



Earth Day at the 134

Saturday, May 2, 2015 from 10am to 2pm
200th Block of Maryland Place
(between Maryland Ave. & Louise St.)

EXHIBITOR GUIDELINES AND APPLICATION

General Information

The City of Glendale is proud to present “Earth Day at the 134.” Join us for this “first of its kind” community event over the 134 Freeway in Glendale as we celebrate Earth Day and dream about a greener more sustainable Glendale for the future. Adjacent to the 134 freeway and located in the heart of the City, the neighborhood be transformed into an interactive environmental expo for all to learn about how to live sustainably. Only exhibitors offering goods relevant to Earth Day’s theme of sustainability and “green” living will be accepted.

Exhibitor Fee

- We are pleased to announce that all booth fees have been waived for exhibitors not selling products at Earth Day.
- Exhibitors selling goods during Earth Day will be charged a \$200 booth fee .

Learning Stations

Exhibitor booths should consist of the following:

- Outreach materials and giveaways such as native seed packets, low flow showerheads, energy efficient light bulbs, reusable grocery bags, etc.
- An educational display and/or demonstration
- An interactive hands-on learning activity which engages the public
- At least one grand prize (to be donated to the event as a drawing prize for attendees) consisting of a product or item featured in your exhibit (i.e. free compost bin, green cleaning products, gift basket, a pedometer, etc.), minimum value \$25-\$50.

Booth assignments will be made by the “Earth Day on the 134” steering committee so that an appealing mix is created throughout the event site. The use of space is restricted to the exhibitor to which it is assigned. Exhibitors can be individuals, for profit or not for profit organizations. A limited number of spaces are available and the “Earth Day on the 134” steering committee reserves the right to make the final selection of exhibitors.

Exhibitors will be provided with one 10x10 booths structure with a canopy, one table and two chairs. Exhibitors are responsible for providing their own display units and/or racks in order to present their wares in an outdoor environment. Exhibitors may also bring additional tables & chairs , table linens, and are encouraged to bring paperweights to avoid littering.

Sales

The "Earth Day on the 134" steering committee offers this first class event to exhibitors without commission on sales. All exhibitors may sell environmental items and retain all revenues from the sale of their goods. Exhibitors will be required to collect and pay appropriate sales tax on all items sold. **Please limit your sales to green/ environmentally friendly products only.**

Exhibitor Guidelines

- Exhibitors are responsible for arriving no later than 9:00 AM to unload and complete set up by 9:30 AM
- Vehicles will not be allowed inside the event venue.
- Booths must be kept neat and professional at all times.
- Exhibitors are responsible for handling their own sales and for charging sales tax.
- Trash dumpsters and recycle bins will be available at the event site. Exhibitors are responsible for the disposal of their own trash. We strongly encourage you to limit the amount of waste generated and to recycle.
- Exhibitors are responsible for keeping the area immediately surrounding their booths clean during the event's hours of operation.
- No early break down is allowed; all exhibitors must stay for the duration of the event's hours of operation.
- Exhibitors are responsible for cleaning up at the end of the event.
- No power will be provided.

Notification

All accepted exhibitors will be sent an official acceptance letter, parking information and other pertinent information at least one week prior to "Earth Day on the 134."

Miscellaneous

- All booths must be open and staffed during all regular event hours.
- Exhibitors and their helpers must exhibit professional behavior at all times.
- All booths and concessions must respect the overall family theme of the event.
- All booths and concessions must remain intact until the event closes.
- No smoking in booths or in the event venue. No alcohol is allowed.
- Radios and TV's will be permitted only if they are a crucial component of your exhibit.
- There is no camping or overnight parking at the event venue
- The City of Glendale assumes no responsibility for loss or damage to any work, display or materials at the site.

Application Procedure

1. Please complete the application, sign, date and enclose your fee check (if applicable). Make checks payable to: City of Glendale. Return the application by April 21, 2015 by mail or in person to:
City of Glendale—Community Development Department
633 E. Broadway, Room 103
Glendale, CA 91206
Attn: Juan Gonzalez
1. Member of the "Earth Day on the 134" steering committee will select qualified exhibitors on a "first come, first served" basis.

Questions

Please contact Juan Gonzalez at (818) 937-8333 or by email at JGonzalez@glendaleca.gov if you have any questions.



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EXHIBITOR APPLICATION—DUE April 24, 2015

Please type or print clearly.

Organization: _____

Contact Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Telephone: _____

Fax: _____

E-Mail: _____

Website: _____

YES, I will be selling environmental products at “Earth Day at the 134”.

Enclosed is my check for \$200.00—make checks payable to: City of Glendale

Your check will be mailed back if you are not selected to participate at “Earth Day at the 134.”

Display Description:

What kind of outreach materials and giveaways will you be providing?

Please describe your educational display and/or demonstration.

What kind of interactive, hands-on activity will you be offering?

What will your prize drawing (s) consist of?

Value: \$

What will you be selling at the event (write N/A if this does not apply to you)?

Comments:

I have read, understand, and agree to follow the Exhibitor Guidelines for "Earth Day at the 134."

Signature of Applicant

Date



Requests for reasonable accommodations must be received by the April 24, 2015 due date.

Please send application to :

City of Glendale—Community Development Department

633 E. Broadway, Room 103

Glendale, CA 91206

Attn: Juan Gonzalez

FAX: (818) 240-7239

All applications are due by April 24, 2015.

Contact Juan Gonzalez at (818) 937-8333 or by email at JGonzalez@glendaleca.gov if you have questions.