

LIVE GREEN SLC! Festival 2012

Nine Years Running!

presented by



produced by



Opportunity knocks! Be a part of the most recognized green event in the State of Utah! On Saturday, May 05, 2012, the 9th annual Live Green SLC! Festival will showcase a full spectrum of sustainable green products, services, and ideas, from cutting edge renewable technologies to everyday solutions that can be implemented in the home. At this outdoor event, held in the beautiful Library Plaza downtown, attendees will enjoy features such as interactive and educational exhibits, local and organic foods and goods, a children's area, eco-carnival games, music and entertainment, and many other activities and features. This event has built a great reputation since 2003, and last year, attendance exceeded 4,500 visitors. Don't miss this tremendous opportunity to engage with well-educated and dedicated consumers who seek to Live Green!

**LIMITED SPONSORSHIP &
EXHIBITING OPPORTUNITIES AVAILABLE**



Saturday, May 05

10 AM – 6 PM

**LIBRARY PLAZA
DOWNTOWN SLC**

**BECOME A SPONSOR
or RESERVE YOUR
BOOTH TODAY!**

Utah's well-loved, annual
spring into green festival!

4,500 - 4,800 attendees

(est. attendance based
on 2009 / 2010 counts)

Free Admission

Secret Ingredients

eBay Live Green Auctions

Tour de Brewtah Riders Arena

Live Green Fashion Show

Spring Up Plant Sale

Organic, Natural Food Court

Solar Powered Beer Garden

Live Music Local Bands

Street Performances

Kids' Activities

Social Engagement

Oh yeah, there's more!

Vendor Screening

A ReDirect Guide Event

LIVE GREEN SLC! Festival 2012

Extraordinary Sponsorship Opportunities

Presenting Sponsor - SOLD

- Exclusive “Live Green! Presented by” acknowledgment in all appropriate promotional communications
- Two (2) 10’x10’ premium booth locations, including canopy, table & chairs (set up / take down included)
- VIP tent access throughout event hours including rest station, complimentary chair massage, coffee, tea, water and sustainable snack service, for up to ten (10) representatives
- Lunch from local sustainably-sourced food vendor for up to ten (10) representatives
- Prominent presence on event website
- Company profile, mission statement, logo and web link on event website (if provided)
- Two (2) product samples or information pieces placement in appreciation packages for exhibitors, VIPs, partners, and volunteers (if provided)
- Company logo featured in all appropriate promotional materials
- Company signs or banners featured in up to four (4) high visibility location(s)
- Mention in electronic media ads, interviews, and on stage(s), as possible
- Sponsorship of one (1) special event or show feature
- Twenty-five (25) advance VIP seat tickets to film screening (if available)
- First right of refusal for presenting sponsorship of next year’s Live Green SLC! Festival

Title Sponsor – \$5,000 – 4 available

- One (1) 10’x10’ premium booth location, including canopy, table & chairs (set up / take down included)
- VIP tent access throughout event hours including rest station, complimentary chair massage, coffee, tea, water and sustainable snack service, for up to four (4) representatives
- Lunch from local sustainably-sourced food vendor for up to four (4) representatives
- Strong presence on event website
- Company mission statement, short description, logo and web link on show website (if provided)
- One (1) product sample / information piece placement in appreciation packages for exhibitors, VIPs, partners, and volunteers – (if provided)
- Company logo featured in all appropriate promotional materials
- Company signs or banners featured in one (1) high visibility location
- Emcee recognition at a special show event
- Ten (10) advance VIP seat tickets to film screening (if available)

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Extraordinary Sponsorship Opportunities

Sustaining Sponsor - \$2,500 – 10 available

- One (1) 10'x10' premium booth location, including canopy, table & chairs (set up / take down included)
- VIP tent access throughout event hours including rest station, complimentary chair massage, coffee, tea, water and sustainable snack service, for up to two (2) representatives
- Company mission statement, logo, and web link on event website (if provided)
- Small company logo featured in all appropriate promotional materials
- Company sign or banner featured in one event location
- Emcee recognition at a special show event
- Two (2) advance VIP seat tickets to film screening (if available)

Feature Sponsor – \$1,000

- One (1) 10'x10' standard booth space including canopy only (set up / take down included)
- Sponsorship of one (1) special event or show feature
- Company sign or banner presented at feature being sponsored
- Company name on show website with web link
- Small company logo featured in promotional materials, as space allows
- Emcee recognition at feature being sponsored, if appropriate

