

Earth Day Houston Exhibitor Information Packet

Exhibit at Earth Day Houston 2018!

Earth Day Houston (EDH) offers your organization an outstanding opportunity to present your products and mission to the rapidly growing green market at Houston's largest celebration of Earth Day. EDH is the city's premier celebration for our planet held on **Sunday, April 22, 2018, from 12 p.m. to 6 p.m. at Discovery Green**. EDH celebrates a day of family entertainment, environmental education, and the Green Expo!

The FREE one-day celebration will focus on the merits of mindful, sustainable living while educating and encouraging Houstonian-area residents to preserve, conserve and enhance our city and the Earth. EDH is a community centered, family-friendly event open to the public and free for all to attend.

Planned activities include eco-focused zones featuring interactive environmental awareness activities highlighting recycling, waste reduction, composting, air, water, climate change, sustainability, alternative transportation, renewable energy, healthy living and wildlife and habitat, and includes a farmers' market in support of locally-grown produce.

Don't miss this exciting event and the opportunity to educate and/or exhibit your green products, technologies or services to consumers who are making a difference by living green.

For more information on EDH, please visit www.earthdayhouston.org.

Why Exhibit?

An estimated 15,000 people are expected to attend the 2018 EDH festival. These attendees are a diverse audience of educated consumers who approve, specify, or recommend purchases. You are provided with the opportunity to educate, showcase your products, services and/or organizational mission directly to decision-makers with a one-on-one experience in an educational and family-friendly setting at Houston's premier outdoor venue, Discovery Green.

This year, EDH is launching a zero waste team effort of the EDH planning committee, exhibitors and attendees. We'll all be working together to reduce waste and recycle. We are excited to have you join us in this team effort!

Marketing

EDH advertising includes a comprehensive promotional and publicity campaign supported by web, TV, radio, and print advertising as well as exposure through many green organization partnerships.

Expo Attendees

More than 15,000 area residents are expected to take part in the 2018 EDH Festival. This diverse audience is 100 percent consumer-based consisting primarily of families and young adults who support and are interested in living a green lifestyle.

Exhibitor space is limited, so register today! **The exhibitor deadline is March 2, 2018.** Visit www.earthdayhouston.org to register.

Exhibitor Pricing

Non-Profits and Government:

10'x10' Exhibit Booth:	\$100
10'x20' Exhibit Booth with Electricity:	\$500

For-Profit:

10'x10' Exhibit Booth:	\$250
10'x20' Exhibit Booth with Electricity:	\$1,000

Confirmation of Location

Please expect to receive final confirmation of your location no later than 2 weeks prior to the festival date.

Load-in/Load-out

Load-In: Sunday, April 22, 2018 from 7:30 AM - 10:30 AM: Discovery Green maintains 3 unloading zones next to the Park off of Avenida de las Americas (the street between the George R. Brown Convention Center and Discovery Green). All exhibitors will be issued a permit to enter unloading zones 1 & 2 (map to be provided) and unload their supplies during the listed time(s). HPD Traffic officers will be onsite to assist with traffic on the street. Volunteers will be stationed in each cut out to ensure vendors pull up, unload their supplies and go park their vehicles. Any vehicle left unattended or without a permit in these unloading zones is subject to ticketing or towing. No vehicles will be permitted to park in these zones after 10:30 AM or during the event. Please note, Avenida de las Americas may be closed during the event.

Parking: Exhibitors who have purchased parking will be issued a parking permit for the Avenida Central Garage under Discovery Green. Exhibitors that did not reserve parking in the garage may park their vehicles in the garage (based on availability) for the listed daily rate. Parking is also available free of charge along metered streets in downtown Houston on Sundays. Please refer to the City of Houston Downtown Parking Map for a complete list of parking options and rates.

