

EARTH DAY ECO EXPO!

Exhibitor Guide 2013



IMPORTANT

-  Exhibitors with vehicles and heavy equipment as part of their exhibit should plan to setup on **Thursday, April 18th.**
-  Booth numbers will be issued via e-mail by **Wednesday, April 10th.**
-  Exhibitor and sponsor credentials will be provided in the exhibitor and sponsor lounges on **Saturday, April 20th.**



EARTH DAY
DALLAS 2013™

Further Details Inside

**APR
10**

Deadline for indoor exhibitors to receive discounted pricing through Superior Expo Services for additional trade show furniture and signage. All exhibitor tents and booths come fully furnished.

**APR
15**

Insurance: Commercial exhibitors (excluding academic institutions government entities, and non-profits) must provide a copy of their commercial liability insurance policy to Earth Day Dallas.

**APR
18**

Vehicle Move-In: Exhibitors with vehicles and heavy equipment in their exhibit should plan to deliver and stage their equipment on **Thursday, April 18, 2013 between 9:00 a.m. and 6:00 p.m.**

**APR
19**

Move-In: Exhibitor move-in is Friday, April 19, 2013 from 9:00 a.m. to 9:00 p.m. **FRIDAY ONLY:** Indoor exhibitors will have full access to the parking lot behind the Automobile Building for unloading and parking and outdoor exhibitors will have full drive-up access to outdoor tents. If you cannot set up on Friday, it is advisable to at **least drop-off** exhibitor materials and then set up on Saturday morning.

**APR
19**

The Exhibitor Networking Reception will take place in the Exhibitor Lounge in the Automobile Building from 4:00 p.m. to 6:00 p.m.

**APR
20**

Saturday, April 20, 2013: Exhibitor move-in is from 7:00 a.m. to 9:00 a.m. Indoor exhibitors will have drop-off **only** access to the parking lot behind the Automobile Building. Outdoor exhibitors may drop items off on the border of exhibitor areas; however, exhibitors will **not have** full drive-up access to tents on Saturday.

**APR
21**

Sunday, April 21, 2013: Exhibitor move-out is from 6:00 p.m. to 12 midnight following the event and Monday from 9:00 a.m. to 12:00 p.m. Please contact us regarding any special move-out needs.



Exhibitor Booth Numbers

Earth Day Dallas will issue booth numbers, maps, parking passes, and WIFI passwords to exhibitors via e-mail by **Wednesday, April 10th, 2013**.

Please note that all indoor exhibitor booths will be in the Automobile Building and all outdoor exhibitor tent and booths will encircle the Esplanade. Booth numbers should not affect exhibitor move-in considerations, as setup guidelines are uniform for all indoor exhibitors and all outdoor exhibitors.



Setup Suggestions

Earth Day Dallas strongly encourages exhibitors to setup (or at least drop-off) materials on Friday, April 19, 2013 from 9:00 AM to 9:00 PM

Outdoor exhibitors will have full drive-up access to their tents on Friday, which will make setup easier and less time consuming than waiting until Saturday morning. On Saturday, items must be dropped on the outskirts of the outdoor footprint and manually moved to specific tent locations.

Indoor exhibitors may use the lot behind the Automobile Building to unload materials and park their vehicles during setup on Friday. On Saturday, exhibitors may use this lot to unload only and then must continue to exhibitor parking area behind Gate 3.

A full 24-hour security detail covering all exhibitor areas will be onsite from 12:30 PM on Thursday, April 18, 2013 to 12:00 PM on Monday, April 22, 2013.



Exhibitor Networking Reception

Please join us for the first Earth Day Dallas 2013 Exhibitor Networking Reception, which will be held on **Friday, April 19th from 4:00 p.m. to 6:00 p.m.**

This event provides a forum for exhibitors to get to know one another and will be held during setup hours in the Exhibitor Lounge on the south side of the Automobile Building. Earth Day Dallas will serve light appetizers, soft drinks, beer and wine.



General Questions, Billing & Customer Service



Lanny Shivers – Eco Expo Manager

(972) 567-1788
Lanny@earthdaydallas.org

Please contact Lanny with general event and exhibitor related questions.



