

2010 Sponsorship APPLICATION
Solar Sonoma County presents
2nd Annual
Solar Energy & Efficiency Fair
Saturday June 19, 2010
Finley Center & Park ~ Santa Rosa CA

Deadline for inclusion on promotional materials:
April 15, 2010

Sponsorship Application
MAIL PAYMENT TO:
Solar Sonoma County

P.O. Box 5176
Santa Rosa, CA 95402
Fax: (707) 324-8335
Email Application to: Tim@solarsonomacounty.org

Business Name _____

Contact _____

Address _____ City _____

State _____ Zip _____ Telephone: Day _____

Evening _____ Fax _____

Email _____ **Website** _____

Mandatory CA Sellers Permit (Re-Sale #) _____ *(as applicable to your booth)*

Nonprofit 501(c)3 # _____

Sponsorship Level: _____ See worksheet next page or Sponsor Outline

___ I have enclosed a copy of my Liability Insurance as outlined on page 6 section 8.

___ I am a _____ Sponsor \$ _____

Product & Services Booth Fees: \$ _____

___ Extras _____

___ Accessories total from worksheet below \$ _____

Total Amount due: \$ \$ _____

Total deposit enclosed: \$ \$ _____

Date received: _____ Method of Payment: _____

I understand and agree with all the conditions of this contract.

Signature: _____ Date _____

MAIL PAYMENT TO: Solar Sonoma County, P.O. Box 5176, Santa Rosa, CA 95402
 Or visit our website and pay at: <http://solarsonomacounty.org/fair-pay.html>

Solar Sonoma County - 2nd Annual Solar Energy & Efficiency Fair
 P.O. Box 5176
 Santa Rosa, CA 95402

OR FAX WITH SIGNED CREDIT CARD PAYMENT INFORMATION (ABOVE) TO:

Fax: 707 324-8335

Email Application to: Tim@solarsonomacounty.org

Sponsorship Application Fee Work Sheet

Business Name _____

Contact _____ Contact Number: _____

Booth location preferences _____ Confirmed booth location: _____

Business name and link to website will be included on the Fair Web Site.

Please write clearly and update us with changes.

Application Date: _____

Sponsorship Level

All Sponsors at in this section receive a 10x10 canopy and 10x 20 space outside

- | | |
|--|-------------|
| <input type="checkbox"/> Solar Fair Clean Power Underwriter – limited to 3 | \$15,000.00 |
| <input type="checkbox"/> Main Stage <input type="checkbox"/> Auditorium Limited per area | \$15,000.00 |
| <input type="checkbox"/> Solar Fair Clean Power Partner - limited to 3- | \$10,000.00 |
| <input type="checkbox"/> Pathway to Clean Energy | \$10,000.00 |
| <input type="checkbox"/> Major Corporate Sponsor (1) | \$7,500.00 |
| <input type="checkbox"/> Green Job Zone | \$6,000.00 |
| Workshop Room limited to 2 | |
| <input type="checkbox"/> Cypress Room - smaller, more interactive, educational sessions | \$6,000.00 |
| <input type="checkbox"/> NEW Green Job Zone Workshop Tent | \$6,000.00 |
| <input type="checkbox"/> Corporate Sponsor | \$5,000.00 |
| <input type="checkbox"/> Scholarship Sponsorship | \$5,000.00 |

All Sponsors at this Level get a 10 x10 booth space and canopy outside

- | | |
|--|-------------|
| <input type="checkbox"/> Sponsor our Vendor Walkways - Walkway Names | \$ 4,000.00 |
| Example: Retrofit Road, Energy Efficiency Way, Solar Energy Road, etc. | |
| <input type="checkbox"/> Wine and Beer Garden | \$4,000.00 |
| <input type="checkbox"/> Fun Zone | \$3,500.00 |
| <input type="checkbox"/> Regional Sponsor | \$3,000.00 |
| <input type="checkbox"/> Local Solar Sponsor | \$1,500.00 |

2010 Marketing Opportunities!

Additional Fee Based marketing Opportunities - \$3,000

- Sponsors Logo on T- Shirt - \$1,000.00
- Sponsor Name on T- Shirt \$750.00
- Sponsor Name on Tote Bag - \$500.00

Sponsorship Opportunities - \$2,999.00 and lower

- Sponsors Logo on T- Shirt \$1,200.00
- Sponsor Name on T- Shirt \$750.00
- Sponsor Name on Tote Bag \$500.00

PASSPORT TO CLEAN ENERGY "First Reduce, Then Produce"

Advertising Rates:

Passport to Clean Energy Advertising Opportunities

For Profit Advertising Rates - 4 Color Print		Non Profit Advertising Rates - Four Color	
	Ad Size		Ad Size
\$400	5x4 Full Page	\$200	5x4 Full Page
\$250	2.5 x 4 Half Page	\$175	2.5 x 4 Half Page
\$150	2 x 2.5 Quarter Page	\$100	2 x 2.5 Quarter Page
\$750	Back Cover	\$650	Back Cover
\$700	Inside FrontPage	\$600	Inside Front Page
\$600	Inside Back Page	\$500	Inside Back Page

Business Name: _____ Contact: _____ Number _____

Please list all goods and / or services to be sold / presented in your booth. Let us know about locally sourced products! Please write clearly.

