



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

Celebrating 10 years of making a difference!

www.EarthDayFair.com

Friends of Earth Fair Committee

Sarah Nelson
Pine River Nature Center

Carrie Kloka
Pine River Nature Center

Dennis Delor
St. Clair County Parks and Rec

Kristen O'Reilly
St. Clair County Health Dept

Sheri J. Faust
St. Clair County Health Dept

Stacey Kautz
St. Clair Conservation District

Liane Allen
St. Clair County MSU Extension

Barb Barnes
St. Clair County Environmental Services

Gene Rosati
Natural Enhancements

Laurie Dennis
Blue Water Audubon Society

Sandy Billings
St Clair County Master Gardeners

Michelle Jackson
St Clair County Master Gardeners

April Malick
Malick Farms

Dennis Wilson
Michigan DNR Recreation Div

Bob Hunkler
St Clair County Community College

Mary Marlatt
Tupperware

Douglas Fraser
Cargill, Inc.

Wes Harden
Cargill, Inc.

January 17, 2012

Dear Earth Fair Exhibitor:

Practice what we preach, right? That's the plan we are putting into motion with our 10th annual Earth Fair this year. After ten years it's time to be the catalyst for inspiring a new way of thinking, acting & doing!

In hopes of hitting warmer weather, we've moved the event back a few weeks. This year's event is Friday, April 27th from 9am – 5pm and Saturday, April 28th from 10am – 4pm, which coincides with the St. Clair Conservation District's annual spring tree sale. The Fair is held in the beautiful setting of Goodells County Park, 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 this 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 our Earth Fair. Spaces are limited and fill up fast so please register by **February 24.**

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

Sincerely,

Friends of Earth Fair

P.S. Please visit www.EarthDayFair.com to view photo highlights from past years!



Earth Fair 2012 – EXHIBITOR REGISTRATION

Friday, April 27 ♦ Saturday, April 28 ♦ Goodells County Park ♦ www.EarthDayFair.com

Registration Deadline: Friday, February 24, 2012

Name of Organization: _____

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

Organization 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 (2 max): 0 1 2 # of chairs (4 max): 0 1 2 3 4 # of picnic tables (1 max): 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.)

CHOOSE ONLY ONE BOX:

- \$300 – Food or Beverage Vendor. I elect NOT to use compostable or biodegradable serviceware products at my food cart. Also requires a food service license from the St. Clair County Health Department, 810-987-5306.
- \$100 – Food or Beverage Vendor. I will show proof of my order of compostable or biodegradable serviceware products used at my food cart. Also requires a food service license from the St. Clair County Health Department, 810-987-5306.
- \$ 45 – 2012 New Exhibitor (If you are a new Exhibitor to Earth Fair in 2012, this is the box you **MUST** check. This covers the cost of making a new banner for your booth).
- \$ 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 and free exhibit space. A sponsor packet with stepped incentive levels will be sent to you.

T-SHIRTS:

- \$ 7 – I would like to purchase a 2012 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 payment is included: \$ _____ **(Payment due February 24)**
- Cash
 - Credit Card by phone *(call 810-984-3001 x5)*
 - Check # _____
 - Invoice me
- Checks payable to "Friends of Earth Fair"*

**Limited space available! Register early!
Deadline: February 24, 2012**

Fax
(810) 984-2345

Mail
St. Clair Conservation District
2830 Wadhams Road, Kimball, MI 48074

Email
earthfair@stclaircounty.org

Call
(810) 987-5306

Make checks payable to:
Friends of Earth Fair

Earth Fair 2012 – EXHIBITOR REGISTRATION – Pg. 2

→ **NEW THIS YEAR! All exhibitors are encouraged to use biodegradable and/or compostable products at their booth.** This includes products such as cutlery, serviceware, bags, napkins, paper towel, packaging, soufflé cups, etc. Our Hospitality Room is using these products exclusively this year. Collaborate with another vendor to save costs. Suggested Michigan-based companies to use include Michigan Green Safe Products, the Corn Marketing Program of Michigan, or Gordon Food Service's Nature Works line. (See *attachment*). This will be mandatory for ALL food vendors in 2013.

- I am a food vendor and understand that I have the choice in 2012 to use biodegradable/compostable products at my food cart. If I choose not to use these products I understand that I will pay an increased registration fee.
- I am NOT a food vendor but understand that I am encouraged to use biodegradable and/or compostable products at my booth where applicable. Use of these products will be required in 2013.