Scott Hoffland – Academic Exhibitor Sales

(214) 395-8882
Scott@earthdaydallas.org

Please contact Scott with questions relating to academic exhibitors.



Tim Taylor – Exhibitor Sales

(214) 674-1273
Tim@earthdaydallas.org

Please contact Tim with general event and exhibitor related questions.

Exhibitor Shipments & Special Add-On Orders

Indoor Exhibitor Packages

Included Items, Per 10' x 10' Space

10' x 10' Booth Space

- 8' tall background drape
- 3' tall side dividers
- Exhibitor name sign
- 6' x 24" skirted table
- 2 chairs
- Wastebasket & recycling bin
- WIFI access
- Electricity

Receiving & Furniture and Signage Upgrades

Terrye Houser – Superior Expo Services

(866) 386-3976
terrye@superior-expo.com

Outdoor Exhibitor Packages

Included Items, Per 10' x 10' Space

10' x 10' Tented Booth Space

- 3 walls
- Exhibitor name sign
- 6' x 30" skirted table
- 2 chairs
- Wastebasket & recycling bin
- Electricity

Exhibitor Furniture and Signage Upgrades

Marsha Singer

(972) 943-4690

Please leave a message on the exhibitor hotline number above stating your name, company name and return phone number and Marsha Singer will be in touch with you shortly.

Accessing the Exhibit Area

Friday, April 19 Access (9AM to 9PM)

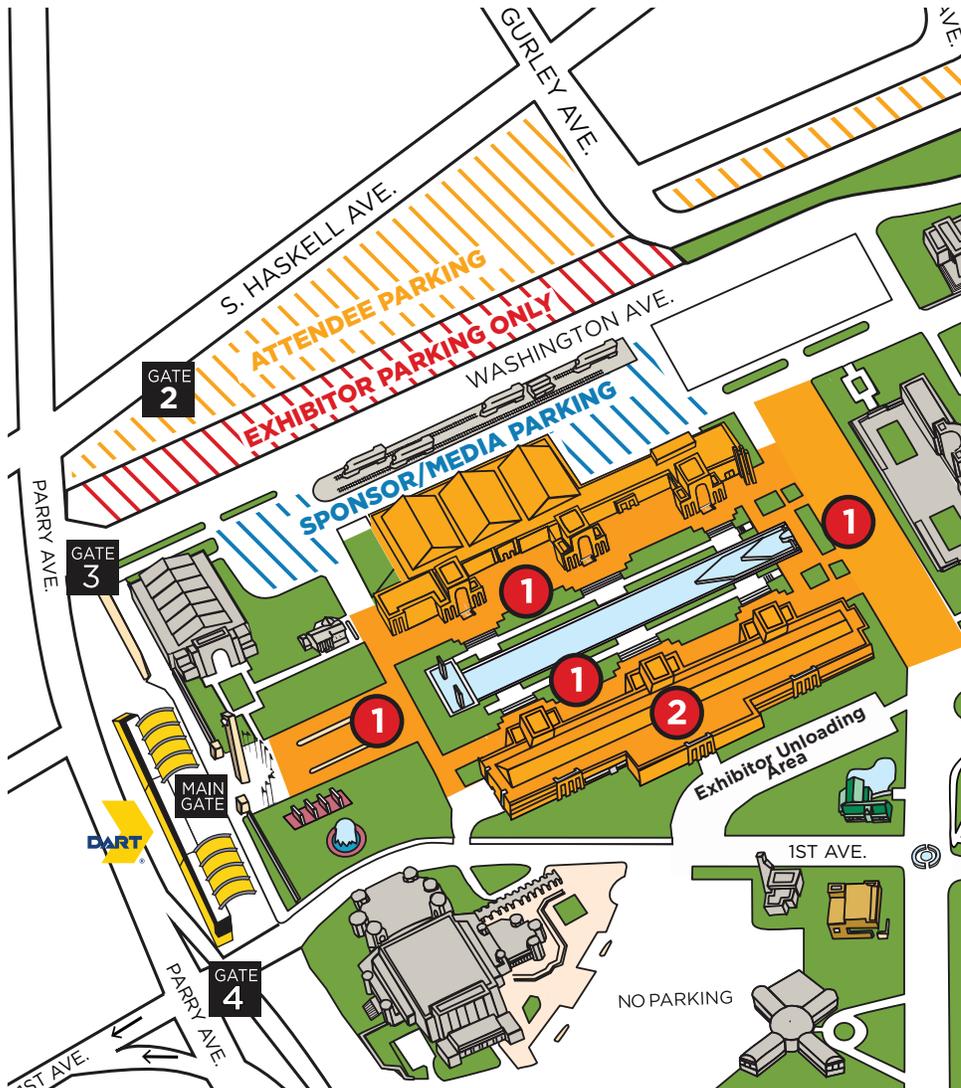
Outdoor exhibitors: Use Gate 3 to enter and drive your materials directly to outdoor tent.

