

Exhibitor Highlights

- ▶ **Friday, April 16th Drop Off:** You are highly encouraged to drop off supplies between 3 and 6 pm on Friday. At this time, you will be able to drive to your site and unload. On Saturday morning, you will NOT be allowed to drive to your site. 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.
- ▶ **Saturday, April 17th Check-in and Set Up:** Check-in begins at 7 am. All vendors 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). Tents must be weighted with sandbags or something similar. Electricity will be provided for an additional fee (\$100). Vendors using electricity should bring 50-100 ft. extension cords.
- ▶ **Check-out:** Booths may not close before 4:00 pm. Vehicles may not drive out until all visitors have cleared. 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 Event Center.
- ▶ **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. Please familiarize yourself 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 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 Salem Parkway please, 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:** Parking at the Piedmont Earth Day Fair is free. Vendor parking will be reserved inside the fairgrounds near the West Gate or vendors can use the general lot. Please direct volunteers to use the general parking lot. For vendor parking, please refer to the traffic flow map on Page 6. Follow the green path to the drop off area. TRAFFIC WILL FLOW IN 1 DIRECTION ONLY.

Check-In & Set-Up Procedures

Friday
You are highly encouraged to drop off supplies between 3 and 6 pm on Friday. At this time, you will be able to drive to your site and unload. On Saturday morning, you will NOT be allowed to drive to your site.

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 10.

Saturday

- Check-in begins at 7:00 am. All participants must be checked-in by 8:45 am. No exceptions. Guests will begin arriving as early as 9:30 am.
- 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 or wagon.

Tips:

- Bring your supplies in easy to carry and stackable boxes. Loose items are problematic. Please label all of your supplies and equipment with the name of your organization and your booth number.
- Use the smallest, most efficient vehicles for deliveries. Delivery vehicles will not be permitted to idle their engines while loading and unloading materials.
- Bring a dolly or wagon 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, you are encouraged to pack your belongings in a wagon and walk back to your car. In the event that you need to load larger items into your car, you may only retrieve your car once all belongings are packed and ready to be loaded. Once your booth is dismantled and all belongings are packed away, then you can retrieve your car. You must pull up to a designated parking spot before loading your car. Designated spots will be marked with orange cones. We will have volunteers that can assist with packing and loading your belongings but because all 100+ exhibitors want to leave at the same time, our volunteers cannot assist everyone. Please be patient or plan to pack your own car. You may exit out of any gate.

Exhibitor Services

Bathroom facilities will be available in the Event Center. 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 Event Center. 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. 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. Please contact us to ensure you have approved containers and serviceware.

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 reusable water bottles.

Paper Products and Promotional Material

Vendors are encouraged to use eco-friendly promotional materials. Please consider the long-term use of giveaways and limit them to items that our guests are likely to use. Individually wrapped giveaways and balloons are prohibited.

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Electricity

Electricity 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.

2027 Piedmont Earth Day Fair | Exhibitor Information