Load-out: Sunday, April 22, 2018 from 6:15 PM – 8:00 PM: Upon the completion of the event, Discovery Green's Parking Zones will be opened along Avenida de las Americas. Please note, the street may have closed during the event and may take some time to reopen after the event. Exhibitors may retrieve their cars and load up their supplies from Zones 1 & 2. Additionally, exhibitors parked in the Avenida Central Garage or along the street adjacent to their Park may chose to load their vehicles directly from their parking space (recommended). HPD Traffic officers will be onsite to assist with traffic on the street. Volunteers will be stationed in each cut out to ensure exhibitors pull up, load their supplies and depart. Please be patient and cognizant that there are dozens of exhibitors and thousands of attendees departing the event at the same time – please help us ensure the safety of all exhibitors and patrons and help everyone make it home safely.

Vehicles on site: Please do not plan on parking or driving on park property without explicit permission from Citizens' Environmental Coalition and Discovery Green Conservancy. Please notify Amy Boyers (contact information at bottom of this page) prior to March 2.

Booth Details

Arrival on event day: If you have any questions on event day, including the location of your booth, please proceed to the Information Tent.

Refreshments at the festival: Complimentary food and beverage are available at the Information Tent. You are free to bring your own refreshments as well. Water filling stations are available to all attendees.

Supplies: Each booth includes one covered tent, one 6' table, and two chairs. You may bring additional supplies as you require. We recommend you supply your own extension cords.

Supplying your own tent: You may supply your own tent. Should you wish to do so, you must notify Amy Boyers (contact information provided at bottom of this page) prior to March 2. All tents must be weighted properly.

Cancellations

You may cancel your participation in Earth Day Houston; however, no refunds will be given after the registration process is complete. EDH will proceed with planned activities unless there is an imminent threat of heavy rain or severe weather. If there is an imminent threat of heavy rain or severe weather, we will cancel the event approximately 24 hours before. Exhibitors will not receive refunds. Exhibitors have the choice of rolling over exhibitor fees to the 2019 EDH event or participating as a vendor in a Discovery Green event relevant to the Earth Day mission or the vendor's mission, as approved by Discovery Green.

Exhibitor Expectations and Requirements

All exhibitors at Earth Day Houston (EDH) must have a self-declared, demonstrated commitment to the environment.

Expectations for Exhibitor Booths

Topics for exhibitor booths should feature environmental awareness activities highlighting topics such as:

- Recycling, waste reduction, and composting
- Air
- Water
- Climate change
- Sustainability
- Alternative transportation
- Renewable energy
- Healthy living
- Wildlife and habitat conservation
- Outdoor recreation and fitness

Exhibitor booths should be:

- Education-based
- Relevant to Houston area
- Have an environmental, outdoor and/or conservation focus
- Be hands-on/interactive

Zero Waste

EDH 2018 strives to be a zero waste event. Exhibitors must agree to waste reduction guidelines outlined in the Exhibitors Materials Requirements document. Materials are subject to change. Please review the Exhibitor Materials Requirements document, located in following pages.

Challenges & Commitments

Exhibitors will be expected to challenge EDH attendees to make a commitment to action pertaining to the environment. We are developing a mechanism to allow each exhibitor to send text messages about a specific Earth Day challenge to interested attendees. Attendees will sign up at your booth for the general Earth Day text subscription and then be able to opt into your special challenge. The opportunities are endless, from asking folks to commit to no plastic straws for a month to reminding them to contact their representatives about important legislation coming up. We will be asking you to provide a challenge for EDH visitors, and will provide more information and assistance as we finalize the opportunity.

Food, Animals, and Insurance

Exhibitors selling food or beverages of any kind must obtain a temporary health permit from the City of Houston. Any exhibitor whose activities involve risk associated with or advertising consumption of food or beverage, property damage, or advertising injury are required to submit a Certificate of Insurance (COI) matching Discovery Green's COI Requirement. Exhibitors involving animals in their displays must present a COI matching Discovery Green's COI A copy of the Discovery Green's COI may be found [here](#):

Weather and Refund Policy

EDH will proceed with planned activities unless there is an imminent threat of heavy rain or severe weather. If there is an imminent threat of heavy rain or severe weather, we will cancel the event approximately 24 hours before. Exhibitors will not receive refunds. Exhibitors have the choice of rolling over exhibitor fees to the 2019 EDH event or participating as a vendor in a Discovery Green event relevant to the Earth Day mission or the vendor's mission, as approved by Discovery Green.

