



Greetings, and thanks for attending FloydFest 19~Voyage Home (July 24-28, 2019)!

Welcome to the family!

At Across-the-Way Productions, we are driven to offer the best customer service and to provide the best Festival experience possible.

Our mission is to be the best music festival experience of our time; to sell a limited quantity of tickets to the highest quality event experience, bar none, celebrating music, art and life in an intimate, visually stunning environment. To help achieve this mission, we offer the following information and festival logistics that you need to make the most of your magical musical mountain experience as our beloved High-Roller All-Access VIP patrons!

• When do High Rollers arrive?

FloydFest offers premier onsite check-in for High Rollers. **Gates open to High Rollers at 10 a.m. on Wednesday, July 24, 2019**, a full three hours before 5-Day GA ticketholders. Please follow directions to the festival site (listed below) where FF Box Office teams will greet you at your vehicle with VIP wristband(s), laminate(s), tent tag and a parking decal, then guide you to your parking spot. Once parked, VIP hospitality carts will assist in transporting your gear to the HRAA VIP backstage camping area (the best location onsite!).

Note: Due to safety concerns, vendor load-in, and federal and state mandates, VIP patrons will not be allowed to queue at the front-gate entrance to FloydFest prior to 10 a.m. on Wednesday, July 24. VIP patrons arriving early will be stopped at the top of the front gate and asked to leave and come back at 10 a.m. This mandate will be regulated more than ever for 2019, so please just plan to arrive at the scheduled entry time of 10 a.m. Thank you in advance!

• Where do High Rollers camp?

Without a doubt, the most boutique campground on site is the HRAA VIP backstage camping area. Wooded and central to the Dreaming Creek Main Stage, catering, the 'Virginia is for Lovers' VIP Pub, private VIP stage, and myriad amenities, High-Roller All-Access VIP camp rises to meet your every need — you may never leave. Each HRAA VIP Tent Tag allows a roughly 15'-by-15' area to camp. Of course, HRAA Tent Tags are valid anywhere onsite (with the exception of FF's Premium Woodsy Tent Tag area), so you are free to roam — or roll, if you will.

Note: High-Rollers who have purchased Premium Woodsy Tent Tags ...

There is no admittance into this area until 1 p.m. on Wednesday, July 24, 2019, for any patrons. High-Rollers arriving earlier are welcome to have their gear moved to a designated area on the Woodsy Camping perimeter and at 1 p.m. you are welcome to claim your campsite. All Woodsy Camping purchasers were notified and the details are on your tickets for clarification. We appreciate your understanding.

• **What happens on Wednesday?**

Usually it's hump-day at work — but not this week! First, you beat the crowd, so you check-in and park with ease. Second, you have time to build a homebase camp using the keen and creative skill you absorbed by being (a friend to) a Boy or a Girl Scout. Third, you bask in the proverbial calm before the masses arrive; a festival site primed for its purpose. Fourth, you enjoy a special SoundCheck party with past years' On-the-Rise winners in the Pink Floyd Beer and Wine Garden. Our "Welcome Back Pig-Pickin'" kicks off in the Virginia is for Music Lovers Backstage VIP Pub at 7 p.m., headlined by American Aquarium. And fifth, you get some restful sleep to prepare for the mountain-magic marathon ahead.

• **Are there shuttles for HRAA VIP patrons?**

HRAA VIP golf-cart shuttles are available during the following hours to take you to other stages and happenings on the festival grounds:

10 a.m. to 2 a.m. Wednesday, July 24, 2019

8 a.m. to 2 a.m. Thursday, July 25, 2019

8 a.m. to 2 a.m. Friday, July 26, 2019

8 a.m. to 2 a.m. Saturday, July 27, 2019

8 a.m. to 9 p.m. Sunday, July 28, 2019

9 a.m. to 12 p.m. Monday, July 29, 2019

Need a Ride? High-Roller shuttles can be flagged down on the Ring Road or sit tight at one of our Shuttle Stops, identified with a nifty wooden sign (seen below). HRAA Shuttles run on a loop between stops at the FF General Store, Tori Gate, Global Village and at our Lounge and Info Tent backstage, plus another run between backstage to Hill Holler.



HRAA VIP Shuttle Stop Sign

- **When does backstage catering begin, and what's for dinner?**

Backstage catering and complimentary beverage service begins at 11 a.m. on Thursday, July 25, 2019, and ends at 8 p.m. on Sunday, July 28, 2019. The meal hours for lunch are from 11 a.m. to 3 p.m. and the hours for dinner are from 5 to 9 p.m. (High-Roller catering ends at 8 p.m. on Sunday). Each meal's menu offers thoughtfully prepared choices for every taste and culinary preference. Vegetarian, vegan and gluten-free options are always available.

