



One Planet, Many Choices

February 19, 2011

Dear Exhibitor,

CT Folk is preparing for the 2011 Connecticut Folk Festival and Green Expo, to be held on September 10, 2011 at the beautiful Edgerton Park, New Haven. We are delighted to offer you the opportunity to reserve your space for this unique event.

CT Folk is a trusted source for Connecticut residents in sifting through the many options available to consumers. We invite you to partner with us for this year's Festival; let CT Folk highlight the work you do to help you improve consumers' awareness of the green products and services you offer, distinguishing you from among the many choices available.

Take advantage of this opportunity to create a competitive advantage over your colleagues through the strong and unique positioning that partnership with the Connecticut Folk Festival and Green Expo provides. Benefits of partnership include:

- **Exposure to a broad audience with an interest in eco-friendly products and services**
- **Cost-effective advertising to a qualified and targeted audience**
- **Opportunities to showcase your business or organization**
- **Personalized connections with people who are interested in making a positive difference in both their lives and in their communities**

Who can be a vendor?

Vendors include companies whose products and operations have significantly reduced environmental impacts and move in the direction of long-term sustainability. Companies with a specific product line or service with significantly reduced environmental impacts are also eligible, as long as the sponsorship features the specific product or service. Government or nonprofit organizations whose objectives are consistent with those of CT Folk are also invited to be vendors and/or sponsors.

Goals for CT Folk's Connecticut Folk Festival and Green Expo

The Connecticut Folk Festival and Green Expo provides real solutions for people to live better, healthier lives with less impact on the environment. The Festival connects people who are interested in making a positive difference in both their lives and in their

communities through environmental initiatives and activities, and through the social advocacy of traditional and contemporary roots music. CT Folk aims to do this by:

- Educating people about the environmental impacts of daily living and the concepts for cost savings through efficiency
- Connecting people with currently available local "living green" products, businesses, services and resources
- Gaining greater public participation and support for government actions for sustainable communities
- Presenting a consumer-focused, fun, and family-friendly weekend of activities that everyone can enjoy.

For a \$100 fee, exhibitors receive a 10 X 10 space at the Edgerton Park Green Expo venue and listing on CT Folk's website and in the 2011 Connecticut Folk Festival and Green Expo program book. There is an additional \$25 fee to reserve a 6 ft table and two chairs. **A discounted rate for non-profit organizations is available; please contact Coleen Campbell for more information.** There are also additional marketing opportunities and sponsorship packages available. For more information on these, please contact Alice-Anne Harwood, Director, CT Folk by phone (203.512.7614) or email (aliceanne.harwood@gmail.com).

Also note that there is an option to add an advertisement in our program for the Festival/Expo weekend at a reduced cost. Take advantage of exposure to over 3,000 individuals who will attend CT Folk events the weekend of the Folk Festival and Green Expo.

Attached you will find the 2011 Exhibitor Contract, which further explains the conditions of being an exhibitor as well as payment information. If you would like us to reserve your space, please contact Coleen Campbell, Green Coordinator, or submit the enclosed contract by April 1, 2011. Vendor deposit and balance to be submitted by the same date, as indicated on the contract.

We are pleased to announce a new member of our team, Liz Fossett, Associate Green Coordinator with CT Folk. Expect to hear from each of us in the coming weeks to answer any questions you may have and ensure your space at the event.

We look forward to seeing you at this year's Green Expo!

Sincerely,

Coleen Campbell
Green Coordinator
203.710.8279
DavaCT@aol.com

Bob Wall
Green Expo Advisor
CT Clean Energy Fund

will be considered, but will not be guaranteed a space. Booth fee is non-refundable and the fair continues rain or shine.

Parking: Exhibitors are asked to park on the streets surrounding Edgerton Park. The Green Expo load in entrance is on Edgehill Road. A security check point will allow access only at the designated load in and strike times. Vehicles will not be permitted in the park beyond these times, meaning all materials will then be carried in on foot. Please be sure to arrive at the assigned times.

All vendors must present credentials (mailed upon receipt of contract and payment) to gain access to the park, and the license plate of the vehicle used to load in vendor materials must be on file and will be required for entrance. Please limit one vehicle. Vehicles must stay on paved roads within the park. Names of exhibitors must be submitted with registration to ensure entry to the park. Regulations set by Edgerton Park and the city of New Haven will be enforced.

The business or organization, through the action of the undersigned representative, hereby reserves space as stated and agrees to all terms and conditions set forth in attached.

Authorized representative:

Title:

Address (if different from above):

Phone:

Email:

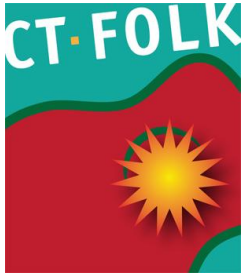
Signature:

Date:

Return completed contract by April 1, 2011 to:

CT Folk – attn: Green Works, 66 Putting Green Lane, Prospect, CT 06712.

