



**St. Clair County Earth Fair
Goodells, MI**

Celebrating 11 years of making a difference!

www.EarthDayFair.com

Friends of Earth Fair Committee

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Pine River Nature Center

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Pine River Nature Center

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St Clair County Master Gardeners

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Michigan DNR Recreation Div

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St Clair County Community College

Mary Marlatt
Tupperware

Jason Rasmussen
Cargill, Inc.

Mary Kay Weber
Member

January 16, 2013

Dear Earth Fair Exhibitor:

Practice what we preach, right? That's the plan we are putting into motion with our 11th annual Earth Fair. After eleven years it's time to be the catalyst for inspiring a new way of thinking and doing!

Earth Fair is Friday, April 26th from 9am – 4pm and Saturday, April 27th from 10am – 4pm in the beautiful setting of Goodells County Park in St. Clair County, just six miles west of Port Huron.

Earth Fair is a two-day extravaganza of companies, artisans, demonstrations, displays and entertainment acts blended in an environment that's free and fun for the whole family. This event has thousands of fans who have come to take part in this large-scale Earth Day event year after year.

You have been chosen to receive our invitation because you fit into our mission of bringing an environmental message, product or service to our audience. You will see lots of new activities planned in the following attachments. Please read through all the information carefully.

We hope you choose to celebrate Earth Day with us because, as an Exhibitor, you form the heart of Earth Fair. Spaces are limited and fill up fast so please register by **February 15**. We'd be happy to assist you with planning activities for your booth, even help you pull together the resources you need.

A map and specifics will be sent to you upon confirmation of your participation. We look forward to hearing from you soon!

Sincerely,

Chair, Friends of Earth Fair



Earth Fair 2013 – EXHIBITOR REGISTRATION

Friday, April 26, 9am – 4pm ♦ Saturday, April 27, 10am – 4pm ♦ Goodells County Park

Name of Organization: _____

Name as you would like it to appear in print: _____

Org Type: For-Profit Non-Profit Food Vendor Youth Club School Gov't Agency Individual

Contact Name: _____ Title: _____

Street Address: _____ City: _____ Zip Code: _____

Phone Number: (_____) _____ Email: _____

Website: _____

(We will create a link from our www.EarthDayFair.com website to your website)

Exhibitors are given a 10x10 area and can use the space as desired. Goodells County Park will provide the following items for you. You may supplement beyond what is provided as long as it fits within your 10x10 area.

of tables: 0 1 2 # of chairs: 0 1 2 3 4 # of picnic tables: 0 1

I need access to electricity. *(Please bring your own extension cord):* Yes No

Please list specific set-up needs or requests. (Outdoor setup, water, animals, pen for animals, food, craft area, etc.)
Outdoor exhibitors have no space restrictions. If you plan to bring your own tables and chairs, please list that here too.)

CHECK ONLY ONE BOX:

- \$100 – Food or Beverage Vendor. **NO STYROFOAM ALLOWED.** Also requires a temporary food service license from the St. Clair County Health Department (810-987-5306)
- \$ 45 – 2013 New Exhibitor (If you are a new Exhibitor to Earth Fair in 2013, this is the box you **MUST** check.)
- \$ 40 – For-Profit
- \$ 15 – Non-Profit, Gov't Agency, Individual
- \$ 10 – Boy/Girl Scouts, 4-H Club, or School Club
- \$ 0 – Yes! I am interested in finding out how to become an Earth Fair sponsor!
Comes with free t-shirts & free exhibit space. A sponsor packet with incentive levels will be sent to you.

T-SHIRTS:

- \$7 – I would like to purchase a 2013 Earth Fair t-shirt at the special early bird price.
\$7.00 x # _____ of t-shirts = \$ _____ Please list all t-shirt size(s): _____

PAYMENT:

My non-refundable registration fee is included: \$ _____ **(Payment due February 15, 2013)**

- Cash Check # _____ Invoice me

Checks made to St. Clair County Earth Fair. Credit cards have a 4% surcharge. Registration fees are non-refundable.

Limited space available! Register early!

