

EXHIBITOR GUIDELINES

Sunday, April 17, 2016 | 10am – 2pm
Kenyon Athletic Center | 221 Duff Street Gambier



What is the **Earth Day Festival**?

Now in its tenth year, the **Earth Day Festival** is a unique event that focuses on keeping ourselves and our world healthy. Visitors have fun while connecting with environmental and health-related resources to gain skills and inspiration for green, healthy living. With this year's theme of "Healthy Inside & Out", we'll focus on encouraging visitors to be active outdoors and commit to steps to keeping themselves and the planet healthy.

We thank the 90+ exhibitors that take part in the event for being our partners in achieving this mission. Exhibitors are encouraged to provide hands-on learning activities and to share with visitors how they support the event's theme. For instance, does your product contain recycled material? Make a sign or share this news with your customers verbally. Look for a sign template coming soon.

Who attends the **Earth Day Festival**?

A diverse demographic ranging in age and interest attend this free event. Many come with family or friends. Runners and supporters of the Earth Day Challenge ½ Marathon & 4-miler, which takes place prior to the Festival, also stay to enjoy the event. Last year saw a total of 2,500+ attendees.

Who exhibits at the **Earth Day Festival**?

Exhibiting at the **Earth Day Festival** is open to non-profit and for-profit agencies and businesses that have a message, cause, product or service that addresses environmental or health-related topics.

Rules & Regulations for the **Earth Day Festival** exhibitors:

- 1) Exhibitors that have a message, cause, product, or service which addresses environmental or health-related topics are invited to attend. Organizers may decline exhibitors who do not meet these criteria.
- 2) Exhibitors must submit a registration form by **Wednesday, March 30**. Registration for non-profit organizations is free; all other exhibitors must submit a \$10 non-refundable fee with their form to reserve exhibit space.
- 3) Standard exhibitor spaces are 10' x 10'. Exhibitors may request additional space at no cost, though availability may be limited.
- 4) Electricity is limited, but can be reserved on a first come-first served basis for a \$20 fee, payable by check with registration.
- 5) You must bring your own table; a limited number of chairs will be provided.
- 6) New this year, the Earth Day Festival will strive to be a ZERO WASTE event. Exhibitors are strongly discouraged from distributing plastic bags (though reusing bags is a good alternative). Recycling and composting is highly encouraged; containers will be staffed with volunteers to assist with sorting material.
- 7) No political or religious materials are to be sold or distributed.
- 8) Should you need to cancel your registration, please do so at least one week prior to the event.

Comments from past exhibitors

"You couldn't keep me away!"

"It is a great event and we appreciate being a part of it."

"We are really pleased with the responses we get from kids and parents. Everyone seems to really enjoy the entire event."

The **Earth Day Festival** is organized by:

Brown Family Environmental Center at Kenyon College | Knox County Health Department
Knox County Park District | Knox County Recycling & Litter Prevention | OSU Extension Knox County

EXHIBITOR SETUP

Festival organizers are pleased to again team up with the Earth Day Challenge ½ Marathon & 4-Miler race, which is held prior to Festival at the same facility (Kenyon Athletic Center, or KAC) starting at 8am. We would like to capture as many of the expected 500 runners at the festival as possible, though it presents challenges for exhibitor access. **Please follow the instructions below carefully, along with the exhibitor map, to avoid congestion and delays.**

Two time periods are available to access the facility:

1) Saturday Evening Setup: 5:00 – 8:00pm, Meadow Lane Entrance OR South Entrance

- **This option is strongly encouraged.** Setting up Saturday evening will help exhibitors avoid traffic delays on Sunday morning, and it is the only time in which the Meadow Lane entrance will be available.
- Volunteers with a limited number of carts will assist exhibitors unloading at two access points:
 - The Meadow Lane entrance allows drive-up access to the event space and is best for those with a large amount of material. This point may become congested; exhibitors **must move vehicles directly after unloading** and complete their set up after parking in the KAC visitor lot.
 - The South Entrance will also be available on Saturday evening. This access requires a short walk to the event space, and is best suited for exhibitors with limited materials or dollies.
- Exhibitors will be permitted to set up materials in their designated exhibit spaces on Saturday evening. The building will be staffed with a Kenyon security officer overnight.
- **FESTIVAL PARKING:** If you setup on Saturday evening and do not need to drop off additional material on Sunday morning, please park in the **Overflow Lot** by following S.R. 229 directly to Duff Street (heading north) and taking your first right. Please do not attempt to continue north in your vehicle across Meadow Lane, where **race delays are expected** on Sunday morning.

