

FAQ for Exhibitors and Participants of the Green Living Festival, May 16-17, 2008

What is the Green Living Festival? A 2-day event designed to increase the community's awareness and knowledge of earth-friendly and integrative healthcare businesses. The Festival will showcase over 60 exhibitors plus speakers/presentations offering natural, environmental and local products and services that are good for you and good for the planet.

When is the Green Living Festival? Friday & Saturday, May 16-17, 2008. The exhibit hall will be open to the public on Friday from noon to 7pm and Saturday, 10am-6pm. Exhibitors are asked to have at least one attendant in their booth during all show hours. Move out may begin at 6pm on Saturday. Please respect the integrity of the show and afternoon attendees by waiting until 6pm to begin packing.

Where is the Green Living Festival? The Omar Shrine Convention Center, 176 Patriots Point, Charleston/Mt. Pleasant. Conveniently located just over the bridge from downtown Charleston, take the right lane to Coleman Blvd. and then turn right at the first stop light. Or if coming from Mt. Pleasant and Coleman Blvd, turn left at the last light before the bridge. There is plenty of free parking available or you can take the bus.

Where can I unload and park? Free parking is available around the Convention Center. You may unload on either side of the Center during the setup hours. If you have an oversize item to bring in, please let us know so that we can make arrangements to open the larger garage doors (they will only be open for a short time to conserve energy and keep the Center cool). After you unload, please park in the back parking area. This will leave the front area available for your customers, the attendees. Arriving as early as possible allows us all ample time to get set up and work out any last minute details. The Center has ample parking if we all work together ensuring our attendees have a pleasurable experience. If you prefer to unload from the front of the facility please park in the designated parking spots, we will have a volunteer directing you. Once you have taken your belongings to your booth you must relocate your car to the exhibitor parking area in the rear parking area before setting up.

Where do I check-in? Before proceeding to your booth, please stop at the exhibitor check-in/information table in the lobby at the front of the Center to let us know you have arrived and to receive your booth assignment. If you find you need additional supplies or have questions we will be happy to help you - please direct all requests to this location. Please order electricity, extra tables & chairs in advance.

Will food be available at the Green Living Festival? Yes we will have vendors serving healthy food and smoothies and using biodegradable containers. The Center also has a café that will be open also. However we ask that food items not be brought into the exhibit area in Styrofoam containers.

May I sell products at the Green Living Festival? YES! As long as you have the correct licenses and permits. We are looking forward to a wide variety of quality products. Please keep in mind that this is an environmentally-friendly festival when selecting items to sell or hand out.

How many people may I bring? Display Booth Exhibitors will receive four passes with the purchase of a booth.

When can I set up my exhibit booth? You may begin setting-up your booth at 9:30am on Friday morning. Please arrive early to insure that you have sufficient time to have your booth ready to open promptly at noon. The Exhibitors fees are non-refundable.

What size is my exhibit booth? The booths are 8x10 pipe and drape. Each booth will be furnished with a 6ft. table and 2 chairs. You will need to bring your own table draping or pay \$6 in advance for

the Center to supply one. All materials and objects need to be contained inside of your booth. Please respect the other exhibitors and more importantly your potential clients, the attendees, by not blocking the aisles.

Is Electricity Available? Electricity is available for a fee of \$25 and must be ordered in advance. If you need additional equipment, such as power strips, you must bring them with you.

May I use special lighting or sound? Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems, or any noise making machines must be conducted or arranged so that the sound resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons and not cause the aisles to be blocked.

May I distribute my fliers and business information? Please make information about your business available to patrons from your booth. Distribution of fliers in the aisles is not permitted in order to keep the aisles clear.

May I give away a door prize? Yes! Door prizes are encouraged as a method for collecting valuable information on potential clients. Please submit any door prizes you have planned by April 15th as they may be used for promotional purposes, submitting your door prize is optional. Door prizes are the exhibitor's responsibility. Please bring your own container to collect the entry forms as well as forms for the attendee to fill out that collects the information you desire. Note that participants need not be present to win. Door prizes will help draw attention to your booth. Let attendees know when you will be selecting the winners.

What if I have special set-up requirements? Please notify us of any special requirements. We appreciate you calling us in advance with any other setup concerns you may have. You may hang signs with S-hooks from the piping in the rear partition of your booth. You may have additional signs or displays as long as they are contained inside of the booth. Please do not use any adhesives or materials that will damage the booth materials in any way.

May I have food at my table? You may give away samples of your products, including food products. If you are a business that has a license to prepare & sell food (such as catering), you may offer food according to your license. Tea samples, candy samples, supplements, herbal samples are all fine. An example of what is not permitted is preparing a cheese tray to entice visitors if your business sells natural bath products.

How will people learn about the Green Living Festival? The Festival will be promoted through Natural Awakenings magazine, which currently has over 37,000 readers each month and is distributed throughout Berkeley, Charleston, Colleton and Dorchester Counties. The information is also on our website which is connected to the national magazine website. We are also working with a local radio show and other local media outlets to promote the festival. We are also working with groups and associations with website links, blogs and posters. If you would like flyers to post in your business or other information to help promote the festival, please let us know.

What if I know someone who wants to attend the Festival? As an exhibitor you will want to let your clients know they can visit you at the festival. Research shows that the number of contacts you have with your clients can impact the relationship, this is another reason to contact your clients/customers.

What if I still have a question? Please call us with any questions you may have 843-821-7404.

Tips for Exhibitors:

Speak or present: We have a limited number of these premium speaking opportunities available at \$25/speaker. Each segment will be scheduled on the hour. You will be given a 45-minute segment.

Please allow yourself time for questions and answers. A 15-minute gap is provided between each segment to allow for conversion.

Booth Information:

8x10 Booth

One undraped 6-foot banquet table

Two chairs

The booth will have draping on 3 sides. You will be able to hang a banner from the piping in the rear of the booth but you will need to bring your own S hooks to hang the sign. Signs will need to have grommets to be able to hang with S hooks. The more attractive and inviting that you can make your booth space; the more people will be drawn to your area.

*** Booth Banner ***

One important eye-catcher is a large banner at the back of the booth. If you don't have your own banner, Fed-Ex Kinko's is one good source for help or Lowcountryprinting.com.

*** Table ***

As the tables are undraped, it is essential to bring your own tablecloth and drape. Tables are rented from the individual hall and may vary slightly, but the banquet tables are generally 6 feet long and 30 inches wide.

*** The Booth Itself ***

Creating a display in your booth that catches the public's eye is always important. People are more likely to approach a booth if there are colorful and well-organized displays on the tables. The difference between a few brochures spread on a table and an elaborately set product display is dramatic. Your booth is in essence only as successful as you make it— try to draw people in and entice them.

*** The Exhibitor ***

In addition to the look of the booth, the feel of the exhibitors in the booth also makes a difference. Be inviting and ready to talk to people. Also, consider standing instead of sitting and never simply sit reading a newspaper or book. If you are excited about your service or product, then attendees will be more likely to want to find out more about what you have to offer.