****Business Name (Maximum of 35 characters, including spaces) ****

****Booth Description (Maximum of 35 characters including spaces)****

How does your business incorporate energy efficiency to its daily practices? _____

Do you have a Demonstration exhibit you would like to showcase at the Fair?

**Exhibit Description (including size dimensions, square footage, photos, line drawings, and written description). If you have power needs, please see power supply section on the form and complete worksheet.

Thank you for supporting Solar Sonoma County and the **2nd Annual Solar Energy & Efficiency Fair**

Solar Energy & Efficiency Fair
Finley Center June 19, 2010

Booth Accessories and Extras

Accessories must be ordered on this initial application

Booth Covering

Qty. ____ Total \$ _____ 10x10 canopy \$90.00

Qty. ____ Total \$ _____ 10 X 20 Canopy \$180

Tables and Chairs

Qty. ____ Total \$ _____ 5' Table \$15 ea.

Qty. ____ Total \$ _____ 6' Table \$20 ea.

Qty. ____ Total \$ _____ 8' Table \$30 ea.

Qty. ____ Total \$ _____ Chairs \$5 ea.

Linen Order

Qty. ____ Total \$ _____ 5' Table Linen \$20.00 ea.

Qty. ____ Total \$ _____ 6' Table Linen \$20.00 a.

Qty. ____ Total \$ _____ 8' Table Linen \$25.00 ea.

Solar Power Needs Worksheet

Space # _____ Double # _____ – (Leave blank if unsure, do not delay returning form)

Business Name: _____

Contact Name: _____ email: _____

Work Phone: _____ ext _____ Fax: _____

Address: _____

City: _____ State: _____ Zip: _____

Power - Solar Generator Energy

We have a limited amount of power available at the fair. All Solar Generated Energy that is available is 110 volts/20 amps service. Vendors are required use 12/3 extension cords; we cannot permit the use of orange extension cords. Please bring your own extension cord. 25' extension cords are recommended.

(We will be hooking you up to a solar power source – no fossil fuel powered generators, please!)

Please provide breakdown of power needs

Electrical Specifications Worksheet (1 day)

Venue: Finley Center

Please tell us what you will be powering

Example: 2 laptops, 1 fan, 1 - 50 amp coffee maker, etc.

What is the current draw of each item you will require power for at the Fair?

Notes: _____

I have read and agree to exhibitors guidelines outlined on page 6 and 7 of this document. I understand and agree with all the conditions of this contract.

Signature: _____ **Date:** _____

Please keep a copy of your application and retain pages 6 and 7 of this document for you reference.

Exhibitor Guidelines

1. Exhibitors must have paid a non-refundable deposit of at least 50% of the total rental charge within 30 days of placing a reservation in order to maintain a booth reservation. In the event of an Exhibitor cancellation at least 30 days prior to the opening day of the event, any monies paid over and above the 50% deposit amount before discount will be credited toward a future event. In the event of an Exhibitor cancellation less than 30 days prior to the opening day of the Event, all monies paid will be forfeited.

2. Set up times: **Saturday June 19, 2010, 8:30 am – 10 am, load out Saturday June 19 6pm – 9pm.**

The show opens to the public at **11am**, Saturday June 19, 2010. At 10:30 am, all booths must be fully ready. Dismantling will begin at **6:00PM on Saturday, June 19, 2010** and continue until 9pm Saturday, June 19, 2010 public hours of the event are as follows: on Saturday June 19, 2010, **11:00 am -5:00PM.**

All vehicles are required to be off the field by 10am and all walkways must be cleared by 10:30 am

3. The organization reserves the right to determine the eligibility of any product, company and/or service in the booth area. It is the responsibility of the Exhibitor to inform the exhibit manager of any and all products, service or claim which does not comply with the regulations of the FDA or any other State or Federal regulatory agency and/or which is considered experimental. Exhibitor is strictly prohibited from having or selling on-site any substance or product considered being illegal. Consequences for any such action will be solely born by the Exhibitor and may be cause for expulsion without recompense.

4. All products and services to be sold, offered, or referred to during the event must be included on the reservation form. **No sublet or split booth space shall be permitted without prior written agreement with Sponsor.** A detailed information kit will be e-mailed to each Exhibitor. This kit will contain information on electrical, drayage, shipping, and extra tables, chairs, extra badges.