→ **NEW THIS YEAR! Planting trees is an Earth Day tradition.** It is one way to build forests back up, reduce soil erosion, provide habitat, stabilize a streambank, and cool the water of a nearby stream.

- I will support the St. Clair Conservation District and buy a tree, which will be donated to and planted at one of St. Clair County Park and Recreation's four county parks. Please see the enclosed tree order form.

→ **NEW THIS YEAR! We are challenging exhibitors to reduce paper waste and create a "digital brochure" by generating your own QR code.** You create your own QR code which is linked to all your vital contact information. We will provide an 8.5x11 acrylic stand for display of your information at your booth. Instead of picking up paper handouts, visitors to your booth can take a photo with their camera, cell phone, iPod or iPad of your QR Code. (See *attachment for example*). Will you take our challenge?!

- The Earth Fair Committee is considering hosting a free hands-on QR Code training workshop for all exhibitors prior to Earth Fair. Yes, I would be interested in attending a QR Code workshop.

→ **NEW THIS YEAR! Visitors to Earth Fair are encouraged to use alternative transportation to get to the Fair by taking our free public shuttle service from downtown Port Huron.** Riders on the bus will receive a special edition pin-on button that serves as their "bus ticket". As an additional incentive, we are asking exhibitors to offer a discount or coupon to their booth that wearers of the button are entitled to.

- Yes, I want to offer a discount or coupon to a product or service at my booth or for my company. *Example: 20% off one specific item, free sample, 10% off online purchase, etc.... you choose!*

Description (be specific): _____

→ **NEW THIS YEAR! We are setting up an additional outdoor stage to conduct mini workshops.** These 20-minute workshop sessions will be staggered across the two-day period to tie in with the highest-traffic times. Sessions are general seating and open to all ages. Sessions will be advertised in advance and announced throughout the day. Topic ideas should tie in with your message, product or service.

- Yes, I am interested in giving a 20-minute mini workshop. *A committee member will follow up with you.*
- Friday Saturday Both Preferred time slot: _____

Workshop topic idea: _____

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

If "yes", please describe the types of products you will be selling on the back of this form. Attach brochure. Food vendors must contact the St. Clair County Health Department ([810-987-5306](tel:810-987-5306)) to find out which license is needed and are encouraged to use compostable/biodegradable products to save on registration costs. (See *attachment for suggested companies to use*).

→ **Hands-on learning through an activity or demonstration is strongly recommended. Please describe the activity or information you will have available.** Use the back of this form if more room is needed.

→ **The Committee sets up a scavenger hunt for children visiting Earth Fair.** The scavenger hunt is made up of one activity or lesson from each booth. The scavenger hunt promotes "hands-on, minds-on" learning and increases foot traffic to your booth.

- Yes, include me. Please write your one sentence description. Last year's scavenger hunt is included.

→ **Yes, I would like copies of the 2012 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.**

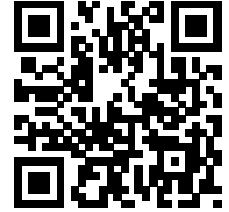
- Please check here if you wish for yours ONLY by POST MAIL.



Earth Fair 2012 – SUPPLEMENTAL INFORMATION

→ What is a QR code and why use it at Earth Fair?

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, business cards, storefronts, on just about any object which users might need information.



How do I fit in? As an Earth Fair Vendor 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. Visitors to your booth will be able to take a picture of your flier and scan your QR code. You decide what information goes in your QR code – a URL, email address, phone number, Facebook page link, a GPS location, or simply any messaging or wording you want! It's a brochure, only digital!

How does this work? Users with a camera phone, smartphone or tablet install a QR Reader app to take a picture of a QR code; **over 50 FREE QR Reader apps exist**. Once a visitor takes a picture of your QR code it will display whatever data you have encoded in your QR code.

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), QR Stuff (qrstuff.com) or Quick QR (quikqr.com). Trust us, we're new at this too, but we've discovered it's very easy so give it a try! 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 of your flier/brochure.

How does this fit into Earth Fair's mission? We want to capitalize on this popular method of digital information sharing. Obviously 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 smartphone, iPad or camera. These texts and photos can be stored indefinitely and accessed anywhere, anytime – better than a brochure!

