



The 2nd Annual
Solar Energy & Efficiency Fair!
Saturday, June 19th 2010
Finley Community Center & Park, Santa Rosa, CA
Exhibitor / Vendor Opportunities 2010

Registration Exhibiting Load in Hours 8:00am - 10 am ~ Saturday, June 19th

***Field Access closes 10am No Exceptions ~ all walkways must be cleared by 10:30am, this includes vehicles**

Fair Hours: 11 am – 5 pm ~ Saturday, June 19, 2010

Exhibitor Load out Hours: 6pm – 9pm ~ Saturday, June 19, 2010

A community Solar Energy & Efficiency Fair featuring the Pathway to Clean Energy, a step-by-step interactive experience about how to “First Reduce, Then Produce” energy – as well as speakers, workshops, solar and energy efficiency professionals, green jobs information, speakers, food and beverages, live local entertainment on a solar-powered stage, and much more!

Fair Highlights

Clean Energy Solar Zone

Fun Zone

Food Fair

Green Job Zone

Finance Zone

Pathway to Clean Energy

Sustainable Builders

Energy Efficiency

Wine and Beer Tasting

Workshop Area's (indoor and outdoor)

Join our Solar Sonoma County.org and save on booth Fair fees. Member's application attached.

About our organization: Solar Sonoma County is a consortium of local governments, businesses and other local entities and individuals working collaboratively to identify and implement initiatives to promote, expand, and accelerate solar photovoltaic and solar thermal energy generation and energy efficiency throughout Sonoma County.

Our Mission: To promote installation of solar PV and solar thermal on public facilities, homes, and private properties and to promote energy efficiency countywide through a public/private partnership

Product & Services Booths - Solar Energy & Efficiency Fair June 19, 2010

<u>Solar Vendor Booth SSC Members (Kilowatt level and up)</u>	<u>\$500</u>
➤ Early-Bird Special (No Later than April 15, 2010) 20% discount:	\$400
➤ Listed on website	
➤ 10 x 10 Booth Space	

<u>Solar Vendor Booth for Non-Members</u>	<u>\$850</u>
Early-Bird Special (No Later than April 15, 2010) 20% discount:	\$680
➤ Listed on website	
➤ 10 x 10 Booth Space	

<u>Energy Efficiency & Finance Zone Booth SSC Member (Kilowatt level and up)</u>	<u>\$300</u>
➤ Early-Bird Special (No Later than April 15, 2010) 20% discount:	\$240
➤ Listed on website	
➤ 10 x 10 Booth Space	

<u>Energy Efficiency & Finance Zone Booth for Non Members</u>	<u>\$500</u>
➤ Early-Bird Special (No Later than April 15, 2010) 20% discount:	\$400
➤ Listed on website	
➤ 10 x 10 Booth Space	

<u>Green Job Zone</u>	<u>\$200</u>
➤ Listed on website	
➤ 10 x 10 Booth Space	

<u>Nonprofit – Government & Educational Institution Booth Space</u>	<u>\$150</u>
➤ Listed on website	
➤ 10 x 10 Booth Space	

<u>Food & Beverage Booths</u>	<u>(MUST include all documents as outlined on page 3)</u>
	10 x10 Food Booth \$300 Beverage Booth \$175
	10 x15 Food Booth \$450 Beverage Booth \$250
	10 x 20 Food Booth \$600 Beverage Booth \$325

NEW Food Vending Area: please visit www.solarsonomacounty.org for booth map / locations. If you are a food or beverage vendor interested in selling Alcoholic beverages please contact Michelle at 707 263-1510 for booth placement in the Beer and Wine Garden

Alcohol

No alcohol will be served or consumed except in the glass enclosed outside area of the patio. Any violation may result in immediate expulsion from the premises.

Food Vendor Information ~ Solar Energy & Efficiency Fair June 19, 2010

This is a one-day event so no permit application is required. You do however have to adhere to the county food handling guidelines. Detailed information is available on the county websites via the link provided below. Please review the Temporary Food Facility Food Booth Requirements and Procedures page to be sure you are in compliance.

Please Note: There is No Running Water/Spigots. Please come self contained

Link to the Department of Health's website:

<http://www.sonoma-county.org/health/eh/foodhome.htm>.

