renaissance Hotel. The Grand Ballroom will feature the stage, vendors and most of the artists. The Windsor Ballroom will have additional artists and no stage. If you would prefer one room to the other, let us know when you book your booth.

Your booth is not reserved until we receive your payment in full. We have already sold more than half of the available booths and will assign booths based on the order in which they are paid. If you don't want to be a "back room bandit," be sure to send your application and payment as soon as possible.

We appreciate your help in making Asheville Tattoo Fest one of the South's best conventions and look forward to seeing you next March.

Sincerely,

Daron James

James Vaughn

JR Yarnall

Promoters - Asheville Tattoo Fest



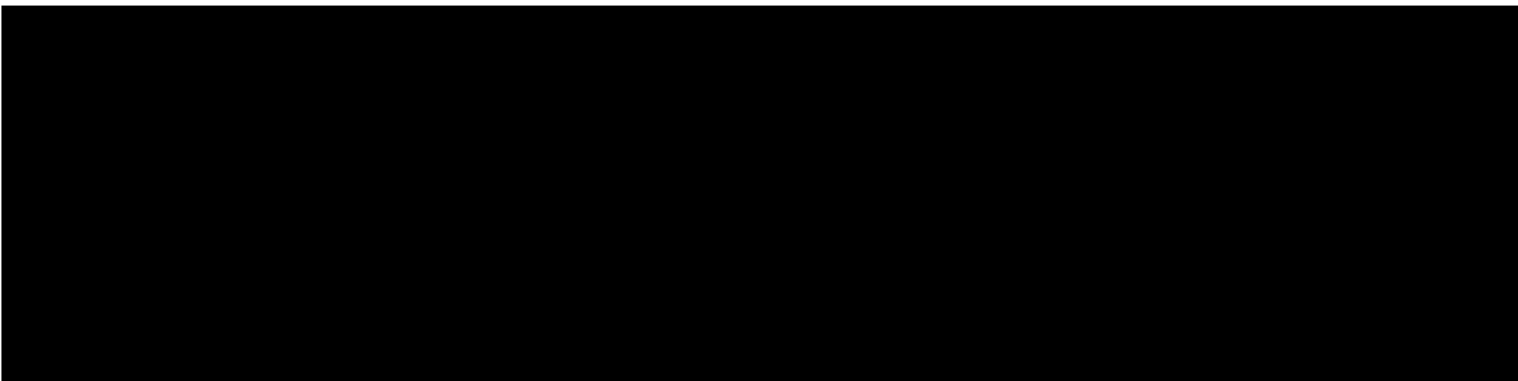
Presented by ATF Entertainment, LLC and

Straight A Tattoo

Artist and Vendor

Registration

Package



Asheville is one of the most art fueled cities you'll ever visit and is overflowing with talented tattooists.

The convention will be held in the Renaissance Hotel in downtown Asheville. The hotel has great conference facilities, bars and restaurants and is within walking distance of more than 50 bars and nightclubs, dozens of art galleries, a skate park and several concert venues. Be sure to book your booth now; this is one convention you won't want to miss!

Asheville Tattoo Fest is a production of ATF Entertainment, LLC, and Straight A Tattoo.

Contact information:

ATF Entertainment, LLC
1570 Patton Ave.
Asheville, NC 28806
Ashevilletattoofest@gmail.com
Daron James - 336.558.4944
JR Yarnall - 828.279.2667

Where:

Renaissance Asheville Hotel
31 Woodfin Street
Asheville, NC 28801
828.252.8211
800.266.9432

Mention ATF Entertainment of Asheville Tattoo Fest to receive the \$109 room rate!

When:

March 15-18, 2012
Thursday, March 15 - early set-up and artist reception at 8 p.m.
Friday, March 16 - Convention floor noon-11 p.m.
Saturday, March 17 - Convention floor noon-11 p.m.
Sunday, March 18 - Convention floor noon-8 p.m.

Who:

We estimate attendance will be 5,000-7,000 people over the weekend. We want our artists and vendors to make money and have a good time; our marketing will bring the crowds!

Events:

- 46 vendor and artist booths featuring top national and local artists and vendors
- **"Best Booth in Show" wins a free cruise!**
- Local and regional bands
- Seminars
- Tattoo competitions
- After parties
- Art fusion - auction proceeds to benefit a local charity
- Kids art fusion and children's activities
- Burlesque shows
- Rat-rod car show
- Performance by the Cut Throat Freak show
- The Art Walk with installations by local artists. Friday will feature up-and-coming artists from UNC Asheville and Saturday and Sunday will feature works by established local and regional artists.
- Thursday night artist reception party in the "Top of the Plaza."
- Presentation of the "Appalachian Heritage Award" to Popcorn Sutton, the late Madison County moonshiner, for preservation of local culture. This presentation will be accompanied by Ali Randolph and Outta Luck - local artists and friends of Popcorn's family.
- Presentation of the first "ATF Lifetime Achievement Award" to a national artist for his or her contribution to the art and industry of tattooing. Voting will be restricted to attending artists and select industry leaders.

