

EarthFair 2017

Sunday, April 23, 2017 • Balboa Park

Exhibitor Instructions

Locating Your Exhibit Space

To find and setup your exhibit space, you will need:

- Your **exhibit area** and **site number**
- The **site map** for your specific exhibit area showing your exhibit location.
- The **Setup and Parking** document for your exhibit area.

You can get your exhibit area and site number from the on-line registration system (the same system you used to register).

Download your maps and setup documents from: **EFMaps.org** (there is a link on our home page, **www.earth-dayweb.org**, in the box that says "Current Exhibitors").

General Parking and Transportation

Many years, all the car parking spaces around Balboa Park, and in our off-site parking lot at City College, are full before 11:00 am. Some of our volunteers never show up – they can't find a place to park.

Our advice: make sure your staff or volunteers arrive before 10am. If they plan to arrive after the fair starts at 10am, they should be aware of parking difficulties in the immediate area of the park. There are off-site parking options, and other modes of transportation, that may serve them well.

Off-site car parking:

About 1,000 parking spaces are located at **City College** (on 16th St., south of the Park), about 1 10-minute walk from EarthFair. For detailed instructions on how to get these parking lots, please visit:

www.EarthDayWeb.org/EarthFairTransportation.html

Bike to the Park:

There will be FREE secure parking for bicycles at two key entrance points of the Park.

- On the west: in the Museum of Man courtyard, just after entering over the Laurel St. bridge
- On the east: the bike parking is on the east side of the Casa del Prado, on Village Place.

If you don't want to ride all the way from home, drive to within a comfortable distance of the park and ride the rest of the way.

Take Transit:

- Riders can take any Blue or Orange Trolley Line to the City College Station in downtown San Diego. The station is located between 11th Ave. and Park Blvd., and C St. and Broadway. The Route 7 bus stop is just steps away at the corner of 11th Avenue and C Street.
- Remember to get a Day Pass when you start your trip on the trolley.
- Download the MTS app from the App Store or Google Play to find out when buses are coming. Visit **sdmts.com/compass-cloud** for more info.

To plan your trip visit **transit.511sd.com**. Remember, riding MTS buses and trolleys make every day "EARTH DAY." When you take transit instead of driving a car you reduce greenhouse gasses, slow global warming, and improve our air quality. Saving just one gallon of gas can eliminate 19 pounds of carbon dioxide emissions.

Sales

Sales Approval. You may only sell products or services at EarthFair if you have indicated this on your Exhibitor Application, and have paid the sales fee. If you have not signed up to sell products, and would now like to, please call right away: (858) 272-7370.

If you have products or services that you intend to sell that are not listed on your Application, send an amended list to San Diego EarthWorks right away. EarthWorks reserved the right to suspend the sales of undisclosed products.

Sales Must Stop at 5:00 PM. All product sales must stop at 5:00 PM. **Exhibitors who fail to stop selling promptly at 5:00 PM may be banned from future events.**

Sales Reports. All organizations selling at EarthFair – for-profit and non-profit alike – must complete a Product Sales Report and return it to us by May 10. A Sales Report form will be emailed to you after EarthFair. **Exhibitors who fail to return the Sales Report may be banned from our future events.**

For-profit organizations must remit 10% of their net sales to San Diego EarthWorks (i.e., all exhibitor fees paid to EarthWorks may be subtracted from the gross sales before the 10% figure is calculated). Non-profit organizations (other than those selling food) may keep all of their sales proceeds. **All sellers must file a Sales Report, even if their sales were zero.**

Tablecloths

We provide a colored linen table cloth for each table. While this is a significant cost, we feel that it adds a quality appearance to EarthFair and is environmentally sound (i.e., are not a throw-away). However, every year a number of these tablecloths are damaged or taken home by exhibitors. At \$35 per tablecloth (replacement cost), this costs us literally hundreds of dollars.

To avoid this expense, **you must turn in your tablecloths as part of the checkout procedure at the end of the day**, where they will be checked for permanent damage (e.g., ink or paint stains, tears, etc., other than normal soilage). **If there is permanent damage, or if you fail to turn them in, you will be billed for the replacement cost.** If you have a concern about damage, we suggest that you bring a protective sheet or other cover material.

The Earth Day Parade

The Earth Day Parade will begin at 10:30 AM, and last for about 45 minutes. The Parade begins by the Spanish Village, proceeds down Village Place, turns onto El Prado, turns left at the fountain, and proceeds past the Organ Pavilion to the Pan American Plaza. The biggest impact will be on exhibitors in El Prado East (Area 2), as we must keep a clear corridor for the parade. At the request of the Police, barricades and caution tape will be placed along the parade route on El Prado for the duration of the parade.

During EarthFair

- Please make sure that your booth or table is staffed at all times. San Diego EarthWorks is not responsible for lost or stolen articles.
- Be prepared for the weather conditions. It could be sunny (EarthFair 2009 was the hottest day on record!); it might be windy or rain (like EarthFair '94). Bring sweaters or jackets as well as sunscreen and visors. An umbrella for shade is a good idea for those without covering. It is often windy in the park, so don't forget to bring paper weights. Rocks are nature's paperweights; plastic sandwich bags filled with sand also work well. EarthFair goes on, rain or shine.
- Based on previous years, we estimate 50,000 - 60,000 people will attend EarthFair.

Food. The Balboa Park concessionaires have an exclusive right to sell in the park under an agreement with the City of San Diego; they are not part of EarthFair.

