

## CONCEPT DESCRIPTION

## SPACE #

### PACKAGE #1

**Accessories.** Products sold may include accessories, such as sunglasses, watches, fashion jewelry, purses, leather products, sandals, or ties and scarves.

**Branded Accessories.** This specialty boutique should offer high-end, upscale accessories, such as watches, jewelry, purses, and other popular items. National or international brand required.

**Branded Apparel.** This store should feature popular, nationally or internationally branded men's and women apparel and accessories. National or international brand concept required.

**Branded Beauty Products.** This specialty boutique should offer branded, high-profile, upscale cosmetics and beauty products. The assortment of products should cover a broad range of categories, including skincare, cosmetics, and fragrances. This concept may be a single, popular brand featuring private-label products or a branded concept that offers popular branded products in a "boutique" setting.

**Branded Sunglasses.** This national brand boutique should offer a variety of well-recognized and popular national and international brands of sunglasses.

**Candy, Confections, or Snacks.** Products sold may include bulk and/or boxed candy/chocolates, popcorn, macarons, cookies, OR other packaged specialty treat food items.

**Regional concept Candy/confection/Snacks.** Products sold may include bulk and/or boxed candy/chocolates, popcorn, macaroons, cookies, OR other packaged specialty treat food items.

**Children's Shop.** Products sold should include, but not be limited to, children's activities and crafts, games, toys, and accessories. The products should target a wide range of ages, including adults. Plush products should be limited to less than five percent of the selling space or avoided.

**Local Boutique.** Products sold should be unique to and representative of the local region and should currently be sold in and/or made in Georgia.

**Market.** Products sold should include newspapers, magazines, sundries, health and beauty aids, travel and business accessories, single-serving packaged snacks and candy, cold bottled juice, soft drinks, and water. The market should also feature freshly-prepared/pre-packaged salads, sandwiches, cereal, yogurt, healthy snacks, items to address dietary needs, and whole fruit.

**News and Souvenirs.** This location should offer newspapers, magazines, paperback books, sundries, health and beauty aids, limited local souvenirs, travel and business accessories, travel electronics, single-serving packaged snacks and candy, and cold bottled water, juice and soft drinks.

**Newsstand with Gourmet Coffee and Books .** Products sold should include newspapers, magazines, hardcover and paperback books, reading accessories, sundries, health and beauty aids, limited local souvenirs, travel and business accessories, single-serving packaged snacks and candy, cold bottled juice, soft drinks, and water. Concept should also include freshly-brewed gourmet coffee, coffee drinks, baked goods, breakfast items (sandwiches, bagels, muffins, yogurt, fruit, etc.), and a selection of freshly-made, pre-packaged foods, including sandwiches, salads, snacks, and fruit that should be available throughout the day.

**News and Gift.** Products sold should include newspapers, magazines, books, sundries, health and beauty aids, limited local souvenirs and gift items, travel and business accessories, travel electronics, single-serving packaged snacks and candy, and cold bottled water, juice and soft drinks.

**Open Concept.** Proposers are encouraged to identify/develop a creative specialty retail concept for this location that will appeal to the passenger market. Rationale and justification for the concept should be provided and directly related to the passenger market in this concourse.

**Technology Retail.** Products sold should include a variety of electronic products and gadgets, such as computer-related accessories, cell phones/smart phones and accessories, tablets, mp3 players and accessories, headphones, digital cameras and accessories, or other related items from popular national and international brands.

T-R11

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T-R2

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A-R9

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T-R12

**Travel Accessories.** Products sold may include travel-related products and accessories, including, but not limited to packing supplies and cases, international adapters, tote bags, travel-size containers, quick-drying travel clothing, guidebooks, and maps. OR Personal Care Products. Products sold may include skin care products, bath products, hair care products, and other related items.

T-R8

## PACKAGE #2

**Accessories.** Products sold may include accessories, such as sunglasses, watches, fashion jewelry, purses, leather products, sandals, or ties and scarves.

**Branded Accessories.** National or international brand store offering accessories that may include accessories, such as sunglasses, watches, fashion jewelry, purses, leather products, socks, sandals, or ties and scarves.

**Branded Apparel.** This branded concept store should feature popular, nationally or internationally branded men's and women apparel and accessories.