Things to do in Asheville:

Asheville has been named one of 12 must-see travel destinations in the world by Former's travel guides. We've arranged with the hotel to have the discounted room rate starting on Tuesday so you can take a vacation before the fun begins. Here are some things you won't want to miss:

Downtown Asheville:

- Eat in one of more than 250 independent restaurants
- Asheville has more microbreweries per capita than any other city; see why we're "Beer City USA" or try our new micro distillery for some genuine, legal moonshine
- Visit the River Arts District and tour the dozens of local art galleries
- Catch a show at The Orange Peel - named one of the country's best rock clubs by Rolling Stone
- Visit the Biltmore Estate, see the nation's largest home and tour the winery
- Explore the local shops
- Catch a play, tour a museum or check out one of the local festivals

Outdoor activities:

- Drive or bike on the Blue Ridge Parkway - be sure to visit the Folk Art Center
- Kayak on the French Broad River
- Hike the trails on more than 1.1 million acres of National Forest
- Go rock climbing in the Blue Ridge mountains

- Visit the Western North Carolina Nature Center
- Take a horseback ride in Pisgah National Forest
- Try fly fishing on one of hundreds of local creeks and rivers


There have always been innovators and visionaries in the tattoo industry - artists who create new styles, develop new inks and machines and transform the industry for all who follow. We feel that the time has come for us, as a whole, to pay homage to the trailblazers that have kept tattooing alive and vibrant into the 21st century. For that reason, ATF Entertainment is proud to present the "ATF Lifetime Achievement Award" at our Asheville convention.

As an invited artist, you will be given a ballot to vote for the "ATF Lifetime Achievement Award" recipient for 2012. The award will be given out at the artist's receptions Thursday, March 15, 2012 at the Top of the Plaza, just before the convention starts. This special event will feature appetizers, live music, artists, vendors, invited guests and the media to celebrate the contributions of one of the greatest among us. It is our way of saying thanks to the one of the giants of our industry and we hope you'll join us in making it a memorable event. This is a ticketed event that you won't want to miss!

Because this is the first time this award will be given, ATF Entertainment will nominate five artists whose contribution to the art of tattoo have transformed the industry. We will ask the winner of this year's award to nominate the candidates for next year. Voting will always be restricted to attending artists, past nominees, and select industry representatives. This is our opportunity to come together as a community and honor one of our own for their contributions to us all. We hope you will plan to attend and make this night the special occasion that it deserves to be.

Sincerely,

Daron James
James Vaughn
JR Yarnall
Promoters - Asheville Tattoo Fest




Sponsors and promoters (including James Vaughn) are not eligible to enter their work in any of our contests. Our tattoo contest categories are:

- Tattoo of the day – Friday, Saturday and Sunday must be done at the convention
- Best in show – must be done at the convention
- Best Irish tattoo – show your St. Patrick's Day spirit
- Large color
- Small color
- Large black and gray
- Small black and gray
- Best traditional
- Best color portrait
- Best black and gray portrait
- Best back-piece
- Best sleeve
- Best leg

In addition to the tattoo contests we will also give awards for the following:

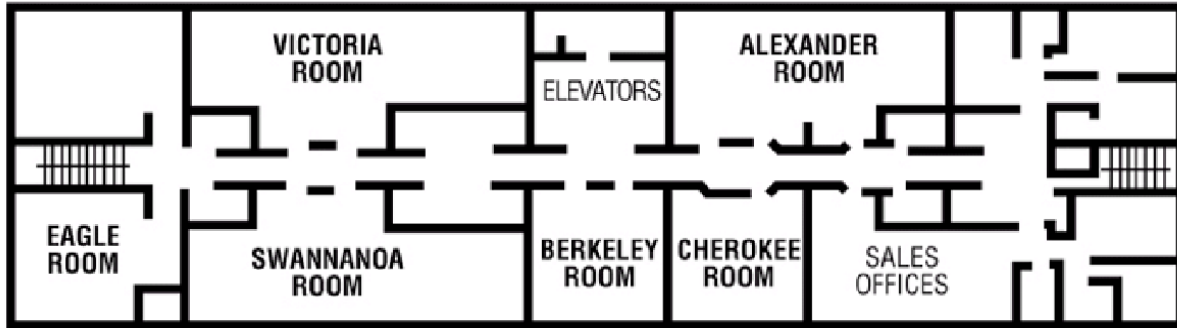
- Best booth in show – winner gets a free cruise!
- People's Choice for best rat-rod in car show
- Best Leprechaun – each booth will be provided with a blank Leprechaun to decorate during the weekend