In support of the spirit of Earth Day, we encourage you to invite your customers and volunteers to eat the delicious vegetarian food at the **EarthFair "Food Court" at the corner of Park Blvd. and President's Way** (Area 9 on your maps), and **in Area 10, in front of the San Diego Museum of Art.**

If you plan to sell or distribute any food products you must have a valid Temporary Food Service Permit from the County of San Diego Department of Environmental Health. Please contact EarthWorks immediately if you intend to distribute food items and have not indicated this on your Exhibitor Application.

Problems. Surveys of our exhibitors from past years indicate that almost everyone has a great experience at EarthFair. What troubles us most are the few exhibitors that had some problem that we could have handled on-the-spot – and they didn't tell us. If something comes up during the day that you feel is hampering your exhibition, please let your area

manager know so we can attempt to remedy the situation.

Success. Thousands of people will pass by your exhibit. Will they stop? What works?

- 1) Legible signage that quickly lets a visitor know what you are offering.
- 2) A smile and friendly greeting. People will not come up unless they feel welcome.

Emergencies and Security

There are **two First Aid stations** (in Area 2, El Prado East, and Area 7, in front of the Hall of Champions; see the map). There are also **roving EMTs** on bicycles for medical emergencies. The First Aid stations, EMTs, EarthWorks Information Booths and EarthFair managers all have portable radios and are in constant communication. If you have an emergency situation, go to an Information Booth, Area Manager, or any volunteer with a portable radio; they will be happy to help you. EarthFair managers can be identified by their Mint Green volunteer t-shirts.

Also, each year there are a number of lost children (or more usually, lost parents). Please take any lost children to the previously mentioned individuals or an Information Booth.

Check Out and Cleanup

EarthFair officially ends at 5:00 PM. All exhibitors must promptly break down their exhibit space and put away their materials at 5:00 pm. Please leave your booth or table exactly where it was when you arrived. Return your tablecloths to the designated check-out area (you will be told where this is during the day).

The Police will not allow vehicular traffic in the park to resume until 90% of the visitors have dispersed. You may not be able to move your vehicle in to load up your exhibit materials until 5:30, 6:00, or later. It all depends on how long it takes for the visitors to leave. A prompt shutdown is key to getting the visitors to leave so we can pack up, clean up the park, and go home!

Exhibitors who do not comply – who do not break down promptly, or who continue interacting with visitors – may be excluded from future EarthFair participation.

Recycling and Zero Waste

EarthWorks maintains a policy of Zero Waste and enforces the City of San Diego's mandatory recycling ordinance at EarthFair.

The City requires that all events have recycling containers. These will be provided at 30 Zero Waste stations situated in strategic, easily accessible locations throughout the park during the fair. Following are the guidelines all vendors are required to follow to maintain vending privileges at this event:

Recycling and Composting at Zero Waste Stations

- For your convenience, each Zero Waste station will include a green bin for food scraps and compostable organics, a blue bin for all containers and paper, and a black bin for items not suitable for either (i.e. trash).
- Bins will be clearly marked, and an attendant will be available to answer questions about placing items into the proper bin.
- All items that can be recycled must be placed in the blue recycling bins, including: all rigid plastic and containers, aluminum cans, steel cans, and all unsoiled newspapers and paper.
- All materials that can be composted should be put in the green bins. We will have food composting bins available for all food scraps and soiled paper napkins. **DO NOT** place PLA or corn starch items in these bins.
- Please break down and flatten all cardboard boxes and place them beside the blue bin at the nearest appropriate Zero Waste station.

Unacceptable Containers, Serviceware and Packaging

Any food service items (i.e., forks, spoons, etc.) that are not recyclable plastic or paper (which will be composted) are not permitted. Unapproved containers will not be permitted at the event. Vendors with unapproved materials will be asked to obtain approved materials or to stop serving.

Examples of unacceptable serviceware and packaging include, but are not limited to:

- Plastic straws

- Plastic film wrappers
- Plastic condiment packets (ketchup, mayonnaise, etc.)
- Plastic utensils
- Candy bar & chip bags/wrappers
- Film plastic of any kind
- Plastic bags
- Glass bottles (San Diego Municipal Code 63.02.8a prohibits glass beverage containers in all city parks).
- Any type of Styrofoam (polystyrene; #6)
- Corn starch utensils. Even if labeled bio-friendly or "biodegradable," these are not accepted by our system.
- PLA or any form of plastic labeled "compostable" or "biodegradable" (i.e., bagasse, corn starch)
- Batteries or any type of electronic or hazardous materials

Acceptable Containers, Serviceware and Packaging

- Paper cups, plates, bowls and straws
- Recyclable plastic, preferably #1 PET or #2 HDPE
- Wooden or bamboo utensils
- Vendors are encouraged to use durable, reusable items whenever possible

If you are a food vendor, you will receive a call from our Zero Waste team prior to EarthFair to ensure all of this is clear to you.

End-of-Day Procedures

- You are required to clean up your exhibit space, including the removal of all discarded materials.
- Do not bring non-recyclable/non-compostable materials to this event. If you bring non-recyclable materials to Earth Fair, you must take them back with you when you leave.

If you aren't sure if what you're planning to bring is reusable, recyclable or compostable, or need alternative products that are environmentally safe, please contact our office at (858) 272-7370.

We are committed to leaving Balboa Park cleaner than it was before EarthFair started.

Each year, our volunteers leave the Park cleaner than we found it.
 We pick up every scrap of paper, every cup, every orange peel we see.
 We stay until the job is complete.
 This can take a long time – or a short one.
 Please do your part.
 Pick up and dispose of every piece of refuse in your exhibit space.
 Recycle everything that can be recycled.
 Take home everything that can't be recycled.
 Please make sure your exhibit assistants know to do this.
 We thank you, and our volunteers thank you.

That's it! See you on Sunday – have a great EarthFair!