Indoor exhibitors: Use Gate 4 to reach the indoor exhibitor unloading area behind the Automobile Building (#2). On Friday, exhibitors may also park in this area during setup.

Saturday, April 20 Access (7AM to 9AM)

Outdoor exhibitors: Use Gate 3 to enter and park in the exhibitor parking lot. Exhibitor materials must be manually transported from drop sites on the gold border surrounding outdoor exhibitor area #1.

Indoor exhibitors: Use Gate 4 to reach the indoor exhibitor unloading area behind the Automobile Building (#2). Exhibitors may unload materials from vehicles and then must proceed out of the exhibitor unloading area to Gate 3 and park in exhibitor parking prior to beginning setup.



**EARTH DAY
DALLAS** 2013

APRIL 20-21
10AM - 6PM | FAIR PARK

- 1** Esplanade - Outdoor Exhibitor Booths
- 2** Automobile Building - Indoor Exhibitor Booths and Exhibitor Lounge

Address: Input 3800 Parry Avenue, Dallas, TX 75226 into a GPS or mapping program to arrive at Gate 3.

Approach from East: when approaching Fair Park from the East take Exit 47 (1st Avenue), remain in the right lane and follow Exposition Avenue to Parry Avenue and then turn left for Gate 3 and right for Gate 4.

Approach from West: when approaching Fair Park from the West take Exit 47A (2nd Avenue) and follow 2nd Avenue to Parry Avenue and take a left for Gates 3 & 4.



Promotional Information

[Insert Name] invites you to visit our [INSERT indoor/outdoor] exhibit at Earth Day Dallas 2013!

Earth Day Dallas is a free, family-friendly event that will be held at Fair Park in Dallas, Texas on Saturday and Sunday, April 20 and 21, 2013 from 10:00 a.m. to 6:00 p.m.

Earth Day Dallas provides a public forum for leaders in the corporate, academic, government and nonprofit worlds to expose North Texans to information on environmental topics that are pressing, engaging, and actionable.

Hundreds of exhibitor tents will encircle the Esplanade's fountains and fill the automobile building, providing a stunning backdrop for colorful displays, free information, green products, scientific innovations, demonstrations, workshops and other hands-on learning opportunities for the whole family.

The indoor stage will showcase environmental talks from experts, including Texas A&M AgriLife Extension Master Gardeners and Master Naturalists. Buskers, dancers, and other performers will entertain outside, while Radio Disney performs and provides environmental programming at the foot of the Esplanade. Enjoy classic fair food and beverages along with fresh, healthy fare designed especially for Earth Day Dallas attendees!

Earth Day Dallas is an engaging and entertaining family-friendly experience that empowers attendees with relevant information and clear steps that they can take to better utilize available resources, switch to eco-friendly products, and support important nonprofit environmental organizations.

Fair Park is accessible by DART's Green Line (Fair Park Station: 3710 Parry Avenue, Dallas, TX 75226) and trams will also provide pick-up and drop-off services for attendees traveling by car from parking lots 5 and 6.

Learn more at: www.earthdaydallas.org



Insurance Information

Commercial exhibitors (excluding academic institutions, government entities, and non-profits) must provide a copy of their commercial liability insurance policy in an amount not less than \$2,000,000 with Earth Day Dallas, Inc., Fair Park, and the City of Dallas named as additional insureds.

Please send by e-mail or fax: sales@earthdaydallas.org / 214-580-2630.