For further information please contact Coleen Campbell at 203.710.8279 or at davaCT@aol.com.



2011 Connecticut Folk Festival and Green Expo

Conditions of Contract

1) DISPLAY SPECIFICATIONS: Fee is for a 10 X 10 Space. If you are providing workshops within your space extra space **may** be available, contact the Green Expo Coordinator to make arrangements. Displays must conform to a 6-foot table. Location of display is solely within CT Folk's discretion. Display materials are the responsibility of the Exhibitor.

2) ELECTRICAL: CT Folk will attempt to arrange for special and reasonable electrical needs if notified at least sixty (60) days before Green Expo event.

3) EXHIBITION TIMES: Installation and dismantling must occur during the times noted below. Vendors are required to stay for the entire duration of the event. No vendor may breakdown their exhibit until the close of the Green Expo at 4:00 PM.

Vendors have the option to keep vendor booth open through the close of the evening concert. Any vendor who elects to remain open until the 10:15pm close of the Main Stage concert must indicate their intention on registration paperwork. Vendors who take advantage of this opportunity are contractually obligated to stay until the 10:15pm close of the event.

Exhibitor is fully responsible for the transportation, installation, dismantling/removal of displays.

- Set-Up and Registration: 9:00 AM – 10:00 AM
- Set up must be completed and all vehicles removed from site by 11:00 AM
- NO EXHIBITORS WILL BE ALLOWED VEHICLE ACCESS TO EDGERTON PARK BETWEEN 11:00 AM AND 4:00 PM.
- Exhibit Hours: 11:00 AM - 4:00 PM
- Take-Down: 4:00 PM - 5:00 PM (For those not remaining through the close of the Main Stage concert at 10:15pm; a request to remain must be received with registration paperwork or a space will not be available. Vehicles are prohibited again between 5:00pm and 10:15pm).

Please consider being as green as possible in your vending/exhibiting. If you have questions or need guidance please contact us. If you are a food vendor please use recyclable, biodegradable serving goods. Please recycle whenever possible.

No generators or hot plates may be used.

There is no shade in the expo area so please plan accordingly.

Restroom facilities for use by patrons and vendors will be provided.

4) MEALS AND SECURITY: Exhibitors are responsible for their own meals. Food vendors are included in the Green Expo. CT Folk is not responsible for personal items at the Green Expo. Please secure items accordingly. Pets are allowed in Edgerton Park, please be aware that the Expo is a very high traffic area including many children.

5) LIMITATIONS OF LIABILITY AND INDEMNIFICATION: In no event shall CT Folk be liable for indirect, incidental, consequential damages or lost profits for any cause of action whether or not advised of the possibility thereof. In no event shall CT Folk's liability for breach of this agreement exceed the amount paid by Exhibitor hereunder. To the fullest extent permitted by law, neither CT Folk nor the City of New Haven shall be responsible for any loss, damage, or injury that may occur to Exhibitor's personnel or property in connection with the Green Expo. Exhibitor shall indemnify, defend and hold harmless CT Folk, Edgerton Park Conservancy, and the City of New Haven, and each of their respective employees, directors, officers, agents, and contractors against all claims, losses or damages to persons or property, governmental charges or fines and reasonable attorney's fees arising out of or caused by Exhibitor's installation, occupancy, or use of this space.

6) PUBLICITY: Exhibitors may use their participation in the Green Expo in their own literature and marketing. We ask to review a copy of this information before it goes to press.

7) INSURANCE: Exhibitor understands that CT Folk does not maintain insurance covering the Exhibitor's property.

8) MISCELLANEOUS: In the event CT Folk commences suit or other action against Exhibitor as a result of Exhibitor's failure to comply with any term of this agreement, Exhibitor agrees to pay all damages, costs, and disbursements provided by law and all costs actually incurred by CT Folk, including reasonable attorney's fees. No alteration or variation of terms of this agreement shall be valid unless made in writing and signed by both parties.

Exhibitor shall comply with all rules and regulation of Edgerton Park and the City of New Haven, and all reasonable requests of CT Folk regarding the Green Expo and the use of the space. Exhibitor may not assign, sublet, share, subcontract or transfer the right to use the space granted in this Agreement. In the event of an emergency CT Folk reserves the right to revoke the privileges stated above without liability except for the refund of the Exhibitor's payment up to that time.

CT Folk is a socially conscious non-profit organization and does not discriminate. Vendor/Exhibitor space is limited and in an effort to produce a dynamic event for our patrons, we reserve the right to limit the number of vendors/exhibitors for any one type of business or organization. Invitations are sent to a wide variety of businesses to ensure the broadest presentation of resources and opportunities. Early registration will yield better results for inclusion in the Green Expo, as well as maximize statewide advertising and promotion of your business or organization.