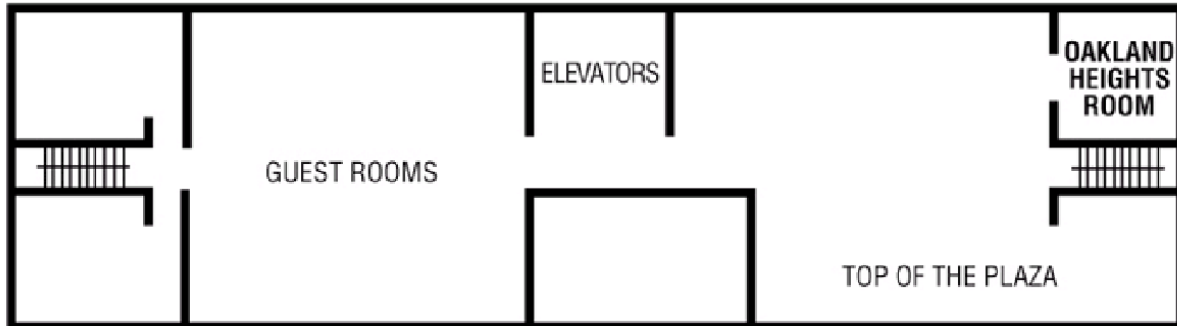
*** Refer to attached floor plans for specific event locations**

1. Thursday night - Artist reception and presentation of "ATF Lifetime Achievement Award." The "Top of the Plaza" offers panoramic views of Asheville in an elegant setting for this event featuring hors-d'oeuvres and a cash bar.
2. Convention Floor - Occupying the entire Grand Ballroom, the convention floor will host our main stage, artist booths, vendor booths, art fusion, competitions and many events.
3. Windsor Ballroom - additional artist booths.
3. Pre-Function Corridor - Will feature local vendors as well as the registration and ATF sales. This area will be open to the public during convention hours.
4. Patio - will feature automotive sponsors, which will open onto the rat-rod car show in the back parking lot.
5. The rear parking lot will be utilized for the rat-rod car show.
6. Windsor Hallway - Will be our dedicated "Art Walk" and will feature multiple art installations each day. Two to four local artists will install their work in the morning and debut new shows throughout the day.
7. Seminars will be on the second floor.
8. Dedicated media room will be on the second floor.