Fax (810) 966-2886

Mail

St. Clair County Environmental Services
6779 Smiths Creek Road
Smiths Creek, MI 48074

Email: earthfair@stclaircounty.org

Call: (810) 989-6981

Make checks payable to:
St. Clair County Earth Fair

1. Hands On Activity

Earth Fair is a hands-on, family-friendly event so learning through an activity, display or demonstration is required. Static booths are not acceptable. Please briefly describe what you will have available.

2. QR Codes

In the spirit of Earth Day, we challenge you to reduce your carbon footprint! Instead of picking up paper handouts, visitors to your booth scan your QR Code with a free bar code app from their smartphone. Your QR Code is linked to all your vital contact information. We provide an 8.5x11 acrylic stand to display your QR code. If you have never created a QR Code before, we recommended you attend our 30-minute training.

Yes, I will attend a QR Code Training Workshop. *A committee member will follow up with you.*

Check your availability: March 25 April 11 Morning Afternoon Evening

3. Coupon Incentive

Riders on our free Earth Fair shuttle receive a custom pin-on button that serves as their “bus ticket”. As a shuttle incentive, we ask exhibitors to offer a discount or coupon to their booth that only wearers of the button are entitled to. Up to 200 families will ride the shuttle. This is voluntary.

Yes, I want to offer a discount or coupon to a product or service at my booth.

Examples: 20% off one specific item; free sample; 10% off online purchase; 25% off first purchase

Offer: _____

4. Mini Workshop

These 20-minute workshop sessions are staggered across the two-day period to tie in with the highest-traffic times. Sessions will occur inside the Visitors Center and can accommodate PowerPoint, are general seating and open to all ages. Topic ideas should tie in with your product, mission or service.

Yes, I will give a 20-minute workshop. *A committee member will follow up with you.*

Workshop title: _____

Friday Saturday Both Preferred time slot: _____

If your workshop requires a hands-on craft (i.e. soap making, stained glass, candle making, etc) you may charge a small fee to cover the cost of supplies for each participant.

Yes, I will have a nominal workshop fee: _____ (\$1/person; \$3/family, etc)

5. Earth Fair Bingo

The Earth Fair bingo card is made up of one activity or lesson from each booth to promote hands-on, minds-on learning for children. This is voluntary. Last year’s example is included.

Yes, include me. Please write your one sentence description: _____

Yes, I will donate a child-appropriate prize to the Earth Fair bingo.

Prize item description: _____

➡ **Do you intend to sell any products at your booth during Earth Fair?** YES NO

Please attach brochure. Food vendors must contact the St. Clair County Health Department to purchase a temporary food license. (810-987-5306)

➡ **I would like copies of the 2013 Earth Fair flier to hand out.**

Email me an electronic version. I will make the color copies myself. Mail me # _____ fliers.

➡ **Confirmation packets with set-up instructions and maps are sent electronically.**

Please check here if you wish for yours ONLY by POST MAIL.



What is a QR Code?

A **Quick Response code**, or **QR code**, is one of the most popular types of two-dimensional barcodes. The code consists of black modules arranged in a square pattern on a white background. It allows a lot of information to be stored in a small space. QR codes appear in magazines, on signs, buses, storefronts, or just about any object which users might need information.



How do I fit in? As an Earth Fair Exhibitor you are encouraged to create a single flier that includes your basic contact information (name, address, phone, email, URL) as well as your QR code. You decide what information goes in your QR code – a website, phone number, Facebook page link, a GPS location, or any messaging or wording you want! It's a brochure, only digital!

How does this work? Users with a smartphone or tablet download a free bar code scanner app to take a picture of a QR code. **Over 50 FREE bar code scanner apps exist!** Once a visitor takes a picture of your QR code it will display whatever data you have encoded in it.

How do I get started? You can generate your own QR code by visiting several **free QR code-generating websites**. We suggest Kaywa (qrcode.kaywa.com) or QR Stuff (qrstuff.com). Once you generate your QR code, it can be saved, printed, downloaded, emailed, or simply copy and paste it onto your flier. If creating a QR code does not interest you, please consider reducing all your handouts and literature into ONE flier or brochure. An 8.5x11 clear acrylic stand will be provided to you for display your information.