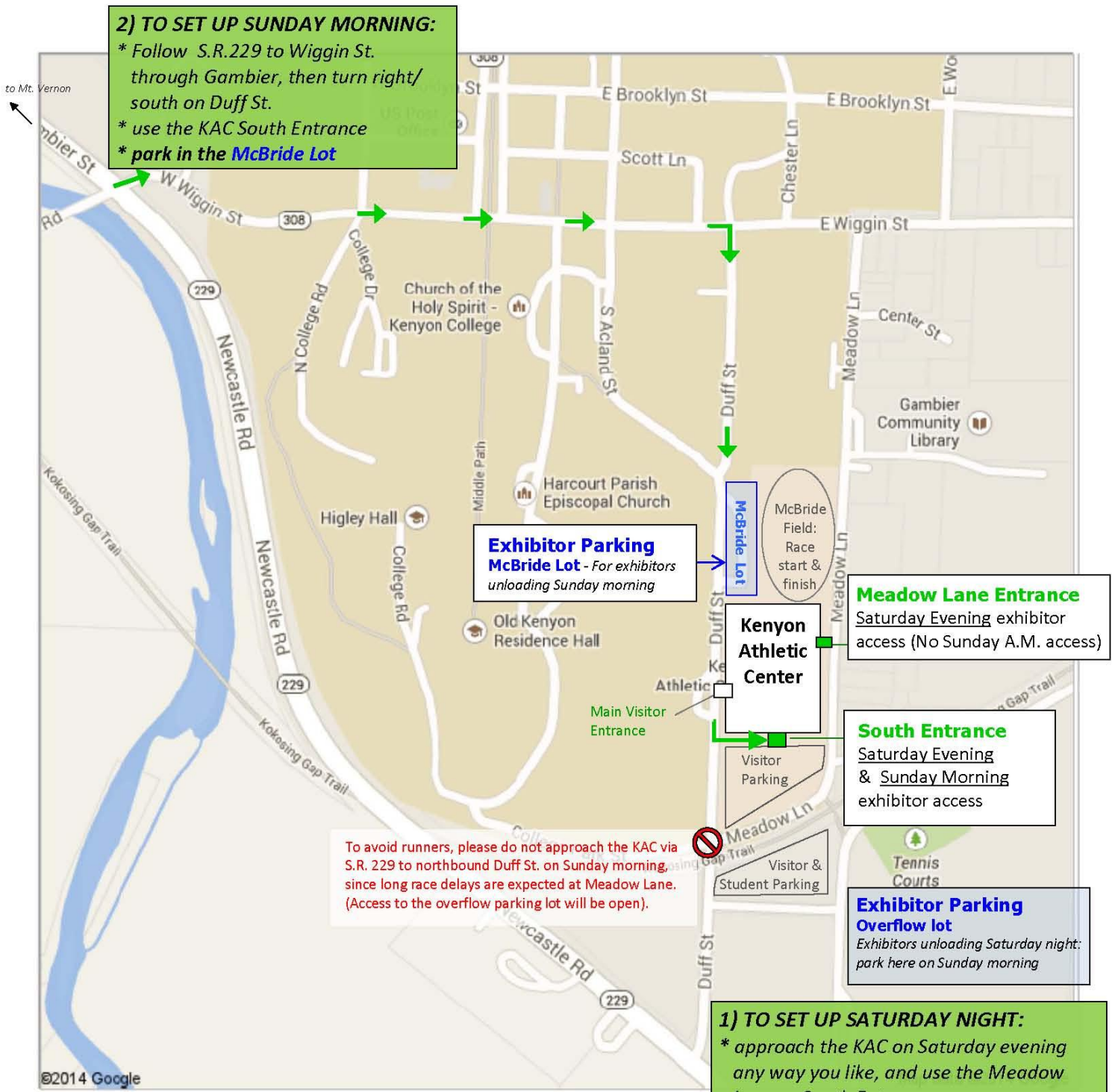
2) Sunday Morning Setup: 7:30 – 9:30am, South Entrance

- If you choose to drop off materials on Sunday morning, you may do so between 7:30 – 9:30am, though we recommend **avoiding the 8:00 - 8:20am timeframe**, when delays are expected from runners crossing Meadow Lane and Wiggin Street.
- For the quickest access, **please approach the facility via S.R. 229 to Wiggin Street, proceed through Gambier, and turn right/south on Duff St.** (Please do not approach the KAC via S.R. 229 directly to northbound Duff Street, since Meadow Lane will frequently be blocked by runners.)
- Please use the **South Entrance** to the KAC; do not attempt to use the Meadow Lane entrance, which will be closed to accommodate the race on Sunday morning.
- **FESTIVAL PARKING:** After dropping off materials at the south entrance, turn right out of the KAC parking lot, and find exhibitor parking in the **McBride Lot**. If this lot fills, please use the overflow lot.

Please have exhibits set-up by 9:45am on Sunday to be ready for a prompt and busy 10am start time. Earth Day Challenge participants and supporters may visit your exhibit early.

Questions? Contact Jill Kerkhoff at 740-427-5053 or kerkhoffj@kenyon.edu

Earth Day Festival 2016 - Exhibitor Access Map



Directions to the Kenyon Athletic Center

The Knox County Earth Day Festival is held on the campus of Kenyon College at the Kenyon Athletic Center (KAC), at 221 Duff Street, Gambier, Ohio. Gambier is located four miles east of downtown Mount Vernon, near the intersection S.R. 229 and S.R. 308. If you are traveling to Gambier on S.R. 229, turn north on S.R. 308 / Wiggins Street, proceed through the Village of Gambier, and turn right (southbound) on Duff Street.