- **Am I required to shower?**

No — but some people like to (and appreciate it if you do, too) and HRAA VIP has you covered. Hot showers are available backstage for the exclusive use of festival High-Rollers.

Note: The longest lines usually occur in the morning, so consider some afternoon shower action. HRAA laminates and wristbands required for entry.

- **Will we be able to sit on the stage during performances?**

Generally, YES — exceptions to this are when the seating is full or when the performer requests no onstage seating during a performance. Our roomy Dreaming Creek Main Stage accommodates 40 High-Rollers during a set, with space available most of the time. Stage seating is limited to one consecutive set, however, and the stage is cleared after each set to extend the opportunity to others.

Get lucky, High-Rollers! Sign up early each day in the High-Roller Guest Services Lounge for your chance for premier onstage seating! For many of our nightly headlining Dreaming Creek Main Stage shows, three lucky winners and their High-Roller guest of choice will win onstage seating. Register before 1 p.m. daily, and we'll text the winners by 5 p.m. Winning names will also be posted at the High-Roller Guest Services Lounge Tent. Please plan to arrive 15 minutes prior to the set; empty seats will be given away just prior to the start of the show. *Note: All onstage seating is dependent upon artist restrictions.*

- **How do I obtain my High-Roller Swag Bag?**

We have packed lots of goodies in a custom-made ENO earth bag for your festival fun that can be picked up at the Catering Tent backstage any time after your 10 a.m. Wednesday check-in. Your VIP laminate is needed to receive your swag bags. Among other items, the HRAA Swag Bags contain:

- Stainless-steel FloydFest 19~Voyage Home commemorative beverage pint: These stainless-steel pints are bottomless at the backstage 'Virginia is for Lovers' VIP Pub. Refills are unlimited, but don't lose the cup — it's required for refills! Drinking from reusable cups cuts down on our waste stream tremendously. Replacement cups are also for sale.
- Massage coupons: Use this coupon to receive your 15-minute complimentary session from our backstage Healing Arts team.
- Fun-Photobooth Commemorative Coupon
- S-Biners: A colorful, convenient way of keeping up with your valuables including your FF Cup
- Cup rings — an essential part of every festival outfit
- Koozies, care of Ferrum College and Roanoke Go Outside Festival
- Lottery tickets, care of Virginia Lottery
- Lighter-and-bottle-opener combos from Deschutes Brewery
- Sunscreen & lip balm from Skyline National Bank

- Stickers and temporary tattoos from Dr. Stoner's Herb Flavored Spirits
- Bitchin' Sauce
- Two Roosters Kettle Corn
- And much more! Surprises galore! An assortment of treats provided by our Partners ...

• **Do we have to get our picture taken?**

No, but mother insisted we get a photo. With you smiling this time, so pay attention. Every High-Roller is entitled to free, commemorative FloydFest photos at our festival photo booth. Just look for the signs, stop by the tent, costume-up with some friends, and take your same-day photo with you! This is a great take-home memory to commemorate your FloydFest experience.

• **Will we get any help leaving?**

Shuttle service is provided from 8 a.m. until evening on Sunday, July 28, 2019. Bring your gear to the Ring Road all along the backstage area and grab a number from our crew at the backstage Lounge tent area. Our shuttle drivers will help transport your belongings back to your vehicle. Note: The High-Roller shuttle service is limited on Monday, July 29, 2019 (8 a.m. to noon) to help HRAA VIP patrons load-out. Cars are no longer allowed to drive to the backstage area for safety reasons and because we want one last chance to help you and to say farewell until FloydFest 2020!

• **Directions to Festival Site:**

(For all HRAA VIP Ticket Holders)

Festival Site Address

894 Rock Castle Gorge Road
Floyd, VA 24091

From stoplight in Floyd, VA

Take Highway 221 South (4 miles) to Canning Factory Road, turn Left
Canning Factory Road (.1 mile) to Black Ridge Road, turn Right
Black Ridge Road (7 miles) to Blue Ridge Parkway, turn Left
Blue Ridge Parkway (.5 mile) to Route 720 (Rock Castle Gorge Road), turn Right
Route 720 (1 mile) to Festival Site, turn Right

From Stuart, VA

Highway 58 West (14 miles) to Willis Road, turn Right
Willis Road (3 miles) to Rock Church Road, turn Right
Rock Church Road (1.5 miles) to Blue Ridge Parkway, turn Right
Blue Ridge Parkway (.5 mile) to Route 720 (Rock Castle Gorge Road), turn Right
Route 720 (1 mile) to Festival Site, turn Right

From Hillsville, VA

Highway 58 East (24 miles) to Willis Road, turn Left
Willis Road (3 miles) to Rock Church Road, turn Right
Rock Church Road (1.5 miles) to Blue Ridge Parkway, turn Right
Blue Ridge Parkway (.5 mile) to Route 720 (Rock Castle Gorge Road), turn Right
Route 720 (1 mile) to Festival Site, turn Right