Media Sponsor - \$7,500

- One (1) 10'x10' premium booth location, including canopy, table & chairs (set up / take down included)
- Space to place one (1) standard distribution rack at each entrance (if provided)
- VIP tent access throughout event hours including rest station, complimentary chair massage, coffee, tea, water and sustainable snack service, for up to four (4) representatives
- Lunch from local sustainably-sourced food vendor for up to four (4) representatives
- Company mission statement, short description, logo and web link on show website (if provided)
- Company logo featured in all appropriate promotional materials
- Company sign or banner featured in one (1) high visibility location
- Emcee recognition at a special show event

Media Partner - \$2,500

- One (1) 10'x10' standard booth space including canopy only (set up / take down included)
- Company sign or banner featured in one (1) high visibility location
- Company name on show website with web link
- Small company logo featured in promotional materials, as space allows

LIVE GREEN SLC! Festival 2012

FESTIVAL SPONSORS
Application Agreement
Saturday, May 05, 2012

Organization/Company Name: _____

Contact Name(s): _____

Billing Address: _____
Street City State Zip

Phone #: _____ Fax #: _____

Website: _____ Email: _____

How are you green? Please give a brief description of the type of products or services you wish to exhibit; also provide information about your commitments to green business practices / social responsibility. You may attach additional information or specify a website. *(ReDirect Guide Business Members pre-qualify, all other applicants must be approved)*

STEP 1: CHOOSE YOUR SPONSORING LEVEL

- Presenting Sponsor (SOLD) : \$ **SOLD** _____
- Title Sponsor (\$5,000): \$ _____
- Sustaining Sponsor (\$2,500): \$ _____
- Feature Sponsor (\$1,000): \$ _____
- Media Sponsor (\$7,500): \$ _____
- Media Partner (\$2,500): \$ _____

STEP 2: AMENITIES AVAILABLE

10 x10 Canopy: \$ _____
(Feature Sponsors / Media Partners only additional cost \$125)

8' table + 2 chairs x \$50: \$ _____
(Feature Sponsors / Media Partners only additional cost \$50)

Electricity Requested *(Additional fees based upon amps required)*: **Y / N**

STEP 3: Total: \$ _____

STEP 4: PAYMENT Card # _____

Exp Date: ____/____/____ 3 Digit Code On Back: _____

Name on Card: _____

Signature: _____

CC Billing Info*: _____
Street # Zip Code

Thanks to previous years' sponsors!



produced by

**ReDirect
Guide**

www.ReDirectGuide.com

Exhibit A: Live Green SLC! Festival: Exhibitor's License

I, being a duly authorized representative of _____ ("Exhibitor"), hereby agree to participate in the Live Green SLC! Festival according to the terms and conditions established herein.

Definitions: "Management" shall be understood in this agreement to mean ReDirect Guide, Inc., (herein "ReDirect") or its officers, committees, agents, or employees acting for them in the management of, or the licensing/permissions to conduct the show including, but not limited to ReDirect Guide, Inc. "Show" refers to Live Green SLC! Festival..

Payment: Receipt from Exhibitor is hereby acknowledged of the sum of \$ _____ as full payment for the opportunity to exhibit a booth at the Live Green SLC! Festival. Reservations, sponsorships, rentals and/or other purchases, donations, in-kind services, or other transactions will be completed with a no-refunds policy.

Size of booth: Exhibitor shall be allowed to erect an exhibit booth or display in the designated and assigned space only, and not larger than 10' x 10', unless otherwise approved by Management.

Move-In; Occupancy; Move-Out: All exhibits, including supplies & materials, must be in place and debris removed from aisles / public areas no later than one hour prior to show opening. Move-in and setup will only be allowed on as indicated in a Vendor Information packet, to be sent electronically before May 05, 2012.

In addition, booths must be fully show ready no later than 10:00 AM on Saturday, May 05, 2012. No Exhibits may be removed or dismantled before Saturday, May 05, 2012 at 6:00 pm, or after Saturday, May 05, 2012 at 8:00 pm, without prior written permission from Management. In the event that any exhibit or part thereof is not entirely removed by Saturday, May 05, 2012 at 8:00 pm, exhibitor agrees to immediate forfeiture of remaining property, and is responsible for any and all costs incurred by Management to remove, dispose, transport, and/or manage that property, which will be charged to same credit card as used on application.

