



2017 THE MAIN EVENT DETAILS

DATE: Saturday, November 11th

TIME: 11:00am-3:00pm

LOCATION: Main Street, between 4th Street & 5th Street

SUMMARY:

We invite you to the ultimate street party, located on Highlands' iconic Main Street. Enjoy roasted and raw oysters and small plates by 8 award winning chefs. Craft beer, curated cocktails and fabulous wines flow during live performances by the Dead 27's and JJ Grey & MOFRO.

SPONSORS:

Presented by Landmark Realty and Park On Main

Land Rover Asheville, Maserati of Greenville, Gabriel Builders, Brooklyn Brewery, Tryon Distributing, Grapevine Distributors, Tito's Handcrafted Vodka, Virgil Kaine, Cathead Vodka, Itz Spritz

Media Partners: Good Grit

CHEF TALENT/FOOD PARTNERS:

Joe DiMaio, The Darling Oyster Bar; Dickie Brennan, Palace Café.; Meherwan Irani, Chai Pani; Steven Musolf, The Lazy Goat; Jon Buck, HUSK Greenville; Jessie Roque, Never Blue; Johannes Klapdohr, Library Kitchen & Bar; Gourmet Foods International; Krysti Henderson, Chocolate Heaven

BEVERAGE PARTNERS:

Laurent Perrier, Oscar Blues, Meeker Wines, Schug Wines, Merry Edwards, Ecovalley Wines, Lagunitas, Conundrum Wines, Tito's Handcrafted Vodka, Virgil Kaine, Cathead Vodka, Louis' Lemonade, Sunshine Energy, Itz Spritz, FIJI Water



MUSIC TALENT:

Dead 27's: 11:00am-12:30pm

JJ Grey & MOFRO: 1:00pm-3:00pm

ATTIRE:

Mountain Chic, Resort Casual. This event is outdoors. Please dress for forecasted weather.

RULES/RESTRICTIONS:

No one under the age of 21 will be permitted to enter. No outside food or drink will be permitted into event.

WEATHER:

This event is outdoors. Should inclement weather arise, the Festival will contact ticket holders with alternate location prior to the event.

PARKING/SHUTTLES:

We encourage you to walk to The Main Event or carpool. You are free to park in any public designated parking spaces in town.

TICKETS/WRISTBANDS:

• Can tickets be purchased?

The Main Event is sold out! Passes for other remaining events can be purchased online and can be picked up or purchased at the box office starting Nov.9th at 9am.

• Where do I pick up my tickets/wristbands?

Tickets were not mailed in advance but the event wristbands can be picked up at the box office beginning Thursday. To pick up your wristband, **you must bring a Photo ID and/or ticket confirmation receipt**. If your photo ID does not match the name on the ticket, you **MUST** have the emailed confirmation receipt.



The Box Office is located at **155 Wright Square, Main Street, Highlands.**

The box office hours are as follows:

Thursday-Saturday 9am – 5pm

Sunday 9am – 12pm

- **What do I need to get into the event?**

You must have a wristband specific to The Main Event. Wristbands must be worn at all times.

- **What if I lose or cut off my wristband?**

Wristbands must be worn at all times. Individuals not wearing a wristband will not be allowed entry, no exceptions. **Do not lose your wristband** – these are not replaceable. The plastic security lock on the wristband is a one-way lock. Do not play with this lock to tighten the band too much. No wristbands will be replaced.

- **How do I put on my wristband?**

Treat your wristband like cash – lost, stolen, tampered with, and/or confiscated wristbands will not be replaced!

1. Place wristband around wrist
2. Hold two loose ends of band tight
3. Move the sliding lock toward your wrist until there is a “two finger” space between the lock and your wrist.
4. Keep wristband on until the end of the event and do not play with the sliding lock to keep a comfortable fit.

RE-ENTRY:

Your wristband allows you to come and go as you please to the event. You must have The Main Event wristband to enter/re-enter the barricaded area. Beverages may not leave the barricaded area.



WHAT TO BRING:

- Government Issued Photo ID
- Wristband
- Cash or Credit Card for Merchandise

WHAT NOT TO BRING:

- Pets
- Chairs
- Outside food or drink
- Illegal drugs
- Children under the age of 21
- Cigarettes – this is a non-smoking event