



Exhibitor Application

Bay-Friendly Marketplace

THE EVENT CENTER
SAINT MARY'S CATHEDRAL
1111 GOUGH STREET
SAN FRANCISCO, CA 94109-6686

APPLICATIONS DUE: MAY 21, 2010

2010 Bay-Friendly Landscape Conference & Marketplace

Transforming Urban Landscapes to Protect Our Water Resources

Friday, September 17, 2010

EXHIBITOR SETUP:

September 16th 4:00-8:00PM - or - September 17th 6:30-8:00AM
Exhibition hall open from 8:30AM to 5:00PM on September 17th

Please complete this application form and submit with payment by Monday, May 21st, 2010.

COMPANY NAME (as it is to appear in printed materials)

STREET ADDRESS

CITY

STATE

ZIP

CONTACT PERSON

TELEPHONE

EMAIL

WEBSITE

PRODUCT OR SERVICE TYPE

TYPE OF ORGANIZATION: BUSINESS _____ PUBLIC AGENCY _____ NONPROFIT ORGANIZATION _____

PARTNER ORGANIZATIONS: If you would like to share a booth with other organization(s), please include their name(s) and contact information below:

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Description of your company or organization including what specific services, products, and/or programs your company or organization offers that supports Bay-Friendly or sustainable landscaping. *(This will appear in conference program. You may attach a separate document.)*

What specific information do you plan to provide at the Marketplace?

Do you plan to offer give-a-ways to conference participants? Yes ____ No ____

Do you plan to offer cash and carry sales at the conference? Yes ____ No ____
(Note: You must have a sales tax number from the State of California.)

If so, what are the items? (Please offer only recyclable or reusable items.)

Will you bring our own banner or display sign? Yes ____ No ____

Does your booth require access to electricity? Yes ____ No ____

Exhibit booths: Each booth is approximately 10' wide x 8' deep and includes one 6' x 3' table (with pipe & drape and table linen), two chairs, and one ID sign (one line) with booth number.

Booth location: Conference organizers will assign location of exhibitors' booths and reserves the right to arrange locations to create the best overall event. Premium locations as determined by organizers are reserved for conference sponsors.

Exhibitor food and beverage: Continental breakfast, beverages, and lunch are provided for two representatives per booth only. Food for additional booth staff can be purchased from Bay-Friendly Landscaping & Gardening Coalition in advance of conference. (\$30 per person)

Conference program: A description of each exhibitor's services and/or products, along with contact information, will be included in the conference program.

Payment: 100% of payment is due with application. (Deadline: May 21, 2010) Payment will be returned in full with any applications that are not accepted.

Cancellation Policy: Exhibitor must cancel in writing and will be obligated to pay Bay-Friendly Landscaping & Gardening Coalition fees based on the following cancellation schedule: cancellation prior to May 22, 2010 — 50% of booth price; May 22, 2010 or after — 100% of booth price (no refund).

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Booth Price

Commercial vendor.....\$375
Public agency.....\$275
Nonprofit.....\$175

Advertising

Interested in advertising in the conference program? Yes ____ No ____

<i>Advertising fees:</i>	Commercial	Public Agency	Nonprofit
Full page ad	\$250	\$150	\$100
Half-page ad	\$200	\$100	\$50
Quarter-page ad	\$100	\$50	\$30
Business card	\$50	\$30	\$20

Ad order deadline: May 21, 2010. (Include with application.)

Ad copy and art deadline: June 1, 2010.

Interested in sponsorship? Go to: www.bayfriendlycoalition.org

Payment

Booth: _____

Advertising: _____

Additional lunch orders: _____ (*\$30 each. Indicate if vegan and/or vegetarian.*)

Grand total: _____

Make checks payable to: Bay-Friendly Coalition

Preferred set-up time: ____ Thurs 4:00-8:00PM ____ Friday 6:30-8:00AM

Note: Please indicate if you would like to make other set-up arrangements.

Mail application to: Bay-Friendly Coalition
Exhibitor Application
2140 Shattuck Ave., #2100
Berkeley, CA 94704

By signing below, I/we acknowledge that I/we have read and agree to the Bay-Friendly Marketplace Rules & Policies for Exhibitors available on www.bayfriendlycoalition.org/2010Conference

Signature(s)

Print name(s)

Title(s) **Date**