Exhibitor expressly agrees to abide by rules established in said Vendor Information packet, specifically including abiding by assigned moving-in / setup as well as break down/ moving-out times.

Penalty Assigned to Breach of Move-in; Move-Out Assignments: Exhibitor expressly understands that setup or breakdown activities outside of times and/or locations as assigned by Management, or movement of materials during event hours, presents unacceptable public safety threats, as well as detracting from neighboring booths or overall event success. Exhibitor expressly agrees to a financial penalty in an amount of \$150, to be charged on same credit card as used on application, as a result of late or late move-in, late set-up or early breakdown, or movement of booth materials during event hours, or other breach of assigned rules in exhibitor's Vendor Information packet. Signed authorization must be obtained to permit variance(s) from assigned times / locations, or other requested variation(s).

Liability: Exhibitor assumes entire responsibility for, and agrees to indemnify and hold harmless Management; their officers, agents and employees, against all claims, losses or damages to persons or property, government charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the Show premises or a part thereof, excluding any such liability caused by the gross negligence and willful misconduct of Management. Exhibitor liability includes personal injury caused by exhibitors negligence such as display breakdowns.

Attendance; Care Of Space; Conduct: Exhibitors must have at least one person in attendance at their exhibit at all times during show hours, and must care for and keep in good order the space occupied by them, taking every precaution against possible injury to property, visitors, guests or and employees. Exhibitor is entirely responsible for their exhibit space and shall not injure, mar, deface, or otherwise decrease the appearance or value of the premises. The Exhibitor shall not drive, nor permit to be driven, any stakes, pins, nails, hooks, tacks, or screws in any part of the Show space. Furthermore, Exhibitor shall not affix, or cause to be affixed to any tree, structure, or other feature of the Show space any advertisements, signs, structures, or other exhibit materials.

Exhibitor shall be responsible for any and all costs incurred by Management to repair damage caused by exhibitor. Exhibitor's representatives shall wear proper Show identification at all times, as directed by Management. Management shall have the right to expel any booth personnel who are conducting themselves in a disrespectful or improper manner in the opinion of Management, and/or to immediately remove any exhibit that is not staffed.

Exclusivity; Non-Transferability: Each exhibit space shall only be occupied by one company or organization. Exhibitor shall not assign or sublet said space, or any part thereof, without prior written consent from Management.

Exhibit Rules: An electronic (via email) Exhibitor Kit will be distributed to all exhibitors before the Show, containing information regarding delivery, services, logistics, and other terms, conditions, and rules that may supersede those listed in this contract. Exhibitors shall abide by the rules outlined in the Exhibitor Kit. Exhibitors must use the good neighbor policy and precautions to protect public safety when designing exhibit space. Side displays are not to exceed 3' in height, starting from the front of the booth space and continuing back 5'. Any display or part thereof exceeding 8' in height are strictly prohibited without written authorization from ReDirect. Exceptions and/or variations to the display rules must be approved by ReDirect no less than 15 days prior to the show. Management shall have the authority to require changes in Exhibitor's booth design, at exhibitor's sole expense, at or before show time should the design or materials not comply with rules, safety concerns, or other Show interests as determined solely by Management. Tent or ground stakes of any length or material are strictly forbidden. Anchoring of tents, displays, or otherwise is required through the use of sandbags, water barrels, or other safe, non-intrusive method approved by Management. All aisles and public space belongs to the show. Helium balloons are prohibited. Management has sole authority to limit the distribution or use of any other materials, information or goods deemed not in the interest of the Show.

Solicitation; Food; Beverage; Animals: No canvassing, solicitation of business, or conference in the interest of businesses, except by exhibiting firms, is allowed. All such activities, as allowed, must be confined within the Exhibitor's space. No food or beverage may be sold, given as samples, or otherwise distributed in anyway without written approval from Management. Exhibitors may have no live animals are in Show area without written approval, excepting only for properly trained and safely muzzled "seeing eye" dog accompanying blind individuals.

Disputes; Authority: The decision of ReDirect guide, Inc. must be accepted as final in any disagreement between exhibitors. It is mutually agreed and understood that Management shall have jurisdiction over all matters and conduct of the Show, whether or not expressly stated in these terms and conditions. Management reserves the right to stop or remove from Show any display, property or exhibitor's representative performing any act or practice which, in the opinion of Management, is objectionable or not in the best interest of the Show. Failure by Management at any time to require the performance by the Exhibitor of any of the provisions hereof shall in no way effect the rights of Management hereunder to enforce the same, nor shall any waiver by Management of any breach hereof be held to be a waiver of any succeeding or continuing breach or a waiver of this non-waiver clause.

