

March 12, 2010

Solar Sonoma County is pleased to offer your company the opportunity to have access to more than 5,000 people interested in solar power and energy efficiency. Building upon the success of last year, Solar Fair Booth space is now available at our 2nd Annual Solar Energy & Efficiency Fair held Saturday June 19, 2010 at the Finley Community Center in Santa Rosa. [Visit our website now to download your vendor welcome and application!](#)

In line with the growth of our nonprofit, we have modified our event name to reflect the growth of our organization. Last year's event – called simply: the Solar Fair – and was our public launching of Solar Sonoma County's education and outreach efforts to educate and motivate people about solar and energy efficiency opportunities.

Our audience is comprised primarily homeowners and business owners, building upon the success of last year with more than 3,500 attendees we have redesigned our event layout to increase vendor foot traffic and are promoting our Pathway to Clean Energy more this year, promoting our "reduce before you produce" philosophy (please see attached vendor booth-event map).

As with last year's event, there will be a variety of solar energy and efficiency booths, a green jobs zone, exciting speakers, workshops, live music on a solar powered stage, family fun activities, as well as food and drink. The event will once again be free to the public.

As you may or may not know, Solar Sonoma County is a consortium of local governments, businesses and other local entities and individuals. Our mission is to advance Sonoma County's transition to clean energy by promoting energy efficiency, solar PV, and solar thermal countywide through public/private partnerships, providing leadership, education, outreach, and advocacy. We are currently funded by grants from the U.S. Dept. of Energy Solar America Cities program as well as local government, business, and community support.

More information about the fair and ongoing solar and efficiency programs is available at the Solar Sonoma County web site at: www.solarsonomacounty.org

You can contact me directly at vendors@solarsonomacounty.org (707) 263-1510 direct or call our office at (707) 284-9799 with questions.

Thank you very much for considering our request; we look forward to your participation in our event.

Check your inbox for an invitation to participate in some of our great sponsorship opportunities which is coming soon!

Michelle E. Deem
Solar Sonoma County, Solar Energy & Efficiency Fair Producer
PO Box 5176
Santa Rosa, CA 95402

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