**Branded Beauty Products.** This specialty boutique should offer branded, high-profile, upscale cosmetics and beauty products. The assortment of products should cover a broad range of categories, including skincare, cosmetics, and fragrances. This concept may be a single, popular brand featuring private-label products or a branded concept that offers popular branded products in a "boutique" setting.

**Branded Personal Care.** This boutique should offer branded, popular skincare, body care, and hair care products as well as other grooming and beauty products. This concept may be a single brand featuring private label products or a branded concept that offers name-brand products in a "boutique" setting.

**Candy, Confections, or Snacks.** Products sold may include bulk and/or boxed candy/chocolates, popcorn, macarons, cookies, OR other packaged specialty treat food items.

**Children's Shop.** Products sold should include, but not be limited to, children's activities and crafts, games, toys, and accessories. The products should target a wide range of ages, including adults. Plush products should be limited to less than five percent of the selling space or avoided.

**Lifestyle Retail.** This national or international brand store should sell merchandise that complements current lifestyle trends and the wants and needs of the passengers using the Airport. Rationale and justification for the concept should be provided and directly related to the passenger market in this concourse.

**Local Boutique.** Products sold should be unique to and representative of the local region and should currently be sold in and/or made in Georgia.

**Market.** Products sold should include newspapers, magazines, sundries, health and beauty aids, travel and business accessories, single-serving packaged snacks and candy, cold bottled juice, soft drinks, and water. The market should also feature freshly-prepared/pre-packaged salads, sandwiches, cereal, yogurt, healthy snacks, items to address dietary needs, and whole fruit.

**News and Souvenirs.** This location should offer newspapers, magazines, books, sundries, health and beauty aids, local souvenirs, travel and business accessories, travel electronics, single-serving packaged snacks and candy, and cold bottled water, juice and soft drinks.

**Newsstand.** Products sold should include newspapers, magazines, paperback books, sundries, health and beauty aids, travel accessories and electronics, single-serving packaged snacks and candy, and cold bottled water, juice and soft drinks.

**Open Concept.** Proposers are encouraged to identify/develop a creative luxury specialty retail concept for this location that will appeal to the passenger market. Rationale and justification for the concept should be provided and directly related to the passenger market in this concourse.

**Pet Accessories.** Products sold may include pet treats, toys, collars, grooming items, pet-related gifts, and other pet accessories.

**Technology Retail.** Products sold should include a variety of electronic products and gadgets, such as computer-related accessories, cell phones/smart phones and accessories, tablets, mp3 players and accessories, headphones, digital cameras and accessories, or other related items from popular national and international brands.

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B-R14

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B-R6

B-R20

ATR-R5

B-R7

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B-R22

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ATR-R4

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B-R15

**Travel Accessories.** Products sold may include travel-related products and accessories, including, but not limited to packing supplies and cases, international adapters, tote bags, travel-size containers, quick-drying travel clothing, guidebooks, and maps. OR Personal Care Products. Products sold may include skin care products, bath products, hair care products, and other related items.

B-R18

## PACKAGE #3

**Branded Accessories.** Products sold may include accessories, such as sunglasses, watches, fashion jewelry, purses, leather products, socks, sandals, or ties and scarves. Branded national or international concept required.

**Branded Apparel.** This branded concept store should feature popular, nationally or internationally branded men's and women apparel and accessories.

**Branded Beauty Products.** This specialty boutique should offer branded, high-profile, upscale cosmetics and beauty products. The assortment of products should cover a broad range of categories, including skincare, cosmetics, and fragrances. This concept may be a single, popular brand featuring private-label products or a branded concept that offers popular branded products in a “boutique” setting.

**Branded Contemporary Apparel.** Products sold should include popular men's and women's clothing and accessories. National or international branded store preferred.

**Candy, Confections, or Snacks.** Products sold may include bulk and/or boxed candy/chocolates, popcorn, macarons, cookies, OR other packaged specialty treat food items.

**Local Boutique.** Products sold should be unique to and representative of the local region and should currently be sold in and/or made in Georgia.

**Market with Books.** Products sold should include newspapers, magazines, sundries, health and beauty aids, travel and business accessories, single-serving packaged snacks and candy, cold bottled juice, soft drinks, and water. The market should also feature freshly-prepared/pre-packaged salads, sandwiches, cereal, yogurt, healthy snacks, items to address dietary needs, and whole fruit. Hardcover and paperback books in numerous categories, limited magazines, reading glasses, writing accessories and stationery, and other reading accessories should also be offered.

