

Garden State
GreenFest
March 14 & 15 at Kean University



EXHIBITOR
GUIDE



Garden State GreenFest Exhibitor Guide

It is our goal to be the most exhibitor friendly event you participate in! We are not just selling booth space! In the past we've had host Ed Begley Jr. do a private meet and greet with exhibitors before the show opened. Ed, Ted Danson, Daryl Hannah and Jeff Corwin have all walked the exhibit floor to meet and take photos with exhibitors. We've also had internationally known education and technology expert Will Richardson give a presentation to exhibitors only, on how to use web 2.0 tools to full capacity in sharing their green message. In 2014 we will again be creating great experiences for our exhibitors.

Whether this is your first event or your 100th event, you want to get the most out of Garden State GreenFest. Talk with the GreenFest staff about your organization and goals and enlist their help in brainstorming ways for you to make your participation all that it can be. It may be helping you network with another participant, meeting a keynote or arranging a speaking opportunity for someone in your company.

Our three word mission is: Information. Inspiration. Action. Knowledge and passion alone won't save the planet. That requires action. Action is what Garden State GreenFest Exhibitors bring to the event. It is through the Exhibitors products and services that attendees are able to take the Actions that start them...

...saving the planet one person at a time.

WHAT WILL GARDEN STATE GREENFEST LOOK LIKE IN 2014?

The 2014 Garden State GreenFest is taking place over two days (March 14-15) and each day brings new opportunities.

GECKO Field Trips: For the 7th consecutive year youth will be attending a fun day packed with eco-educational activities. Almost 4000 New Jersey students have attended to date and the feedback from teachers, parents and kids is that they love it! On field trip day you can expect 700+ youth, grades 1st through 12th, plus another 250 adults in the form of teachers and parents. If educators, families, youth or parents are one of your target demographics you won't want to miss this day. This group stays at Garden State GreenFest for an average of four hours. We know from past years that they spend significant time with exhibitors and enjoy purchasing eco-friendly products.



Community: Garden State GreenFest is open to the general public both days. In appreciation for six years of support, there is no admission charge to this year's event!

NEW in 2014 – THE GARDEN STATE GREENFEST AUTO SHOW: Thousands of GreenFest attendees shop each year for green products and services. No product is more relevant to the green consumer than electric, hybrid or high mileage automobiles. In 2014 GreenFest is adding a “Green Auto Show Pavilion” right next to the Harwood Arena. Don't miss this opportunity to market your eco-friendly, cost saving vehicles to the perfect target market. Admission is FREE. Exhibitor packages can include pre-event promotion in The Star-Ledger and on NJ.com, New Jersey's largest



newspaper and website respectively. This is also a great opportunity for eco-friendly auto accessories!

Friday, March 14th: GECKO field trips. The first day of the Garden State GreenFest Auto Show. Open to the general public.

Saturday, March 15th: Day two of the Garden State GreenFest Auto Show. Open to the general public.

EXHIBITOR BOOTH DESCRIPTION AND PRICING

The standard 10' by 10' Garden State GreenFest booth includes the following:

- Background and slide divider drapery 8' high with 3' side curtains
- 8' skirted table and two chairs
- 9" x 40" identification sign
- Exhibitor listing and internet link on the official Garden State GreenFest 2014 website www.gardenstategreenfest.com

For an additional fee exhibitors may have added to their booth: additional tables, chairs and more. Electricity, storage and handling of pre-shipped equipment or merchandise are also available for an extra charge. All Harwood gym booths are carpeted and there is free wi-fi in the building.

PREMIUM BOOTH	
Cost per 10'x10' booth	Attributes
2 days: \$625 1 day: \$499	These booths are in the premium spots on the exhibitor floor, including corners and end caps. See floor plan for more details.

STANDARD BOOTH	
Cost per 10'x10' booth	Attributes (Same as standard booth)
2 days: \$499 1 day: \$399	The same size as the premium booth.

NON-PROFIT ORGANIZATION BOOTH (Limited spaces based on availability)	
Cost per 10'x10' booth	Attributes
2 days: \$225 1 day: \$150	Exhibitors must be 501 3 C organizations.

Expo Hours

Day		Time
Thursday, March 13 th	Loan-In	1p to 6pm
Friday, March 14 th	Garden State GreenFest, GECKO Field Trips & Garden State Green Auto Show	9am to 6pm 9am to 3pm Noon to 6pm
Saturday, March 15 th	Garden State GreenFest & Garden State Green Auto Show Tear down and load-out	10am to 5pm 5pm to 8pm

Exhibitors must maintain their booth for the entirety of the event.

Set-Up/Load-In/Load-out

Load-in for Friday and Friday/Saturday exhibitors is Thursday, March 13th from 1pm to 6pm. If you truly cannot make this load-in time or will only be there on Saturday you may load in on Friday morning at 7am and/or Saturday at 8am. These times will be strictly adhered to. Exhibitors are responsible for handling their own exhibit set-up and take-down but we will have helpers on hand. Exhibitors must adhere to a zero waste policy.

Lighting & Decorating, Inc. is our pipe and drape company. They can help you with extra tables, chairs or any other items you may need for your booth. They will also be accepting items that must be pre-shipped for the event. L&D can be reached at 973.345.8080.

Wi-Fi is available at no charge. However, it has been spotty at times. If you require wi-fi for your booth you may want to bring your own hot spot.

Power is available at all booths. A standard outlet is \$50 (regardless of the number of days you will be there) if you request it by March 5th. Between March 5th and March 11th the fee is \$75. Power requested after March 11th is \$100. If you require something other than a standard outlet please contact our office for help.

Exhibitors must maintain their booth for the entirety of the day unless prior arrangements have been made. For Friday Exhibitors you may begin to tear down at 3pm on Friday. Everyone else may begin tear down at 5pm on Saturday. There are no time assignments for load-out.

Website

Each exhibitor will be listed on the website for **Garden State GreenFest** along with a 150 word description and the opportunity to link your website. Please provide us with:

Logo: a jpg or png (min 150 pixels wide, max 350 pixels wide & 150 pixels high)

Text: up to 150 words about your company. This is the perfect place to point out how you are eco-friendly.

Web Address: provide the url you'd like listed in the directory.

E-mail the above to exhibitor@gardenstategreenfest.com.

Social Media

We post, tweet and pin information about GreenFest, environmental issues, activities and news throughout the year. Leading up to the event we will mention every exhibitor at least once on one of these platforms. Interact with us! We encourage you to mention your participation in Garden State GreenFest on your social media accounts. Encourage your clients and friends to attend. Offer special deals at GreenFest to people who post, tweet and or pin about you and the event. If you have ideas on how we can work together contact our Social Media Man, Charlie Kirby, at charlie.coulproductions@gmail.com

Facebook: www.facebook.com/gardenstategreenfest. Like our page! Make sure we know how to find your page and we'll "like" you back!

Twitter: @GS_GreenFest Follow us and we'll follow you!

Pinterist: www.pinterest.com/coulproductions/garden-state-greenfest Pinterist is image driven. We want to pin your information on our board. Make sure your website is "Pinterist" friendly. Let us know if you have blogs or other postings we should know about.

Instagram: @GS_GreenFest

Referral Program

Refer another eco-friendly company that becomes an exhibitor or sponsor and you will receive a \$50 referral fee. The company must let us know before they register that they were referred by you. Please contact Kevin at kevin.coulproductions@gmail.com for more information or to make a referral.

Contact Us

For more information about being an exhibitor at **Garden State GreenFest** contact us at 908.268.4420 or exhibitor@gardenstategreenfest.com.