Exhibitors Materials Requirements

Debuting this year, Earth Day Houston (EDH) is proud to enable Houstonians and all EDH attendees the opportunity to experience a **waste-free event!** The zero waste challenge is a team sport. EDH provides the framework, you provide the real work, and the attendees learn to understand and then activate the framework.

This challenge is bold. We will feature two types of receptacles: recycling bins and compost bins. We will have the permanent park waste receptacles as backup, but the intention is to avoid using them. All the receptacles will be attended by volunteers to educate the attendees on the proper choice in real time.

The key to success is you! Your materials that you introduce to the event are either reusable, recyclable, or compostable. EDH will develop training for exhibitors to bring the concept into an achievable goal. You as an exhibitor will be an integral part of this debut event and the EDH attendees will get to witness your commitment to the the zero waste challenge!

Material Streams Collected for Recycling at EDH (subject to change):

As mentioned previously, recycling bins and compost bins will be available to you. Below is a full list of materials accepted in each of the bins.

- Metals: Aluminum and steel cans, rinsed and drained
- Plastics: #1-5, #7 (no #6), rinsed and drained
- Cardboard and cartons: Cardboard boxes, paperboard (i.e. cracker and cereal boxes) and aseptic cartons (i.e. milk, juice, soup, broth, wine, water)
- Paper: Newspaper, catalogs, magazines, office paper and phone books
- Glass: Green, brown (amber), clear bottles for food or beverages, rinsed and drained

Material Streams Collected for Composting at EDH (subject to change):

- Food and liquids
- Tissue paper, wax paper
- Compostable cutlery
- Compostable plates, paper boats, paper clam shells, napkins, paper towels, Compostable cups and lids, condiment cups
- Wooden toothpicks, stir sticks, chopsticks

Giveaway Items

The purpose of your giveaway item is to promote your organization and make a positive impression on EDH attendees. Giveaway items must be of value to the attendees, resulting in their going home with the recipient and not being disposed of at the EDH event. Excessive t-shirts, pens, keychains and other plastic products are contradictory to our Earth Day message. All giveaway items and their packaging must be reusable, recyclable or compostable. (See Material Streams Collected at EDH for details.) Any giveaway items that will be disposed of at the end of the event must be recyclable or compostable or leave the event with you. Only recycling bins and compost bins will be available to you.

We encourage exhibitors to provide giveaways that have one or more of the following sustainable attributes. For more information on sustainable manufacturing, see www.global-standard.org, www.fairtradecertified.org, or www.bluesign.com.

Suggested Materials

Sustainable Fiber

Recycled polyester (rPET)
Certified organic cotton
Fair Trade cotton
Better Cotton Initiative cotton
Upcycled materials
Hemp
Tencel
Soy
Coconut

Sustainable Materials (for non-wearables)

Recycled glass, metal or plastic
Reclaimed or repurposed items
Reclaimed wood
FSC certified wood
BPA free
Locally made
Hand-crafted, made from recycled materials
Employing local artisans
Made from local/organic materials

Sustainable Substrates

Substrates (e.g., note pads, playing cards, signage material) that are environmentally responsible, socially beneficial and economically viable. Examples include substrates made from recycled material (at least 30% post consumer), FSC certified paper, and 100% recyclable materials.

Printed Materials

The following guidelines must be adhered to when ordering any printed materials related to the EDH:

Inks

Plant or water based inks
Low VOC
Heavy metal free

Paper

Forest Stewardship Council (FSC) certified
OR
100% recycled-content paper with at least 30% post-consumer reclaimed content (includes recycled alternative paper sources, such as recycled cotton or other post-consumer waste)

The company, www.greenerprinter.com, may be able to help you meet this requirements.

