

Exhibitor Highlights

- ▶ **Early Drop Off:** You are encouraged to set up your tent and drop off supplies between 3:00 pm and 6:00 p.m. the evening before the fair - Friday, April 22. Overnight security is provided and the fairgrounds are fenced. However, neither PEA nor the Winston-Salem fairgrounds will be responsible for loss or damage to any equipment or supplies left onsite overnight.
- ▶ **Check-in and Set Up:** Saturday, April 23: Check-in begins at 7:00 am. All participants must be checked-in by 8:45 am. No exceptions. All vendors will enter the fair from Gate 9 (421 W. 27th Street). Volunteers will be on-site to help.
- ▶ **Booth Details:** Booth spaces are 10' x 10' and PEA will supply one 8' table and two chairs for each booth space. A canopy is highly recommended and may be rented through PEA for \$100 (Deadline April 1). Electricity to vendor booths will be provided for an additional fee (\$100) or to platinum and above sponsors who request electricity. Vendors using electricity should bring 50-100 ft. extension cords.
- ▶ **Check-out:** Booths may not close before 4:00 pm. No exceptions. Booths should be dismantled and booth space completely cleared by 5:00 pm.
- ▶ **Severe Weather:** The fair will go on outside as planned unless there is severe weather forecasted for all or most of the day. All booths should have proper cover to protect from rain and/or sun. In case of severe weather, the fair will relocate to the Education Building.
- ▶ **Zero Waste Policies:** The fair is a zero-waste event, meaning that we do not produce landfill waste. Compost and recycling receptacles will be provided at the fair. Trash receptacles will not be available. Vendors and exhibitors should familiarize themselves with our zero waste policies and help us achieve this challenge.
- ▶ **Food and Water:** Vendors selling or sampling food or beverages are required to use recyclable or compostable serviceware. Organic and/or locally grown is preferred when possible. Tea and coffee must be Fair Trade. Bottled water is not permitted at the fair.
- ▶ **Paper Products and Promotional Material:** Vendors are encouraged to minimize, shrink and/or reduce the amount of paper handouts they offer. Please limit the use of give-aways. No individually wrapped give-away items are allowed.

Location Logistics

► **Location:** The 2022 Piedmont Earth Day fair will be held at the Winston-Salem Fairgrounds. Adjacent to the Winston-Salem Entertainment-Sports Complex, this unique site is centrally located just minutes from downtown Winston-Salem.

► **Directions:**

From the West - Take I-40 East to Business 40, exit Silas Creek Parkway, Exit 2B, and follow the signs north to the fairgrounds/Coliseum area. Take a right on University Pkwy and continue past the Coliseum, past Goodwill and turn left onto 27th Street. Enter the fairgrounds at Gate 9, address 421 West 27th Street.

From the East - Follow Business 40 to US 52, take Exit 112 - Akron Drive and turn left over the bridge. Turn left onto Reynolds Blvd, left onto Shorefair Dr., and right onto 27th Street. Enter the fairgrounds at Gate 9, address 421 West 27th Street.

► **Parking:** Thanks to the generosity of our sponsors and donors; all parking at the Piedmont Earth Day fair is free. Vendor priority parking will be reserved inside the fairgrounds near the West Gate. Please refer to the enclosed traffic flow map on Page 8. Follow the green path to the drop off area. TRAFFIC WILL FLOW IN 1 DIRECTION ONLY.

Check-In & Set-Up Procedures

Friday, April 22, 3:00 pm - 6:00pm

You are encouraged to drop off supplies between 3:00 pm and 6:00 pm the evening before the fair, Friday, April 22. Volunteers will be available to direct you to your booth location and assist you with unloading. Please follow arrival instructions on the previous page and DO NOT arrive prior to 3:00 pm or after 6:00 pm.

We have hired overnight security to patrol the area, and the fairgrounds are fenced. However, neither Piedmont Environmental Alliance nor the Winston-Salem Fairgrounds will be responsible for loss or damage to any equipment or supplies left onsite overnight. Please do not leave anything of high value. We suggest that you bring large items Friday evening, such as tents, additional tables or chairs, and displays, but bring inventory and materials on Saturday. Everything left overnight must be secured from possible wind or rain and labeled with your organization's name and booth number, which you will be sent via email prior to April 20.

Saturday, April 23

- Check-in begins at 7:00 am. All participants must be checked-in by 8:45 am. No exceptions. Although the event does not officially begin until 10 am, guests will likely begin arriving as early as 9:30 am.

Piedmont Environmental Alliance | 2022 Earth Day Fair

- All vendors will enter the fair from Gate 9.
- Once you have arrived, a volunteer will direct you to the closest drop off site for your booth. You will be able to drive fairly close to your site via an internal road, but not onto the grass. You will unload just off the road at the location closest to your booth space and then park your car in one of the indicated parking areas (please see parking details below).
- After parking, you will return by foot to the drop zone to pick up your inventory and carry it to your assigned booth space. There will be volunteers to help you with loading and unloading. Please be patient. We will attempt to assist exhibitors in the order in which they arrive. We encourage you to bring a dolly.