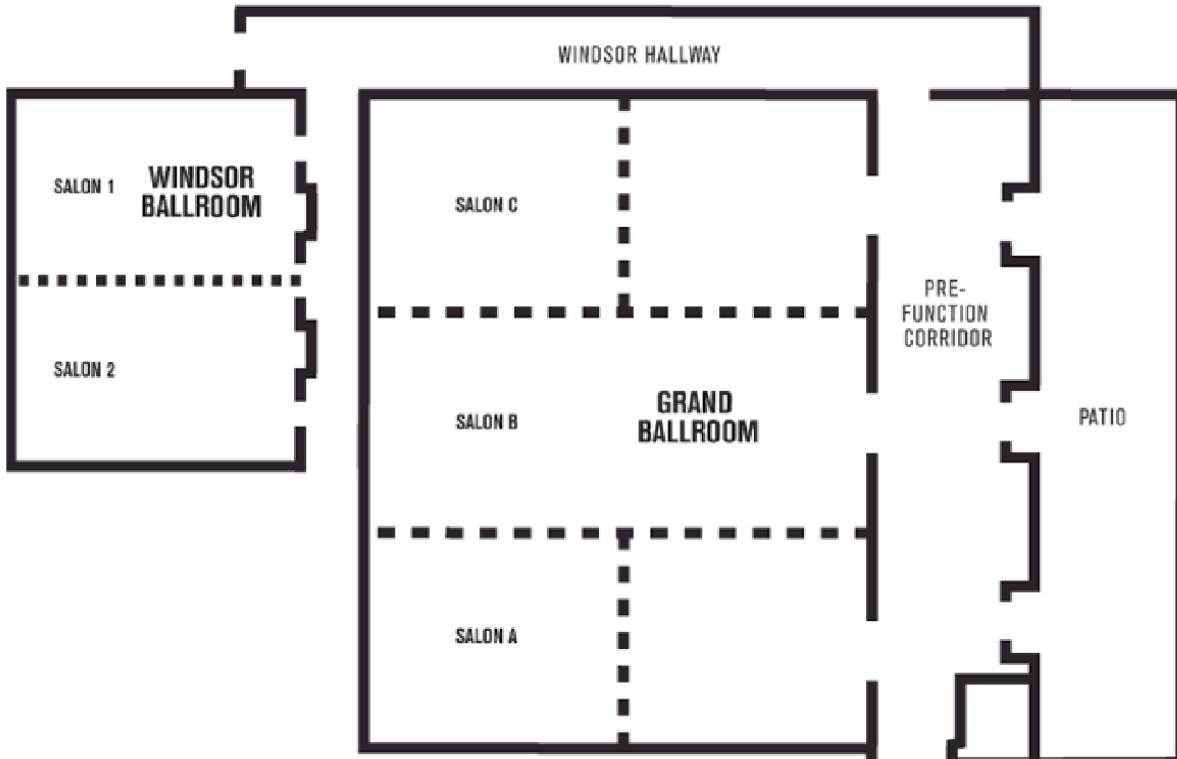
SECOND FLOOR



12TH FLOOR



LOBBY LEVEL



Artist and Vendor Contract

Execution and delivery of this contract constitutes an agreement for artists or vendors at the 2012 Asheville Tattoo Fest and is made on the day of _____, 2011 between the undersigned ATF Entertainment, LLC, herein called "ATF" and the sponsor, herein called "sponsor, exhibitor, exhibiting firm, artist or vendor."

Artist/Vendor Name: _____

Business Address: _____

Business Phone: _____

Business Fax: _____

Email: _____

Web Site: _____

Contact Person: _____

Type of booth (circle one): Artist booth - \$500 Vendor in foyer - \$350 Vendor on floor - \$450

Convention Location:

Renaissance Asheville Hotel

31 Woodfin St.

Asheville, NC 28801

828.252.8211

800.266.9432

***Mention ATF Entertainment or Asheville Tattoo Fest to get the \$109/night room rate!**

Booth Fees:

Artist Booths - 10'x10' - \$500 for single

Vendor Booths - 6'x10' - \$350 for single in foyer, \$450 for single on floor

Registration: All artists and vendors must sign in at the ATF registration table. Upon arrival you will be presented with your convention ID and information.

Booths: Artist booths are 10'x10' and vendor booths are 6'x10'. Double booths are available on a limited basis and require approval from ATF before they will be assigned. All booths include three weekend passes, two tables, four chairs, trash can, power and pipe and drape. Artist booths include sharps container, and use of thermal fax. All other supplies are the responsibility of the exhibitor.

Buncombe County Health Department Inspections: Each booth and artist will need to be licensed

and inspected before the opening of the convention. Local artists will need to get a new license for the convention. Artists must be set up and ready for inspection by 11 a.m. on Friday. The inspection fee for one artist is included in each artist booth; additional artists will be charged inspection fees. Buncombe County Health Department does not require CPR or Blood Borne Pathogen certification.

Convention Hours: All artists and vendors are required to have their booths set up and staffed during the hours of the convention. Booths may not be changed during the hours when the convention is open to the public. The convention floor will be open the following hours:

Friday, March 16, 2012 - noon - 11 p.m.

Saturday, March 17, 2012 - noon - 11 p.m.

Sunday, March 18, 2012 - noon - 8 p.m.

Set up and Breakdown: All vendors and artists must have their booths set up before the beginning of the convention at noon on Friday. Booths may not be broken down until the end of the convention at 8 p.m. on Sunday.

Early set up: Thursday, March, 15 - 6 p.m. - 8 p.m.

Set up: Friday, March, 16 - 8 a.m. - 11:30 a.m.

Breakdown: Sunday, March 18 - 8 p.m.- midnight

All vendors and artists must be out of the convention hall no later than midnight on Sunday.

Exhibit Rules and Restrictions: We, the undersigned, hereby subscribe for an exhibit booth at the Asheville Tattoo Fest. We agree to abide by the rules and regulations above and below:

- No exhibit may block any exits or traffic flow.
- No exhibit may block or interfere with another exhibit's visibility or ability to function.
- Any exhibits deemed offensive by ATF or the hotel staff must be removed.
- Any exhibit using noise making devices must keep the volume at a reasonable level. If the noise becomes objectionable the exhibitor will lower the volume at the request of the ATF staff.
- All exhibits and staff must comply with all applicable laws, ordinances, regulations pertaining to health, fire and public safety.
- Advertisements, flyers, signs etc. not related to the ATF are permitted only in artist and vendor booths.
- Hospitality suites and other activities that would attract ATF attendees may not be open by exhibitors during the hours when the convention floor is open.
- ATF reserves the right to reassign booths at their discretion for any reason.
- The exhibiting firm shall indemnify ATF Entertainment, LLC, their staff and contractors, and facility management and hold them harmless from any complaints, suits or liability arising from the exhibiting firms participation in or association with the Asheville Tattoo Fest.

Payment Information: Payment in full is due with all signed contracts. Booths and sponsorships will not be held or guaranteed without payment. Send all contracts and payments to:

ATF Entertainment, LLC
1570 Patton Ave.
Asheville, NC 28806

We, the undersigned, agree to the terms set forth in this contract:

Signature

Date

Print Name

Accepted by ATF Entertainment, LLC:

Signature

Date

Print Name