Fire & Safety; Equipment; Sound Amplification: Exhibitor accepts responsibility for compliance with all applicable regulations governing the provision, maintenance and operation of safety devices and any equipment, and the protection of public safety. Any exhibit employing flammable or combustible liquid, gas, or explosive material is prohibited without written approval from ReDirect Guide, Inc. Any electrical wiring, equipment, or cords may be subject to inspection, must be UL approved, have adequate insulation and be properly grounded to prevent to prevent electrical shock. Sound amplification is not permitted, except by written permission from Management.

Space Assignment; Relocation Authorization: Management has sole discretion over site plan and booth assignment, and reserves the right to relocate exhibitors and/or change the site plan if deemed in the best interest of the show.

Automobiles: Any Exhibitor wishing to display an automobile must have written approval from Management prior to the event and agree to specific restrictions, terms and conditions given by Management.

Security: Management shall not be responsible or held liable for articles or goods damaged, lost, stolen or otherwise decreased in value as a result of exhibitor's presence at, or participation in Show. It is understood and agreed that any security provided by Management during and outside of Show hours is solely intended to protect public safety.

Insurance: Exhibitor shall provide proof of general liability insurance in full force and effect during the entire Show, including public liability and property damage, covering premises, operations hereunder, and productions herein with limits of not less than \$1,000,000 for single bodily injury and \$10,000 for property damage naming "ReDirect Guide, Inc." and the "City of Salt Lake City" as additional insured, and will maintain automobile and Workers' Compensation insurance in accordance with State law. Exhibitors may have the option of purchasing low-cost, Show-specific insurance through Management upon request, should Management decide to offer such insurance. Exhibitor shall be responsible for any loss from Exhibitor's booth of any Exhibitor's property or the property of any person located in Exhibitor's booth. Additional insurance may be required of any exhibitor at the sole discretion of Management.

Licenses: Any and all City, County, State or Federal licenses, inspections or permits required by law of any Exhibitor in the installation or operation of any display shall be obtained by the Exhibitor at his own expense prior to the opening of the Show. Proof of such license shall be on hand and available to Management at all times before and during Show hours, immediately upon request.

Media Licensing: The playing of protected music or media by an exhibitor or the performing of live music in a booth is prohibited without appropriate license. Exhibitor shall indemnify, hold harmless and defend Management against any and all claims for infringement of licensing or property rights caused by Exhibitor or occurring within Exhibitor's space.

Implied Results; Event Attendance: Management shall have exclusive control over all admission policies at all times and reserves the right to refuse admission to any individual. Management cannot control and does not guarantee any attendance, sales performance, or other results for any exhibitor or for the Show.

Default: In the event the Exhibitor fails to comply in any respect with the terms of this agreement, all payments for this exhibit in the show shall be deemed earned and non-refundable by ReDirect. Management shall have the right to occupy the space in any manner in the best interests of the show without further notice to the Exhibitor.

Force Majeure; Cancellation: Management shall not be liable for any damage or expense incurred by Exhibitors in the event the Show is delayed, interrupted or not held as scheduled; and if for any reason beyond the control of Management (such as inclement weather, war, fire, strike, or other emergency), the Show is not held, Management may retain so much of the amount paid by Exhibitors as is necessary to defray material, labor, rental, and/or other expenses already incurred by Show Management. Management reserves the right to cancel any operation which may, in the sole opinion of Management be deemed unsuitable for any reason, including economic reasons. In the event Exhibitor cancels its exhibit or defaults under any terms of this agreement at any time, ReDirect shall retain all fees as liquidated damages. Management does not guarantee any attendance figure for this event. Exhibitor acknowledges that this event is being held outdoors, and that proper preparations should be undertaken by exhibitor to protect health and safety, and goods and materials from any possible inclement weather.

Entire Agreement: It is mutually understood and agreed that no alteration or variation to the terms of this contract shall be valid unless made in writing and signed by the parties hereto and that no oral understandings or agreements not incorporated herein and no alterations or variations to the terms hereof, unless made in writing between the parties hereto, shall be binding on any of the parties hereto.

Returned Checks: A \$25 fee will be charged for any check returned due to insufficient funds.

Dated this ___ day of _____, 2012

Exhibitor

Name

Title

Organization