

FAN ZONE

February 24-25, 2024

2024



FAN ZONE

RULES AND REGULATIONS

We ask that all displays remain open through the beginning of the NASCAR race scheduled for the day. Please plan accordingly based on the schedule below:

	Fan Engagement Hours	Gate Opening	Green Flags
Saturday, February 24, 2024	9:00am – 5:00pm	11:00am	2:00pm and 5:00pm
Sunday, February 25, 2024	9:00am – 3:00pm	11:00am	3:00pm

Set-up and breakdown: Set up is Thursday, February 22 from 9:00am to 5:00pm and Friday, February 23 from 9:00am to 4:00pm. The stadium will open at 3:00pm on Friday, February 23 to allow fans to enjoy NASCAR qualifying. Keep this in mind if you are setting up on Friday afternoon. Breakdown time starts Sunday, February 25 after the green flag and must be completed by Lap 200. Space must be completely vacated no later than Tuesday, February 27.

If you need to set-up outside of these working hours, please contact Ted Austad (678-438-7238, taustad@atlantamotorspeedway.com), so that he can arrange to have someone help you. Please do not set-up on your own time or you may have to breakdown and move.

On Site Check In: Upon arrival to the Fan Zone, please go directly to check-in with Mac (404-436-6240) to be placed in the proper area. Mac will be in the Fan Zone during set-up hours listed above. Please do not set up without verification of your display location.

Site Survey: Ground surface is asphalt and concrete; sites are located between Gate 13 – Gate 14 (inside the Shell Rotella Parking Lot) unless otherwise specified. Absolutely no staking will be permitted.

AMS must be notified of any third party that is bringing in tents, tables, chairs or temporary staffing.

Parking Passes: Two (2) parking passes will be given upon check-in to the Fan Zone. Please use these passes only for vehicles that may need to visit your area for restocking once the Fan Zone is closed to the public. **No personal vehicles are allowed to be parked in or near designated Fan Zone space. All non-display vehicles must be removed from the Fan Zone thirty minutes prior to opening for guests each day. Violators will be towed.**

Worker Credentials: Staff working solely in the Fan Zone do not require credentials to access property. Staff may park in the adjacent Blue Lot. The large restroom building or port-a-johns are available for staff working in Fan Zone.

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Please note that these guidelines, procedures, and policies are subject to change at the discretion of Atlanta Motor Speedway.

- Company and/or its representatives may not sell or distribute any product samples, merchandise, or other materials, including without limitation, any company branded or racing-themed merchandise, on the Speedway property or in any display space. Company and representative acknowledge and agree that additional Rights Fees may apply for the distribution of complimentary gifts, product samples, or other premiums or items. In no circumstance shall t-shirts or hats be permitted to be distributed by company and/or representative. All items to be distributed by company and/or representative must be submitted to Atlanta Motor Speedway for approval no later than ten (10) days prior to the Event Weekend. The Speedway retains the right to prohibit certain types of gifts, at its sole discretion.
- Please do not leave trash at the display site. Please breakdown any and all boxes and they will be picked up by AMS staff following the event. **Please do not place boxes in trash barrels.** AMS has placed dumpsters in Fan Zone for your usage. Please see Mac to assist in locating trash dumpsters.
- AMS does not provide generators, electricity, or water – please see <https://www.atlantamotorspeedway.com/eventdocs/> for the list of AMS preferred vendors.
- No merchandise or display item will infringe on the trademark, tradename, service mark, service name, copyright, or other proprietary right of any other person. All merchandise must be licensed.
- Company and/or representative will not be permitted to distribute items or materials, solicit information or customers, or otherwise engage in commercial, business or political activities outside the ten-foot (10') border surrounding the display space.
- Company and/or representative may only occupy the space allotted by Atlanta Motor Speedway, i.e. if you purchased a 20' x 30' area, then all materials (fencing, tents, displays), must be within this area. Anyone who violates this space will be subject to an additional charge and may be asked to move.
- Vehicle traffic in the Fan Zone will be limited to when the Fan Zone is closed to the public. No vehicle access will be granted while the Fan Zone is open to the public (hours listed above).
- Use of loudspeakers, bullhorns, or any other equipment or device to generate or emit music and/or loud noises from is limited; any such music and/or noises must be of a reasonable decibel level.

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- Atlanta Motor Speedway reserves the right to require any promotions or displays which, at the sole discretion of Atlanta Motor Speedway, are deemed to be a nuisance, to be unduly annoying, to be interfering with the right rights of other concessionaires or interfering with the race experience the fans to cease.
- No drones, kites, balloons, or other flying or lighter than air advertisements or promotional materials shall be flown, raised or otherwise launched from, out of or attached to any display without prior written approval from Atlanta Motor Speedway.
- Atlanta Motor Speedway does not permit the display or distribution of materials or the broadcast of messages related to political candidates, political parties or political issues. Persons engaged in political campaigning will be asked to leave Atlanta Motor Speedway property.
- AMS must be notified if bringing in a port-a-john. AMS is not responsible for maintenance. AMS has contracted with United Site Services (678) 725-0541, this will be the only company allowed in the display area to service port-a-johns.
- AMS is not responsible for security. Please notify Brooklyn Del Barba at (770) 616-4338 to arrange security. Please note payment for said security may be due prior to or upon the completion of the event. All security requests must be submitted prior to February 1st.
- No tow vehicles may be left at display site that are not part of the display during the course of the weekend. Tractors are expected to depart from trailers – if this is not the case, please notify AMS – and park in the designated area just outside the main tunnel, on the of Turn 2 side. No personal vehicles are allowed to be parked in or near your designated Fan Zone space. All personal vehicles should be parked in the adjacent lot with proper credential displayed if required.

SIMULATOR/RIDES WITH HYDRAULICS OR MOVING PARTS:

Per Georgia Department of Labor regulations –

If your display or simulator/ride has hydraulics or moves, a state engineer **must** certify it at the time of set-up. Please notify us if you believe your display vehicles or elements fall under this rule. Any violators may be asked to leave Atlanta Motor Speedway property with no refunds given. Butch Lynch, Amusement / Supervisor (404) 463-0725 blynch@sfm.ga.gov