



# Airport Retail Program

## PRELIMINARY PARTICIPATION CRITERIA



Airport retail is part of Atlanta Beltline, Inc.'s broader mission of supporting small businesses, fostering growth, sustainability, and success.

### ELIGIBILITY

Businesses must meet at least one of the following:

1. Be a current participant or graduate of the Beltline Business Ventures (BBV) program
2. Be an approved vendor or past participant in the Atlanta Beltline Marketplace (ABMP)
3. Complete the [Beltline Business Assessment](#)

### CONCESSIONAIRE ALIGNMENT

All products must align with the merchandising strategies, product categories, and operational requirements established by ABI's airport retail partners.

**This includes:**

1. Placement within approved product categories (e.g., apparel, accessories, gifts, packaged goods, etc.) as defined by the concessionaires
2. Adherence to store-specific merchandising needs and assortment mix
3. Final product selection and placement decisions made in coordination with concessionaire buying teams

### OPERATIONAL, PRODUCT & RETAIL READINESS

To be considered for placement, businesses must be able to:

1. Fulfill ongoing and timely inventory orders
2. Maintain consistent communication with ABI and concessionaire partners
3. Meet minimum inventory and replenishment expectations
4. Willingness to comply with concessionaire requirements, including:
  - Pricing structures and margins
  - Packaging standards
  - Shipping and logistics processes

### BRAND & MISSION ALIGNMENT

Priority consideration will be given to businesses that:

1. Are minority-owned and/or women-owned
2. Products reflect the values of the Atlanta Beltline Inc.
3. Represent Beltline communities

### PERFORMANCE & REVIEW

All participating businesses are subject to:

1. Ongoing sales and performance evaluation
2. Product rotation based on retail performance and customer demand
3. Continued alignment with concessionaire merchandising strategies

**Participation in Beltline Business Ventures or Atlanta Beltline Marketplace program does not guarantee product placement in airport retail stores.**

Final selection is based on alignment with concessionaire product categories, retail strategy, and other store performance considerations.

**FOR MORE INFORMATION VISIT**

[Business Interest Form](#)