

## **Earth Day Houston Exhibitor Information Packet**

### **Exhibit at Earth Day Houston 2019!**

Earth Day Houston (EDH) returns to Discovery Green! Hosted by Discovery Green Conservancy in partnership with Citizens' Environmental Coalition, and sponsored by Green Mountain Energy, this year's event will be held on **April 14 from 12 to 5 p.m.** 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.

Featuring exhibits, bands, food, speakers, and more, the 2019 celebration promises to inspire, educate, and motivate. And it supports Discovery Green's mission of providing free events that promote a healthy environment and sustainable operations.

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 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](http://www.earthdayhouston.org).

### **Why Exhibit?**

An estimated 10,000 people are expected to attend the 2019 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. For 2019, exhibitors will be set-up on Avenida de las Americas (street between Discovery Green and George R. Brown Convention Center).

### **Exhibitor Expectations and Requirements**

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

### **Waste-Wise**

Earth Day Houston (EDH) is proud to enable Houstonians and all EDH attendees the opportunity to experience a **waste-wise event**. In 2018, with the help of attendees and exhibitors, we launched our first waste-free event initiative and diverted 70% of waste to recycling, reuse, and composting facilities. In 2019, our goal is a diversion rate of 80% or greater. Our eventual goal is to achieve a zero-waste event. As an exhibitor, you are expected to help us meet this goal by not handing out single-use items and by using recycled and recyclable material. More information is available in our [Waste-wise Requirements](#) document.

Please be thoughtful in the materials you provide to the public, so that waste is minimized both during and days after the event. Keep in mind:

- Materials may not be single-use
- Materials must be recycled, recyclable or compostable
- Please do not distribute junk

This waste challenge is a team effort. EDH provides the framework, you and volunteers provide the real work, and the attendees learn to be smart about waste. The key to success is you! Exhibitors are an integral part of this waste-wise event and the EDH attendees will get to witness your commitment to the waste challenge.

Premiering in 2019, EDH will offer an incentive to exhibitors who meet or exceed Waste-wise Requirements. Materials are subject to change.

### **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.

### **Exhibits**

More than 10,000 area residents are expected to take part in the 2019 EDH. 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 early bird exhibitor deadline is February 14, 2019.** On February 15, base prices will increase. Registration will close on March 14. Visit [www.earthdayhouston.org](http://www.earthdayhouston.org) to register.

### **Exhibitor Pricing**

For 2019, early bird registration is available, as well as “ala carte” pricing for booth supplies. Base exhibitor spaces include a 10'x10' base with one 6' table and two chairs. No outside tents will be allowed.

*Before February 14:*

- Non-Profits and Government base exhibitor space (does not include tent and no outside tents allowed): \$100
- Small/local business base exhibitor space (does not include tent and no outside tents allowed): \$250
- Corporate base exhibitor space (includes 10'x10' tent): \$1,000

*After February 14:*

- Non-Profits and Government base exhibitor space (does not include tent and no outside tents allowed): \$150
- Small/local business base exhibitor space (does not include tent and no outside tents allowed): \$375
- Corporate base exhibitor space (includes 10'x10' tent): \$1,000

*Booth Add-ons:*

- Extra 10'x10' space: \$50
- Tent (10'x10'): \$100
- Extra table and 2 chairs: \$50
- Electricity: \$100
- Parking: \$20

*Sponsors and large businesses receive exhibitor benefits as well as the opportunity to provide a branded tent, preferred exhibit locations, and additional benefits. [link to more [info.](#)]*

Please note that event logistics are subject to change.

**Confirmation of Booth Location**

Please expect to receive final confirmation of your booth location one week before the festival date.

**Load-in/Load-out**

Exhibitors will be assigned a strictly enforced time on April 14 between 8 a.m. and 11 a.m. More information will be available on March 31.

**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: Food will be available for purchase from various food vendors at the EDH event. You are free to bring your own refreshments as well. Water filling stations are available to all attendees. Complimentary food and beverage may be available at the Information Tent.

*Please note: event logistics are subject to change*

Supplies: Each booth includes one 10'x10' space, one 6' table, and two chairs. Tents, extra chairs and tables and electricity are an additional charge. Outside tents are not permitted. You may bring additional supplies as you require. We recommend you supply your own extension cords.

Supplying your own tent: You may **not** supply your own tent unless you are a sponsor.

### **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 2020 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.

### **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 the Houston region
- Focused on the environmental, outdoors and/or conservation
- Hands-on/interactive

### **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. 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**

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### **Exhibitor Booth Ideas**

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 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 Amy Boyers at [amy.boyers@cechouston.org](mailto: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

*Please note: event logistics are subject to change*

- 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).