



18th Annual

PIEDMONT EARTH DAY FAIR 2023 Exhibitor Opportunities

Join 8,000+ Community Members
for a fun and Educational day

Saturday April 22, 2023
Winston-Salem Fairgrounds



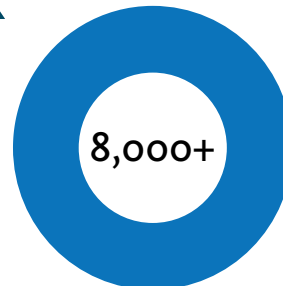


WHY BECOME AN EXHIBITOR

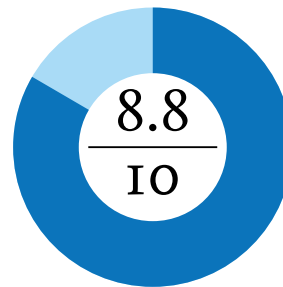
The Piedmont Earth Day Fair brings together the Triad's leading companies and organizations committed to a sustainable future.

As the largest Earth Day Celebration and environmental education event in the region, we anticipate hosting 8,000 people and more than 125 exhibitors this year.

As an exhibitor at the 2023 Piedmont Earth Day Fair, your business or organization will benefit from direct exposure to thousands of community members who are interested in environmentally friendly products or services and committed to green living. Your company's association with the PEA brand — known and respected in the community for the highest standards of sustainability — will help strengthen the community's positive image of your business.



People expected at the fair



Surveyed fair attendees gave an average experience rating of 8.8 out of 10



EXHIBITOR CATEGORIES

Food & Beverages

Organic, All-Natural Food, and Beverages
Local Artisanal Food
Vegan and Vegetarian Foods
Local Sustainable Farms
Local Restaurants and Food Trucks

Home & Community

Nonprofit Organizations
Environmental Advocacy
Sustainable Home and Garden
Green Building Products
Local Artists

Business & Technology

Solar Energy
Responsible Investing
Clean Transportation
Energy Efficiency
Commercial Composting Services

Health & Lifestyle

Body Care, Nutrition, and Health
Yoga, Tai Chi, and Fitness

Family & Education

Children's Clothing & Toys
Environmental Education
Local Schools
STEM Education

Fashion

Eco-Fashion and Accessories
Fair Trade, Organic, and Recycled Products

We can help take your business to the next level by offering the following:

- A comprehensive media campaign including exposure on radio, TV, newspapers and magazines, web and social media.
- Access to a targeted consumer base of individuals committed to sustainability, environmental causes, and green living.
- An opportunity to brand your business's sustainability efforts, social responsibility, and commitment to our community.

Zero-Wast Challenge

Our Zero-Wast Challenge will minimize the environmental impact of the Fair and further our mission to educate the guests, participants, and volunteers in practical ways to be sustainable. Vendors and exhibitors should familiarize themselves with these policies and help us strive for the goal of Zero-Wast. **Compost and Recycling receptacles will be provided at the Fair. Trash receptacles will not be on site.**

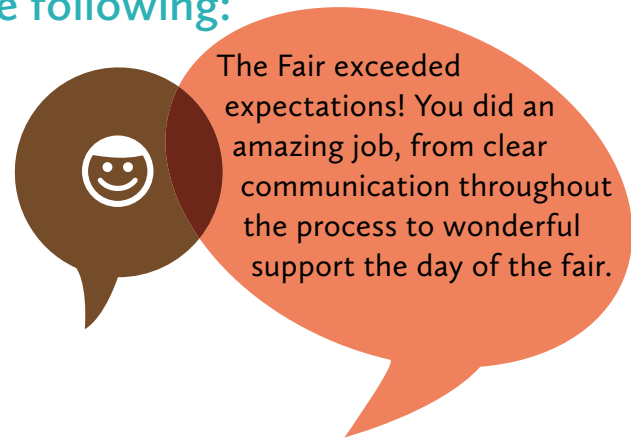


MARKETING AND PROMOTIONS

The Piedmont Earth Day Fair's comprehensive marketing campaign is responsible for record crowds year after year. We host an average of 6,000-8,000 people, thanks in large part to our marketing campaign that boasts an estimated 3.5 million local media impressions.

Our annual marketing campaign includes the following:

- Promotional spots on WXII News, Radio.com, and other partner media sites
- Ads on Winston-Salem city buses
- More than 130 promotional spots on WFDD 88.5
- Flyers distributed to all elementary students attending Winston-Salem/Forsyth County Schools
- Ads and a full spread in *Forsyth Family Magazine*
- Banners displayed on the University Parkway overpass
- Sponsored ads on social media
- E-newsletter blasts to more than 4,000 targeted consumers in the weeks leading up to the fair
- Calendar listing in dozens of print and online media
- Saturated coverage on PEA's social media sites
- Pre- and post-event media coverage in the *Winston-Salem Journal*, *Piedmont Parent*, *Triad Moms on Main* and other local outlets
- Attractive event posters displayed in businesses throughout Winston-Salem and Greensboro



BOOTHS AND PACKAGES

The Piedmont Earth Day Fair offers exhibit booth spaces that provide optimal visibility for an affordable price. We offer special marketing packages that can be added to your registration to increase your reach and impact at the Fair.

Standard Exhibit Booth Package

For-profit: \$175 by March 1, \$200 after March 1

Nonprofit, gov't, or farm: \$140 by March 1, \$165 after March 1

- 10x10 exhibit booth space
- One 8 ft table and two folding chairs
- Free exhibitor parking
- Company/organization name listed in the Earth Day Fair Program distributed at the fair entrance
- Company/organization name listed on the PEA website

Premium Marketing Package

Additional \$125

- All the benefits of the Standard Exhibit Booth Package
- PEA Business/Nonprofit Membership featured on our website
- Expanded listing on PEA's website including a link to your website and a 50-word company/product description
- Social Media shout-outs from PEA in lead-up to the event

Ultimate Marketing Package

Additional \$175

- All the benefits of the Standard Exhibit Booth Package and Premium Marketing upgrade, PLUS...
- Your full-color 1/3 page ad in the event program
- Company/Org profiled in an "Exhibitor Spotlight" in a pre-event e-newsletter distributed to more than 3,000 people
- Pre-event social media shout out including your booth number
- Premium booth location at the event

Additional options available: Tent rental, additional 10x10 spaces, and electricity. See website for pricing and details.

PEA members receive a \$20 discount off the standard booth rate.

The Fair will remain outside if there is light rain or passing showers. The Fair will be held inside the Education Building in the event of severe weather. Exhibitors can choose to bring their own tent, or rent one through PEA. Electricity and adjoining booth space is available for an additional fee.





“Thanks to you and all your colleagues for creating such a fabulous family and earth-friendly event. We were delighted to participate and found the fair to be well organized, with clear communication, both prior to and during the fair. The support during the fair was amazing, with many folks stopping by our booth to ensure we had everything we needed.”



Reserve your booth(s) by February 28th to take advantage of our special early bird rates.

CONTACT

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Facebook.com/peancorg
twitter.com/peancorg
Instagram: @peancorg

Register to be an exhibitor:
www.peaNC.org/exhibitor



Creating a more sustainable community
peaNC.org