



Saturday, April 21, 2012 at Ben Brenman Park (10AM - 2PM)

www.alexearthday.org/

Alexandria Earth Day 2012 Exhibitors

Non-profits, local organizations, and businesses interested in exhibiting at Alexandria Earth Day can secure exhibit space at the event by filling out the attached form. All exhibitors are required to offer an activity for children that invokes the spirit of Earth Day.

The theme for our 2012 celebration is *Eco-City Alexandria*, which will allow for a wide variety of activities and educational exhibits related to the ten sustainability principles outlined in Alexandria's groundbreaking *Eco-City Charter* and *Environmental Action Plan 2030*. These important documents are available at <http://alexandriava.gov/Eco-City> and should be used to help guide the plans for your exhibit and activities this year.

We are thrilled to announce that the *Trashion Fashion Show* will be a special part of the event again this year! In 2011, more than 350 students participated in our first fashion show by designing, constructing and/or modeling outfits made out of plastic bottles, food containers, plastic bags, newspaper and other discarded materials. Exhibitors are encouraged to create and model recycled clothing as well!

There is no fee to reserve a table at Earth Day if applications are submitted by Friday, March 23. The final deadline to apply for a table is Friday, April 6, however a \$100 fee will apply to applications submitted between March 24 and April 6.

The Earth Day Committee will provide each exhibitor with a table (2 ft x 8 ft) and 2 chairs under a large tent. You will be directed to your assigned table when you arrive on the day of the event.

While there is no fee for (timely) exhibitor applications, the Alexandria Earth Day Committee welcomes donations in any amount to offset the cost of providing these amenities. If your organization is interested in becoming an official sponsor of the event, please complete the attached sponsorship form. Sponsorship guarantees that your logo will be prominently displayed on Earth Day promotional materials, providing additional recognition and a unique advertising opportunity.

All exhibitors are required to adhere to Zero Waste principles in order to participate in the event. Zero Waste maximizes recycling, minimizes waste, reduces consumption and ensures that products are made to be reused, repaired or recycled back into nature or the marketplace. Please see accompanying information on how to make your exhibit waste free.

Please note that, with the exception of approved food vendors, exhibitors are prohibited from selling products at Alexandria Earth Day.

2012 Alexandria Earth Day Exhibitor Application

Organization:

Contact Name:

Phone:

Email:

Are you able to provide your own tent? Yes No

Please note that we are not allowed to put stakes in the ground at Brenman Park; tents will have to be held in place through some other means (e.g., sandbags).

Please describe what you plan to display at Alexandria Earth Day, as well as the educational activity that your organization will conduct as part of your exhibit. To familiarize yourself with the sustainability principles that form the basis of this year's "Eco-City Alexandria" theme, visit <http://alexandriava.gov/Eco-City>.

Do you agree to the following Zero Waste rules: Yes No

- (1) As an exhibitor/food vendor participating in Alexandria Earth Day, I agree to distribute my materials/products in acceptable recyclable or compostable form.
- (2) I agree to sort my discards and make use of the Zero Waste stations.
- (3) I understand that violating these guidelines will lead to our dismissal from the event.

Please submit the *Exhibitor Application* via email to alexearthday@gmail.com



Alexandria Earth Day Zero-Waste Information

Dear Exhibitor or Food Vendor:

Thank you for your interest in participating in **Alexandria Earth Day**. We are proud to continue our commitment to a Zero Waste event!

The goal at a Zero Waste event is to plan ahead and distribute only materials that are recyclable or compostable. There will be no trash cans at the event. Instead, Zero Waste Stations for recycling and composting collection will be available to participants throughout the venue. Zero Waste events show our commitment to the environment and help us create a living model of Zero Waste for event participants and the community.

All exhibitors and food vendors attending **Alexandria Earth Day** are required to hand out only recyclable or compostable materials to the public. You will be asked to remove any non-recyclable or non-compostable items from your booth for the duration of the event. The City of Alexandria will provide recycling and compost containers.

Our Zero Waste goal is simple to attain if you plan ahead for the types of materials you will be providing at the event. Use the following chart as a guide to assist you in the planning process:

Acceptable Materials	Non-Acceptable Materials
All paper products including plates, napkins and paper towels	Polystyrene (Styrofoam®) and Packing
Plastic Bottles and Jugs	Peanuts
Plastic Tubs and Jars	Wax Covered Paper
Aluminum Cans	Plastic Disposable Utensils
Glass Bottles	Plastic Wrap or Packaging
Mixed Paper (Paper, newspaper, magazines)	
Paperboard	
Corrugated Cardboard	

Please break down any leftover cardboard at the end of the event and place next to a recycling container.

Also, if your organization plans to hand out promotion and/or informational pamphlets, please consider taking the extra step to use 100% recycled paper products for your printed materials.

For more information:
call 703.746.4410 or visit www.alexandriava.gov/Recycling