→ What products are biodegradable or compostable?

Earth Day is about using earth friendly alternatives whenever possible; this includes products made from renewable resources (plants, not oil) and recycled material. We want to encourage all vendors (that's you!) to get in the habit of using these types of products wherever possible. We have supplied the names of three Michigan-based companies, request a catalog or view items online. Items are shipped in bulk, so partner with another vendor to save costs!

Michigan Green Safe Products

1331 Holden Street, Detroit, MI 48202

Phone: 313.871.4000

Email: steve@michiangreensafeproducts.com

Web: www.michiangreensafeproducts.com

Michigan Green Safe Product examples:

Cutlery kit (spoon, knife, fork) – Set of 250 for \$57

8oz insulated hot cup – Set of 1,000 for \$103

15"x17" 2-ply dinner napkin – Set of 300 for \$9

9"x9" 1-ply beverage napkin – Set of 4,000 for \$39

3oz soufflé cup – Set of 4,000 for \$79

Gordon Food Service

4605 24th Avenue, Fort Gratiot, MI 48059

Phone: 810.385.4400, Web: www.GFS.com

Not all their disposable corn-based products are available in-store. Ask about their disposable products line or request a "Products with a Conscious" catalog.

Corn Marketing Program of Michigan

Phone: (888) 323-6601

Email: corninfo@micorn.org

Web: www.micorn.org

St. Clair County Health Department

Division of Environmental Health
3415 28th Street, Port Huron, MI 48060

Phone: (810) 987-5306

Email: earthfair@stclaircounty.org

Web: www.sccwater.org

Sheri Faust

Environmental Educator

Kristen O'Reilly

Storm Water Coordinator

Program Assistance


Drinking Water Wells
Water Quality Stream Monitoring
Septic System Maintenance
Summer Beach Monitoring
Watershed Protection





2011 Earth Fair Scavenger Hunt

Check off all the squares to qualify for a prize!

| | | | | | |
|---|--|--|---|--|---|
| Back 2 the Wild Rehab <u>TRUE</u> or <u>FALSE</u> A mama bird will accept her baby bird back after a human has touched it? | Pine River Nature Center Match a mammal skull with its fur. | Best Buy What percent of power do you save a month when you own an LED TV over an old style TV? | Jen's Garden Why is it important to save seeds? | Maple Creek Farm Find the plant that has aroma. | Renewal by Andersen What percentage of reclaimed wood fiber is used in Renewal by Andersen windows? |
| Health Dept Place a pin on the map to identify which watershed you live in. | St. Clair County Agricultural Preservation Board Complete the matching activity. | Natural Enhancements Landscape Design Write the name of your favorite flower below: <hr/> | Nepper Enterprises - Shaklee Learn how to make water wetter! | Blue Water Sierra Club Name the two important rivers that have their headwaters at the Minden Bog in Sanilac County. | Blue Water Audubon Society Search for the backyard birds in the tree using the binoculars. |
| Master Gardeners Make a beanie baby necklace. | Earthkeepers Answer this question: Who is walking in the woods? | Sunny Fields Botanical Park Beautiful plants at Sunny Fields give the earth and us _____ to breathe. | McCallum's Orchard & Cider Mill The energy from 50 leaves will produce how many apples? | Unity of Blue Water Make a "Dirt Cup Dude". | The Red Barn Farm What can you make out of sheep wool? |
| MI Soybean Promotion Program Learn about soybeans and environmentally-friendly soy-based products. | Country Roots Farm What color were the very first carrots? | FREE  SPACE | Port Huron High School H.O.W. Club Complete one of the activities. | RC Organic Farms Can you name this vegetable? <hr/> | Powder Puff Pacas <i>(Located outside)</i> Give 2 reasons alpacas are earth-friendly. |
| Domtar What is one of the most recycled products on the planet? | Chris's Bunnies How many days does it take for a rabbit to give birth? | Blue Water Lapidary Club What does " <u>lapidary</u> " mean? | Goodalls Herbs Find out what your body is lacking nutritionally and what foods it needs to be balanced and healthy. | Future Explorers 4-H Come test your knowledge about birds and their nests. | Two Old Stoners Name the Michigan state gemstone. <hr/> |

Clearly print your information below. Return completed scavenger hunt sheets to the Information Table in the West Barn (Barn #1).

Name: _____

Age: _____

Phone Number: _____

City: _____