



2010 PIEDMONT EARTH DAY FAIR
A Day Of Action



**piedmont
environmental
alliance**

Connecting People to Preserve Our Planet

Dear Earth Day Fair Exhibitor

The 5th annual Piedmont Earth Day Fair will be held April 17, 2010, at Wake Forest University. The Fair is a free community event hosted by Piedmont Environmental Alliance (PEA), a local grass-roots 501(c)(3) nonprofit organization. The Fair is organized by volunteers committed to educating the community about environmental issues and sustainable solutions.

The goal of the Fair is to educate members of our community about the choices they have to be more sustainable. Your organization has valuable information to share that will help us achieve this goal.

We are excited to announce several new features of the 2010 Fair.

First, the 2010 Piedmont Earth Day Fair will be “A Day of Action.” We are creating a visually inspiring, engaging, and participatory exhibit through which we will document the actions of thousands of visitors to the Fair. We will inspire them to commit to meaningful action that will preserve our planet -- at the Fair, on Earth Day, and every day.

At the 2010 Fair, we will offer “teaching tents” with hands-on demonstrations on a variety of topics. These teaching tents will provide the information people need to take action immediately in their own homes, lives, and workplaces. All interested exhibitors may apply to demonstrate in a teaching tent adjacent to or near their booth space.

At the 2010 Fair, we will showcase the positive changes that have been implemented by local municipalities on issues such as climate change, air and water quality, land use preservation, and energy. This feature of the Fair will demonstrate that individual action must be supported by government action.

In 2009, the Fair offered a Green Jobs booth to highlight the opportunities available locally

in this growing field. For 2010, we will seek to partner with local colleges, universities, and the Chamber of Commerce to enhance and enlarge this exhibit.

Since its inception, the Fair has offered high quality, engaging, and educational children’s activities. For 2010, we will provide children with fun opportunities to take immediate action in meaningful ways. We will benefit from the expertise of our Community Partners, who will teach children how to preserve our planet at exhibits spread throughout the Fair. Special flags will mark each Community Partner exhibit participating in the children’s activities program. If you are interested in participating, check the appropriate box on the on-line registration form.

Piedmont Environmental Alliance is proud to present the 5th annual Piedmont Earth Day Fair on the 40th anniversary of Earth Day. Join with PEA to support and promote sustainable practices in our community.

Sincerely,

Terri LeGrand, Co-Chair
Janet Loew, Co-Chair
Piedmont Earth Day Fair Organizing Team

Fair Attendance	
2006	450
2007	1,800
2008	3,000
2009	7,000

Booth Rental Fees

Booth spaces are 10' by 10'. Booth space rental includes one 8 ft table and two chairs. Participants must provide their own tents, if desired. PEA highly encourages the use of tents to protect from sun and rain. The Fair will remain outside if there is light rain or passing showers. Your booth will be located on grass.

The fees below do not include membership. PEA members receive a discount on the price of their booth. If your organization is not already a member or your membership expires before the Fair, you can join or renew as part of your registration. To inquire about the status of your membership, please email Amy Oves, Membership Coordinator, at Aoves@peaNC.org.

	For-Profit	Non-Profit, Gov't or Farm
Booth Space Rental: 10' x 10' (includes one 8' table and 2 chairs)	\$95	\$55
One Additional Adjacent Booth Space	\$60	\$40
PEA Member Discount	- \$45	- \$20
PEA Membership (optional)	\$50	\$25
Electricity	\$75	\$75
Friend of the Fair	\$250	\$150

Be a Friend of the Fair Sponsor

For just a little more than the cost of booth rental and membership you can become a *Friend of the Fair* Sponsor and receive these additional benefits:

- sponsorship listing on our website
- sponsorship listing on the Fair Map
- sponsorship window cling for your place of business
- a free single 10'x10' booth space with table and chairs
- a 1-year membership in PEA (1/1/10 - 1/1/11) or extension of current membership
- a one-year listing in the PEA eco-directory, if qualified
- premium booth location based on your organization's needs
- early booth assignment
- an Earth Day Fair Sponsor "button" for your website

Sign-up to be an exhibitor on-line at peaNC.org/earth-day-fair

Benefits of Exhibiting

Your participation will ensure that the Fair provides information on a broad range of topics that affect sustainability.

Benefits of exhibiting include:

- association with the largest Earth Day event in NW North Carolina on the 40th anniversary of Earth Day;
- demonstration of a commitment to protecting our planet and improving our community;
- support of an event and a non-profit organization that are working to improve the health and quality of life for area residents and future generations;
- networking with those who can assist your organization
- access to thousands of individuals who are interested in learning more about sustainability.

PEA's promotion of the Fair will include:

- advertising in local newspapers and magazines (over 1.8 million marketing impressions for our sponsors last year);
- on-line advertising via PEA website and numerous other community partner sites;
- an aggressive email campaign to generate awareness and word of mouth;
- flyers sent home with over 30,000 school children;
- posters and banners placed strategically throughout the Piedmont Triad;
- a special insert in the Winston-Salem Journal that promotes our event, our exhibitors and our sponsors.

**Sign-up to be an exhibitor on-line
at peaNC.org/earth-day-fair**

Guests at the Fair Report High Levels of Satisfaction

How likely are you to attend next year?

Very	79%
Somewhat	17%
Neutral	2%
Not Likely	2%

What did you enjoy most about the Fair?

Exhibits	83%
Being Outdoors	54%
Demonstrations	38%
Food	33%
Networking	25%

How likely are you to purchase products & services from exhibitors and sponsors?

Very	21%
Somewhat	69%
Neutral	10%
Not Likely	0%

Our Exhibitors are Overwhelmingly Satisfied

Exhibitor Ratings	excellent	good	fair	poor
registration	54%	45%	1%	0%
coverage in media	52%	35%	10%	3%
booth placement	46%	46%	7%	1%
quality of facilities	61%	36%	3%	0%
location of fair	70%	19%	9%	2%
attendance	61%	36%	3%	0%
quality of volunteers	73%	25%	1%	1%
overall rating	68%	26%	6%	0%