On the day of the event, and prior to preparing food, each vendor must comply with the following food handling procedures.

<u>Food Preparation</u>	<u>Temperature Control</u>	<u>Utensil Washing Facility</u>
<u>Hand Washing Facilities</u>	<u>Wastewater</u>	<u>Food Handlers</u>
<u>Ice</u>	<u>Condiments</u>	<u>Toilet Facilities</u>
<u>Smoking</u>	<u>Storage/Service</u>	<u>Garbage & Refuse</u>
<u>Animals</u>	<u>Food Booths</u>	<u>Diagram</u>

Here is a list of the following required documents for application processing and placement in the Solar Energy & Efficiency Fair! Applications will not be processed and booths will not be allowed to open to the public without compliance of Sonoma County Health Departments Food Handling Procedures.

Health Department / Food and Beverage Checklist:

The following documents must be submitted to with your vendor application:

- Temporary Food Booth Sketch Sheet
- Food and Beverage Menu
- Electrical Work Sheet

Food and Beverage Donations 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.

Alcohol: No alcohol will be served or consumed except in the glass enclosed outside area of the patio. Any violation may result in immediate expulsion from the premises.

Fire Department / Propane Permits: If you will be using propane in your booth you must obtain a permit from the Santa Rosa Fire Department. You may contact them directly at (707) 543-3500 for forms and information. If you already have your annual fire permit, please include a copy with your booth application and contact the Santa Rosa Fire Department to inform them of your application for attendance in the Solar Energy & Efficiency Fair! One of the following must accompany this application in order to be accepted and placed in the Solar Energy & Efficiency Fair!

- A copy of your Annual Fire Permit and date of notification to the Santa Rosa Fire Department
- A copy of receipt / proof of payment for your annual fire permit and application date



Solar Energy & Efficiency Fair June 19, 2010

Sponsorship Opportunities - Detailed Sponsorship information available on the website

Note: Vendors can elect to sponsor certain areas/zones of the fair including:

- | | |
|------------------------------------|----------|
| ➤ Main Stage and Auditorium | \$15,000 |
| ➤ Clean Energy Zone | \$10,000 |
| ➤ Clean Energy Vendor Walkways (6) | \$4,000 |
| ➤ Pathway to Clean Energy | \$7,500 |
| ➤ Workshop Room (2) | \$6,000 |
| ➤ Green Job Zone | \$6,000 |
| ➤ Wine and Beer Tasting Zone | \$4,000 |
| ➤ Fun Zone | \$3,500 |

Product Donation Program

If you would like to donate product for the Solar Energy & Efficiency Fair, we would appreciate your contribution. We are looking for product giveaways for our Sponsors, VIP's, Presenters, Performers, Staff and Volunteers and Pathways Prize Drawing. This is a great way to reach a lot of people and have direct marketing of your product. Please see your welcome package for product delivery information.

Raffle and Auction Items

Do you have a product you would like to donate to our raffle and auction area? Brand your product with our pre-qualified audience – and help us raise funds for our non profit Solar Sonoma County.org. while getting a tax write – off! Your contribution will be used in our Raffle and Auction Area. Thank you for considering how you can participate.

Food and Beverage Donations

We are currently looking for Beer Wine Food and Beverage donations. These products will be used to in the following areas and is a great way to get your product out there. Beer and wine will be used in our wine Beer and Wine tasting area as well as for our Speakers, Sponsors and VIPs while you food and non alcoholic beverages will be used to nourish our staff, speakers, VIPS, Volunteers and Performers.

Please contact Michelle at 707 263-1510 for more opportunities!



**The 2nd Annual
Solar Energy & Efficiency Fair!
Saturday, June 19th 2010
Finley Community Center & Park, Santa Rosa, CA**

Business Name: _____ Contact: _____ Number _____ / _____

Please list all goods and / or services (including brand & name of country item is from) to be sold / presented in your booth. 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 show case 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.**

NON-REFUNDABLE DEPOSIT OF 50% OF TOTAL COST IS REQUIRED TO RESERVE YOUR BOOTH WITHIN 30 DAYS OF APPLICATION If payment is not made by the Exhibitor as per this agreement, SSC - Solar Energy & Efficiency Fair may cancel this agreement and release said exhibit space without notice of refund. By acceptance of this agreement, the Exhibitor expressly releases The Solar Energy & Efficiency Fair from any and all liability for damage, injury or loss to any person or goods which may arise from the rental and occupation of booth space. Signature acknowledges acceptance of terms located on this page and the next.