Best Practices Whenever Possible

- Use printing equipment with an Energy Star Rating to reduce energy costs. Set printer default to double-sided to reduce paper consumption and lower costs.
- Provide recycled paper to decrease our burden on natural resources. 100% recycled paper is recommended.
- Refill or recycle toner cartridges.
- Reuse or recycle equipment after event.

Signs

All signs made for EDH must be:

- Created for reuse at future events
- 100% recyclable, including aluminum, bioboard, paper, paperboard, cardboard and polypropylene.

Signs made from foamcore, polystyrene, or vinyl CANNOT be disposed of at EDH.

Décor

All decorations must be reusable, recyclable or compostable, unless they will be removed after EDH and reused for other occasions by exhibitors. See Material Streams Collected at EDH for details.

Decorations may include but are not limited to:

- Table cloths
- Floral arrangements
- Displays

Items you wish to dispose of at the end of the event must be recyclable or compostable; otherwise they must leave EDH with you.

Prohibited Items

The following items are not permitted for use at EDH:

- Styrofoam® or polystyrene
- Plastic film and wrapping
- Non-recyclable packaging: NO polystyrene (Styrofoam®), multiple combined material types
- Non-compostable food ware: NO plastic cups, plastic plates, plastic utensils, plastic hot cup lids, polystyrene (Styrofoam®)
- Non-recyclable signs unless they will be reused by exhibitor: NO foamcore, polystyrene, vinyl

Exhibitor Booth Ideas

Thank you for helping to make Earth Day Houston a fun and successful event! We are so glad you are interested in being one of our exhibitors. Please make sure your activity is free, education-based, family-friendly and interactive. Activities should relate to topics of recycling, waste reduction, composting, air, water, climate change, sustainability, healthy living, wildlife and habitat conservation and outdoor recreation and fitness. Because this event is an environmental event, we want to discourage the heavy use of pamphlets, flyers, and other items that could become litter or not leave a lasting impression on event-goers. Please take some time to consider how promotional items will be used after the event.

To get started on your ideas for what to provide at the event, first determine how you would like your programming to work:

Good: activity offered at a table

Better: challenge offered virtually that we can track on our automated text program

Best: relevant activity that presents a lasting challenge to event-goers.

Next, see below for a list of ideas for brainstorming. If you would like additional help with this process, please schedule a call with a Amy Boyers at amy.boyers@cechouston.org.

Creative Brainstorm | Participant Activity Ideas

Here are some programming ideas to get you started:

- Craft station
 - Create seedling packets

- Create pine cone bird feeders
- Make sustainable buttons kids can pin on their shirts or backpacks
- Make your own kite
- Create your own art - Coloring books, watercolor or painting activities
- Recycling games for people to learn about what to recycle and create your own recycling bin
- Create your own compost
- Learning station
 - Learn about certain types of animals or plants
 - People can sketch over a leaf you have provided
 - Fossil dig / create your own fossil
 - Animal or plant word search
 - Touch and feel station (animal skins, etc.)
 - Create a nature scrapbook or scrapbook of favorite animals
 - Discover new ways to make sustainable choices
 - Create environmental trivia quizzes with prizes
 - Interactive storytelling
 - Learn about water quality
 - Where your water comes from, how to conserve and protect our water, etc.
- Games
 - Include raffle prizes for visitors that play/complete your activity or game. Raffle prizes could include coupons, gift certificates, recycle bins, etc.
 - Visitor guesses how many planet Earths we would need if everyone lived like the visitor. Then, take a quick [test](#) to determine the accuracy of the guest. If the visitor already makes environmentally conscious decisions, they may be surprised to learn how much more than can do by taking this test.
 - Recycle challenge for kids. Have different recyclable items and have kids race to put them in metal, glass, plastic, compost, etc. bins.
 - Hopscotch made out of natural elements such as sticks, leaves, etc.
 - Paper mache activities for kids. Turn old paper into art. The final product could be a replica of Earth.
 - Tie dye station with natural dyes (tea and spices). Kids can bring their old t-shirts.