Tips:

- Bring your supplies in easy to carry and stack boxes. Loose items are problematic. Please label all of your supplies and equipment with the name of your organization and your booth number.
- Vendors are encouraged to use the smallest, most efficient vehicles they have for deliveries. Delivery vehicles will not be permitted to idle their engines while loading and unloading materials.
- Bring a dolly if you have one.

Booth Set-Up

All booth spaces are 10' x 10' and PEA will supply one 8' table and two chairs for each booth space. These items will be at your space by Friday at 3:00 pm. Due to space limitations, if you bring a table, tent or canopy larger than 10' x 10', you will be asked to take it down. The rental tables are not attractive, so plan to bring a table cover. It is highly recommended that you bring a canopy to cover your booth space, for rain and sun protection. If you do not have your own tent, you may rent one through PEA for \$100 (Deadline April 1).

All participants are responsible for setting up their own booths. Please allow sufficient time. Booths should be set up by 9:30 am.

Check-Out

Booths may not close before 4:00 pm. No exceptions. Our goal is for the visitors in the last hour to receive the same attention and benefits as those who come in the morning. Booths should be dismantled and completely cleared by 5:00 pm.

At the end of the day, take all your belongings to the drop zone before you get your car. You may not pull your car up to the loading area until your belongings are in the designated drop area and your booth space is completely empty. You will then be allowed to drive from your parking space to the drop zones, pick up your belongings and exit Gate 9. We will have volunteers to help haul your belongings to the staging area in the afternoon, but because all 100+ exhibitors want to leave at the same time, our volunteers cannot assist everyone. Please be patient or plan to carry your own equipment.

Exhibitor Services

Bathroom facilities will be available in the Education Building. The bathroom location will be clearly marked on the visitors map.

Please report any security issues to the PEA Information Booth.

We will provide complimentary water all day long. Please bring your own water bottle.

Prepared foods will be available for sale all day. Please plan to enjoy lunch at the fair!

Weather Policy and Severe Weather Plan

The fair will go on outside as planned unless there is severe weather forecasted. In the event of a passing shower or continuous light rain, the fair will remain outdoors. In the event of severe weather, the Fair will move indoors to the Education Building. You will be emailed specific directions for drop-off of supplies. Volunteers will be available to direct you to your interior booth location. Interior booth spaces will be 8 linear feet and include one table and two chairs. Space will be tight so please limit what you bring. All other set-up and check-out procedures apply.

Zero Waste Policies

The fair is a zero-waste event, meaning that we do not produce landfill waste. Compost and recycling receptacles will be provided at the fair. Trash receptacles will not be available. Vendors and exhibitors should familiarize themselves with our zero waste policies and help us achieve this challenge. Trained volunteers will be located at each station to assist and educate guests.

Trash receptacles **will not** be provided at the fair. This is a zero waste carry in/carry out event. Any trash generated must be taken home by our exhibitors or guests. Help us to completely eliminate landfill waste this year.

Food Services

Food vendors, and those sampling food or beverages, are required to use recyclable or compostable serviceware including: plates, cups, forks, spoons, knives and straws. PEA has a vendor partner and we ask that you only use items from their list unless your existing serviceware is approved by the Zero Waste committee. Plastic Solo cups may not be used to serve sample food.

Piedmont Environmental Alliance | 2022 Earth Day Fair

Organic and/or locally grown is preferred when possible. Tea and coffee must be Fair Trade.

Single-serve items such as potato chips bags or granola bars are not permitted at the fair--no exceptions.

Plastic recycling services are limited in Winston-Salem. No plastic clamshell containers are allowed, even if they have a recycling symbol on them. While we prefer compostable cold drink cups, we will also accept plastic cups with the #5 recycling symbol on them.

Drinking Water

Disposable bottled water is not permitted at the fair. Please do not bring, sell or give-away bottled water. Drinking water stations will be provided. Guests and exhibitors are encouraged to bring their personal reusable water bottles.

Paper Products and Promotional Material

Fair promotional materials, maps, banners, signs, and brochures provided by PEA will use recycled and recyclable paper. Vendors are encouraged to use eco-friendly pieces as well.

Vendors are encouraged to minimize, shrink and/or reduce the amount of paper handouts they offer. Please consider the long-term use of giveaways and limit them to items that our guests are highly likely to use. Whenever possible, direct guests to websites with detailed information by providing small business cards with website information, rather than passing out large handouts. Balloons are prohibited.

Electricity

Electricity to vendor booths will be provided as requested to those paying the additional fee or to platinum and above sponsors who request electricity. There is no limitation, but booth electricity must be reserved in advance. If you are unsure whether you registered for electricity, please contact us at lisa@peaNC.org.

As you make your plans for exhibiting at the fair, consider the environment and make choices that eliminate or significantly reduce waste. Remember that you will have to take home any waste you generate which cannot be recycled or composted. Please do not leave trash at your booth space when you leave.