Thank you for applying to the **2nd Annual Solar Energy & Efficiency Fair**



Exhibitor / Vendor Application 2010

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 #) _____

Non-Profit 501 C3 # _____

Exhibitor /Vendor Level: _____

I have enclosed a copy of my Liability Insurance as outlined on page 10 section 8.

I am a member of SSC

I am submitting with membership application \$ _____

Product & Services Booth Fees: \$ _____

I paid for or renewed mymembers application on _____

Accessories total from attached worksheet \$ _____

Total Amount due: \$ _____

Total deposit enclosed: \$ _____

Date received: _____ Method of Payment: _____

Food Vendors: I/We agree to bring a 30 gallon or larger garbage can for use by the public and to keep walk areas clean around our booth. ___ Yes ___ No, ___ Initials

Food and Beverage Vendors: I/We would be willing to provide a \$.50 discount on food and beverage to attendees who bring their own reusable container ___ Yes ___ No, ___ Initials

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/payonline.html>



2nd Annual Solar Energy & Efficiency Fair

Solar Sonoma County
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

Exhibitor/Vendor 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:

I would like to take advantage of the members discount by joining Solar Sonoma County.org

___ I am a member in good standing

___ I am a new Member, my worksheet is attached

___ I am a renewing member, my worksheet is attached.

___ I have become a member via your online system <http://solarsonomacounty.org/payonline.html>

SSC Membership Level: _____ SSC Membership Cost: \$ _____

Vendor Type: _____ Booth Number _____

Cost of Booth \$ _____

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 ea.

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

**Solar Energy & Efficiency Fair
Finley Center June 19, 2010**

Vendor Solar Power Needs Worksheet

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

Business Name: _____

Contact Name: _____ email: _____ @ _____

Address: _____

City: _____ State: _____

Zip: _____

Work Phone: _____ Fax: _____

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 suggested.

(We will be hooking you up to Solar – no 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 makes.

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 9 and 10 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 9 - 11 of this document for you reference.



2nd Annual Solar Energy & Efficiency Fair

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 use 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

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.



____ I want to become a Member of Solar Sonoma County.org and take advantage of the members vendors fees for the 2010 Solar Energy and Efficiency Fair held at the Finley Center ~ June 19, 2010

____ Please renew my Solar Sonoma County.org Membership

My current Membership is due to expire on _____

MEMBERSHIP APPLICATION

NAME _____ **DATE** _____

BUSINESS OR AFFILIATION _____

ADDRESS, CITY, ZIP _____

PHONE _____ **EMAIL** _____

WEB SITE _____

Type of business (if applicable)

Individual

____ Milliwatt \$20 (students and seniors)

____ Watt \$35

____ Kilowatt \$100

____ Clean Energy Sponsor - \$250

____ Super Clean Energy Sponsor - \$500

Non Profit

____ Gigawatt - \$500 (includes logo on web site)

____ Megawatt - \$250

Business or Organization

____ Megawatt - \$500(email hi-res logo in jpeg format to Alison@solarsonomacounty.org)

____ Gigawatt - \$1,000

____ Terawatt - \$2,000

Major Sponsor (email hi-res logo in jpeg format to Alison@solarsonomacounty.org)

____ Petawatt \$5,000

____ Exawatt \$7500

____ Zettawatt \$10,000 +

Make check payable to: Solar Sonoma County

Mail to: Solar Sonoma County, P.O. Box 5176, Santa Rosa, CA 95402

Or visit our website and pay at: <http://solarsonomacounty.org/payonline.html>

Thank you! We look forward to your participation in the Solar Energy & Efficiency Fair!!

Please contact Michelle Deem 707 263-1510 direct or call our office at 707 284-9799 with any questions.

Send in by ____ April 30, 2010