**Market.** Products sold should include newspapers, magazines, sundries, health and beauty aids, travel and business accessories, single-serving packaged snacks and candy, cold bottled juice, soft drinks, and water. The market should also feature freshly-prepared/pre-packaged salads, sandwiches, cereal, yogurt, healthy snacks, items to address dietary needs, and whole fruit.

**News and Souvenirs.** This location should offer newspapers, magazines, paperback books, sundries, health and beauty aids, limited local souvenirs, travel and business accessories, travel electronics, single-serving packaged snacks and candy, and cold bottled water, juice and soft drinks.

**News and Gift.** Products sold should include newspapers, magazines, books, sundries, health and beauty aids, limited local souvenirs and gift items, travel and business accessories, travel electronics, single-serving packaged snacks and candy, and cold bottled water, juice and soft drinks.

**Newsstand.** Products sold should include newspapers, magazines, sundries, health and beauty aids, single-serving packaged snacks and candy, and cold bottled water, juice and soft drinks.

**Open Concept.** Proposers are encouraged to identify/develop a creative specialty retail concept for this location that will appeal to the passenger market. Rationale and justification for the concept should be provided and directly related to the passenger market in this concourse.

**Sports Memorabilia & Accessories.** Products offered should include logoed professional and collegiate team apparel, accessories, gifts, collector's items, and memorabilia.

**Technology Retail.** Products sold should include a variety of electronic products and gadgets, such as computer-related accessories, cell phones/smart phones and accessories, tablets, mp3 players and accessories, headphones, digital cameras and accessories, or other related items from popular national and international brands.

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C-R4

C-R9

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## PACKAGE #5

**News and Souvenirs.** Products sold should include newspapers, magazines, books, sundries, health and beauty aids, limited local souvenirs, travel and business accessories, travel electronics, single-serving packaged snacks and candy, and cold bottled water, juice and soft drinks.

**Open Concept.** Proposers are encouraged to identify/develop a creative specialty retail concept for this location that will appeal to the passenger market. Rationale and justification for the concept should be provided and directly related to the passenger market in this concourse.

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A-R15

## PACKAGE #4

**Locally-themed Cafe and Newsstand.** The cafe should offer a bistro-style menu of freshly-prepared, made-to-order items. Menu should include options to meet a variety of dietary needs and restrictions as well as a children's menu. Products sold in the newsstand component should include newspapers, magazines, books, sundries, health and beauty aids, limited local souvenirs, travel and business accessories, single-serving packaged snacks and candy, cold bottled juice, soft drinks, and water.

B-R12

## PACKAGE #6

**Newsstand with Gourmet Coffee.** Products sold should include newspapers, magazines, books, reading accessories, sundries, health and beauty aids, limited local souvenirs, travel and business accessories, single-serving packaged snacks and candy, cold bottled juice, soft drinks, and water. Concept should also include freshly-brewed gourmet coffee and coffee drinks, baked goods, breakfast items (sandwiches, bagels, muffins, yogurt, fruit, etc.), and a selection of freshly-made, pre-packaged foods, including sandwiches, salads, snacks, and fruit that should be available throughout the day.

T-R6

## PACKAGE #7

**News and Gift.** Products sold should include newspapers, magazines, books, sundries, health and beauty aids, limited local souvenirs and gift items, travel and business accessories, travel electronics, single-serving packaged snacks and candy, and cold bottled water, juice and soft drinks.

**Open Concept.** Proposers are encouraged to identify/develop a creative specialty retail concept for this location that will appeal to the passenger market. Rationale and justification for the concept should be provided and directly related to the passenger market in this concourse.

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D-R15

## PACKAGE #8

**News and Gift.** Products sold should include newspapers, magazines, books, sundries, health and beauty aids, limited local souvenirs and gift items, travel and business accessories, travel electronics, single-serving packaged snacks and candy, and cold bottled water, juice and soft drinks.

**Open Concept.** Proposers are encouraged to identify/develop a creative specialty retail concept for this location that will appeal to the passenger market. Rationale and justification for the concept should be provided and directly related to the passenger market in this concourse.

C-R7

C-R11

## OTHER DEFINITIONS:

**LOCAL - Georgia**

**REGIONAL - Southeast**

**NATIONAL - United States**

**INTERNATIONAL - World**