Food and Beverage Sales and Sampling

All food and beverage applicants, including exhibitors that plan to sample food / beverage, (pre-packaged included) must attach the required document(s) listed below and submit the required documents to us along with your Booth Application. Applications will not be processed without the inclusion of all requested document. Please do not bring polystyrene products for food distributing.

5. Solar Sonoma County will provide: a 10'x10' booth space. All additional accessories are available for a fee. Please submit attached worksheet along with booth reservation.

6. Aisles and Exits, as designated on approval show plans, shall be kept clean, clear, and free of obstacles. Booth construction shall be substantial and fixed in position in specified areas for the duration of the show. Easels, signs, etc., shall not be placed beyond the booth area into the aisles or walkway areas, or walls ceiling or columns, etc. Interior furnishings and materials shall not be located so as to obstruct or block exit ways, fire and safety devices or equipment. Distribution of samples and literature is strictly limited to the confines of the Exhibitor's booth. Also, voice and/or music amplification must be kept to a sufficiently low volume so as not to disturb other exhibitors or attendees.

7. No painting of signs, displays or other objects is permitted on site. No adhesive-backed (stick-on) decals or similar items, excluding nametags, may be used in the building. "Glitter" is not permitted on carpeted areas of the building. We also request that you do not us any balloons at this event

In supporting our "LEAVE NO TRACE "Policy for our events, thank you in advance for your helping make this possible. I/We agree to remove from the festival site any and all materials I/we bring, including booth construction materials, damaged or unsold goods, and garbage.

8. Insurance is the responsibility of the Exhibitor and is recommended. SSC is not responsible for replacement of lost or stolen goods. Exhibitors are responsible for obtaining their own general liability insurance for the show date, including move-in and move-out. Exhibitors will indemnify SSC and the Finley Community Center & Park enter for claims/suits arising between Exhibitors and attendees regarding booth rental. Please provide a copy of your insurance to us by June 1, 2010.

Liability Insurance

The exhibitor agrees to indemnify and hold harmless Solar Sonoma County.org, its owners, the Solar Energy and Efficiency Fair, its agents and employees, and the Finley Community Center, from any and all claims, causes of action suits, damages, theft, injuries and losses to any person or goods arising out of or connected in any way with the renting of space in the Fair. Exhibitor agrees that this release is intended to be a full and final compromise and release of any claims, demands, actions, and causes of action, known or unknown, and in consideration of this contract, Exhibitor expressly waives the provision of Section 1542 of the California Civil Code, which reads as follows: "A general release does not extend to claims which the creditor does not know or suspect to exist in his favor at the time of executing the release, which, if known by him, must have materially affected his settlement with the debtor." Please provide a copy of Liability Insurance by June 1, 2010. If you have any questions about this, please contact us.

9. Exhibitors are financially responsible for any damage caused to booths, decorations, or to any Event Center property. Do not nail, screw, staple, pin, tack, tape, etc., any materials directly to pre-existing structures.

10. All federal, state and city regulations pertaining to fire and safety must be adhered to (i.e., all fabrics used in booth construction/decoration must be flame retardant). The following types of materials are considered acceptable for booth construction and decoration: wood, noncombustible materials as defined by Santa Rosa's Fire Codes, "any material which will not ignite or actively support combustion in a surrounding temperature of 1,200 degrees Fahrenheit during an event sure of five minutes." Flame retardant treated materials and decorations: The following exhibits will require special approval, fire permits and/or fire extinguisher in booth: exhibits with canopies, umbrellas, or other horizontal extension that impedes sprinkler systems, and all exhibits having an open flame. Any exhibit employing flammable liquid, compressed combustible gas or highly combustible or explosive material is prohibited!

11. Exhibitors are responsible for meeting all city/state resale-licensing requirements. Exhibitors comply with all Event Center house rules.

12. Any Exhibitor giving away or selling food in his/her booth is responsible for all Health Department permits, rules, regulations, etc. Food vendors must comply with all local health department rules and regulations.

14. Any electrical wiring which might come into contact with the partitions must be inspected and have adequate insulation to prevent electrical shock. Additionally, all cords must be grounded and be UL approved.

15. Exhibitors agree to conduct themselves in a respectful, cooperative manner appropriate to the integrity of the attendees, fellow exhibitors, and show management staff.

16. In the event that any outside cause, such as war, fire, weather, any Act of God, etc. prevents the Exhibition, the Management reserves the right to retain Exhibitor payments for expense compensation.

17. Final payment of booth rental is due no later than May 20, 2010, in order to avoid a 10% late charge. Exhibitor setup will not be permitted unless SSC has received signed contract(s) and all fees are paid in full.

18. Failure to comply with these rules and regulations may result in fines levied by SSC, Event Center or Government agencies. SSC and Event Center retain their right to close, without notice, any exhibit that fails to cooperate with these policies.

19. Any questions or issues that are not covered in this contract shall be subject solely to the decision of SSC. Please refer to your welcome package for helpful suggestions in reducing your footprint.