How does this fit into Earth Fair's mission? We are capitalizing on this popular method of digital information sharing. This reduces our carbon footprint – conserving resources, using less, reducing waste. Instead of leaving Earth Fair with a pile of papers, which end up in the garbage, visitors will leave with only texts or photos on their smart device. These texts and photos can be stored indefinitely and accessed anywhere, anytime –better than a brochure!

*** If you have never created a QR Code before and need to learn how, we recommended you attend our 30-minute training on March 25 or April 11 at the St. Clair County Administration Building in Port Huron. Please indicate this on your registration form. A committee member will follow up with you.**



Earth Fair Bingo



Up, down, right, left, diagonal, it doesn't matter, six in a row wins!

Turn your card in to win – every card is a winner!

All entries will be randomly drawn to win a grand prize.

Return your completed BINGO card to the registration table in Barn #1 (West Barn).

<p>Pine River Nature Center Match a bird skull with its feather.</p>	<p>Can-Am BMX Racing What does BMX stand for and where is the closest racing track?</p>	<p>Lifestyle Matters How many gallons of water does it take to make one pound of hamburger?</p>	<p>St. Clair County Health Department Place a pin in the map to find which watershed you live in.</p>	<p>Nature's Boundaries Match the soap scent to the essential oil or herb.</p>	<p>Dan Rhein, Artist These are not chicken bones... what are they?</p>
<p>Stone Hagg What is a "geode"?</p>	<p>St. Clair County Environmental Services See what materials are used to construct a landfill.</p>	<p>Blue Water Area Transit What type of fuel does a Blue Water Area Transit Bus use?</p>	<p>Nepper Enterprise-Shaklee Can you make water wetter?</p>	<p>Back 2 the Wild Rehab What is the only North American marsupial?</p>	<p>Blue Water Sierra Club Weasels are an important predator in the ecosystem. What animal is their main prey?</p>
<p>Hymnotes Farm How many top teeth does a baby goat have?</p>	<p>Goodells Green Goers What can recycled glass be used for? Switch barns.</p>	<p>MSU Extension 4-H Give an example of one product that is made from corn.</p>	<p>Earthkeepers Which item breaks down the quickest in a landfill and which item takes the longest to break down?</p>	<p>St. Clair County Master Gardeners Make a beanie baby necklace</p>	<p>Sunny Fields Botanical Park Beautiful plants at Sunny Fields give the earth and us _____. (Fill in the blank)</p>
<p>Tupperware How long will a Tupperware product last?</p>	<p>RC Organic Farms Can you name this vegetable?</p>	<p>McCallum's Orchard What month do apple trees blossom in Michigan?</p>	<p>Red Barn Farm What do they call the person who cuts the wool off of sheep?</p>	<p>Two Old Stoners What type of fossil is a Petoskey stone?</p>	<p>KGR Services What is the difference between fluorescent light bulbs and LED light bulbs?</p>
<p>Country Roots Farm What causes the most pollution in our rivers and lakes?</p>	<p>St Clair County Farm Bureau How long is the cow's intestine?</p>	<p>HOW Club Complete one of our activities!</p>	<p>Cartridge Connection Play the bean bag toss game.</p>	<p>FREE SPACE Switch barns.</p>	<p>Port Huron Water Reclamation Facility What are "biosolids" and how are they useful?</p>
<p>Powder Puff Pacas Why are alpacas considered earth friendly animals?</p>	<p>Chris's Bunnies What activities do bunnies like the most? Do they like to be played with?</p>	<p>All Things Lavender Name three ways lavender can be used medicinally.</p>	<p>Future Explorers 4-H Come test your knowledge about birds and their nests.</p>	<p>Amber Lane Gifts & Crafts List one way that beeswax can be used.</p>	<p>Neighborhood Fort Find <i>Forty the Squirrel</i> for a cool fact about squirrels and the environment.</p>