



PLAN IT GREEN

create your future

1385 8th St. • Arcata, CA 95521 • www.HumboldtPlanItGreen.org

Welcome and Thank You

Welcome to the 2011 Building Green Communities Conference Expo/Tradeshow. You are providing the content for one of the most popular elements of our annual conference. Over 1,000 people went through last year and we expect even more this year. This event would not be nearly as good without your presence and not possible without your support. Thanks for being there.

Location

The venue is the Arcata Community Center. It's located at 321 Community Park Way, in Arcata. It's just northeast of the Highway 101 and Samoa Blvd overpass.

Set Up/Get Down

Join us at the set up/get down on Friday, April 1st (no fooling). We open the venue from 4pm to 8pm so you can set up your booth and network with fellow exhibitors over pizza and beer. Bring your hand trucks and helpers. It's in the gym, so be sure your displays won't scratch the floor. The gym is locked up and secure for the night. We open to the public at 8am on Saturday.

Breakdown

The Expo/Tradeshow ends Saturday, at 4pm. We ask that you breakdown and clear out as quickly as possible after that as we will simultaneously be setting up for the Social Hour and Dinner. There will be volunteers to help you move out.

Parking

The event is becoming too popular. We have maxed out the available parking. Please come and get set up Friday night and then carpool or bicycle to the event on Saturday. Park your truck off site. We will reserve parking near the front door that you can occupy starting at 3:30pm, Saturday afternoon.

Booth Spaces

Booth spaces are 10'x10' and include one 2'x6' table, two chairs, and electricity (if you need it). Exhibitors must provide all of their own booth structures and display materials. We have already assigned booth spaces and published them in the Event Program. Booths should provide an interactive, educational experience and be staffed at all times.

Insurance

All exhibitors with anything besides a table and brochures must have a \$1,000,000 liability insurance policy naming Humboldt Plan It Green as additionally insured. This is in case your display falls over and hurts someone. These declarations must be received prior to April 2nd.



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Business Licenses

If you are planning on selling anything at the event, you must have an Arcata Business License. Applications at <http://www.cityofarcata.org/departments/finance/business-license-tax>.

Zero Waste

This is a green event; please do not hand out promotional items made of plastic or electronic waste that will quickly end up in the landfill. Plan on packing out everything you bring in.

Food and Drinks

We will provide two lunches per booth and there will be a number of food vendors outside. Water and lemonade dispensers will be stationed throughout the venue. We are also hosting a social hour at 4:30 (wine and beer by the glass) and dinner at 5pm for \$10/plate.

Silent Auction

We will have a silent auction during the conference. The proceeds will go to the Plan It Green scholarship fund. We are soliciting donations of goods and services from exhibitors and other businesses around town. Your donations will be acknowledged on the bid form.

Event Promotion

The more people we can get to the conference; the more people will see your booth. Please help us promote this event by hanging the event poster up in your shop and handing out the ¼ page flyers. Someone will be bringing these items to you this week.

Questions

If you have any questions, please call us anytime.

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