****Please use the directions provided above for easiest access to the festival, as GPS routing may not give you the best route. Please GPS to the towns listed above and follow the directions provided. Safe travels!
Directions can also be found on our website at <https://floydfest.com/directions/>.*

• **Blue Ridge Parkway**

One of the most unique aspects of FloydFest is its location along the pristinely beautiful, federally maintained Blue Ridge Parkway, the longest linear (and most visited) National Park in the country! This gorgeous stretch of scenic roadway is unmarred by billboards, and commercialism in general, and as such is part of the whole FloydFest experience! Being a federally maintained road makes for some operational distinctions, however, and having a working knowledge of these will enhance this experience.

- Please follow directions on the directions webpage: <http://floydfest.com/directions/> (also listed above). These routes are the most expedient and allow you to enjoy bits and pieces of the Parkway experience.
- The speed limit of 45 mph is strictly enforced.
- At approximately Milepost 174 coming from the south and Milepost 170 coming from the north, the speed limit for the five-day stretch of FloydFest 19~Voyage Home is temporarily reduced to 25 mph. There are no warning signs in advance, so please use caution and reduce speed accordingly.
- Due to exponentially increased traffic during FloydFest, traffic enforcement operations are proportionally increased. You can enjoy uninterrupted passage to FF19 by ensuring that your vehicle is fully legally operational — check headlights and taillights, etc., and again, observe the speed reduction.
- If you are not camping onsite, nor utilizing our shuttle service to offsite camping areas, please ensure that you have a designated driver. DUIs on federal property are even more serious than normal. Don't risk it!

• **Rules**

Listed below are the basic rules of FloydFest 19~Voyage Home. They are few and simple, yet extremely important to us and to the overall FloydFest experience. Help us police their observance, so we can make this more than just a festival — let's make this our FloydFest. FloydFest Rules:

- No weapons
- No outside alcohol (FloydFest features multiple locations where adult beverages are sold for a reasonable price. Coolers will be searched; outside alcohol will be confiscated.)
- No drugs (Those found in possession of illegal substances will be immediately turned over to police.)
- No dogs on the festival site, campground, or parking lots
- No open-air fires (small gas stoves are allowed)
- No wristband, no admittance (Violation is trespassing and subject to eviction and arrest.)
- No frowning

(Purchasers of Across-the-Way Productions, Inc. tickets voluntarily assume all risks and danger incidental to any event for which tickets are issued and waives all claims against the event sponsor, the owner of the facility, the ticket producer or issuer. Admission is subject to compliance with all laws and facility rules and the ticket holder consents to reasonable examinations and searches to ensure compliance. Failure to comply with the law or facility rules may result in refusal of admission or expulsion. No unauthorized recording of event where prohibited. No refunds or exchanges.)

- **Shady Info**

On the main festival site, please help keep everyone’s sightlines clear. Pop-up tents, which are very frustrating to some patrons, and very necessary to others, are allowed ONLY on one cordoned-off area on the side of the front main field. The front main concert field area, from the stage to the signage, is for standing and blankets only (no flags/totems or anything that blocks the view from behind you, please). Midway back, posted signage designates the “chair seating” area, and, from the fountain back, umbrellas and see-through shade apparatus — other than pop-ups — are allowed.

- **FloydFest Headquarters**

Please stop by the main FloydFest HQ building located in the center of the FloydFest site near the food court for any and all of your general guest-service needs (see Site Map at <https://floydfest.com/site-map/>). Customer Service is a top priority for the staff of AtWP and we are here to help you have the best festival experience — bar none! HQ will be open from 8 a.m. to midnight each day of the festival.

- **Lost & Found**

FF HQ is command central for the festival’s Lost and Found — if you find an item on the festival grounds, please take it to the HQ building so that it may be returned to its rightful owner. If you have lost something on the FF site, please see the fine AtWP staff at HQ to report your item missing. Fear not, we have had many wonderful lost items returned over the years ... brand new phones, cameras, and wallet full of credit cards and CA\$H!

- **Internet & Charging**

Citizens Internet Café provides free Wi-Fi and a charging station for all patrons, conveniently located in the Main Field. A charging station is also available in the backstage VIP Guest Services Lounge.

- **General Store**

Forgot some camping gear? Need an Advil? Looking for vintage FloydFest Merchandise? The FloydFest General Store is a one-stop shop for all your needs while onsite at the festival — a cross between a camp store and a mercantile. Stop in and visit our friendly staff; located in between the top of The Village hill and the front gate.

*Questions? Please reach out to Jody at vip@atwproductions.com. We love you!
Welcome to the family!*

