



ecofair360.com

July 8-10, 2011

Walworth County Fairgrounds,  
Elkhorn, WI

## Embracing green commerce!

EcoFair360 is a 3-day  
event spotlighting  
green businesses  
and organizations  
including:  
renewable energy,  
green building,  
sustainable practices  
and  
organic/local produce.

# Exhibitor Invitation for EcoFair360

## Why Green?

Because green is where people are spending their money NOW.

## Why EcoFair360?

Because EcoFair360 is where they are coming  
to find green products, services and information.

- EcoFair360 is the only comprehensive green festival in area
- 12,000,000 people live within 75 miles of our Fair
- 1,000,000 people will see our promotions
- 5,000 - 7,000 attendees over 3 days
- 250+ Exhibitors
- 100+ Speakers

## Exhibit at EcoFair360 and reach your target audience: people spending money NOW.

- 60% of consumers say they prefer to purchase from environmentally responsible companies.
- 75% of people consider environmental and social aspects in deciding what to buy.
- One in three buyers is willing to pay more for green.

## Exhibitor Benefits

- Your brand on this 3-day event
- Exposure through multiple communication channels and partnerships including:
  - Radio and print ads
  - Partnership communication
  - Social media
  - Newsletters and E-blasts
  - On the EcoFair360 website and in printed Fair Guide for 12 months



**"EcoFair360—what a great investment!  
We met new clients and contracted a  
new Energy-Free Home™ and lot pack-  
age ... groundbreaking is scheduled for  
March. We can't wait to see the results  
from EcoFair360 2011!"**

**Jeff Auberger,**  
*Preservation Homes*  
*"The Green Builder"*  
*Returning 2010 exhibitor and presenter*



ecofair360.com

July 8-10, 2011

Walworth County Fairgrounds,  
Elkhorn, WI

"I received leads ... that are actually turning into business. The people that visited this fair had a strong interest in being green ... and that is why we were able to generate solid leads."

*Kevin O'Leary,  
O'Leary Plumbing and Heating  
2010 EcoFair360 exhibitor*

## Exhibitor Booth Options:

### Indoor Booth Space Dimensions: 8' x 10'

Pricing is based on proximity to building entrance. Location selection is on a first-come, first-served basis. Exhibition buildings are permanent metal structures with cement or tarmac floors (clean, packed earth in Buildings F and G) and large entrances at both ends. Ample lighting and outlets.

### Outdoor Booth Space

Outdoor exhibit areas available for alternative fuel vehicles and other uses that are not appropriate for traditional booth spaces. Contact us at 262-248-0970 to discuss your specific requirements.

### Food Vendor

Three indoor spaces in purpose-built food building.  
Three outdoor spaces available for trucks, wagons, or self-contained dispensaries; exact locations TBD.

## Exhibitors Receive:

- **Two (2) admissions to all three days of EcoFair360**
- **One (1) three-day parking pass**
- **Listing in EcoFair360 Fair Guide**

The printed guide will be available to all EcoFair360 attendees and distributed prior to the Fair at commercial and retail outlets throughout Wisconsin and Illinois.

- **Business/Organization Profile on EcoFair360 website**

The EcoFair360 website has been redesigned into a versatile marketing tool for our participants. You may add detailed information, photos and video. Profiles will remain live throughout 2011. You are welcome to increase your on-site visibility through contributed content, which will link back to your own site and will be actively promoted on the site and through our social media channels.

- **Use of EcoFair360 logo**

### Links:

Booth Request Form, online version

Booth Request Form, PDF download

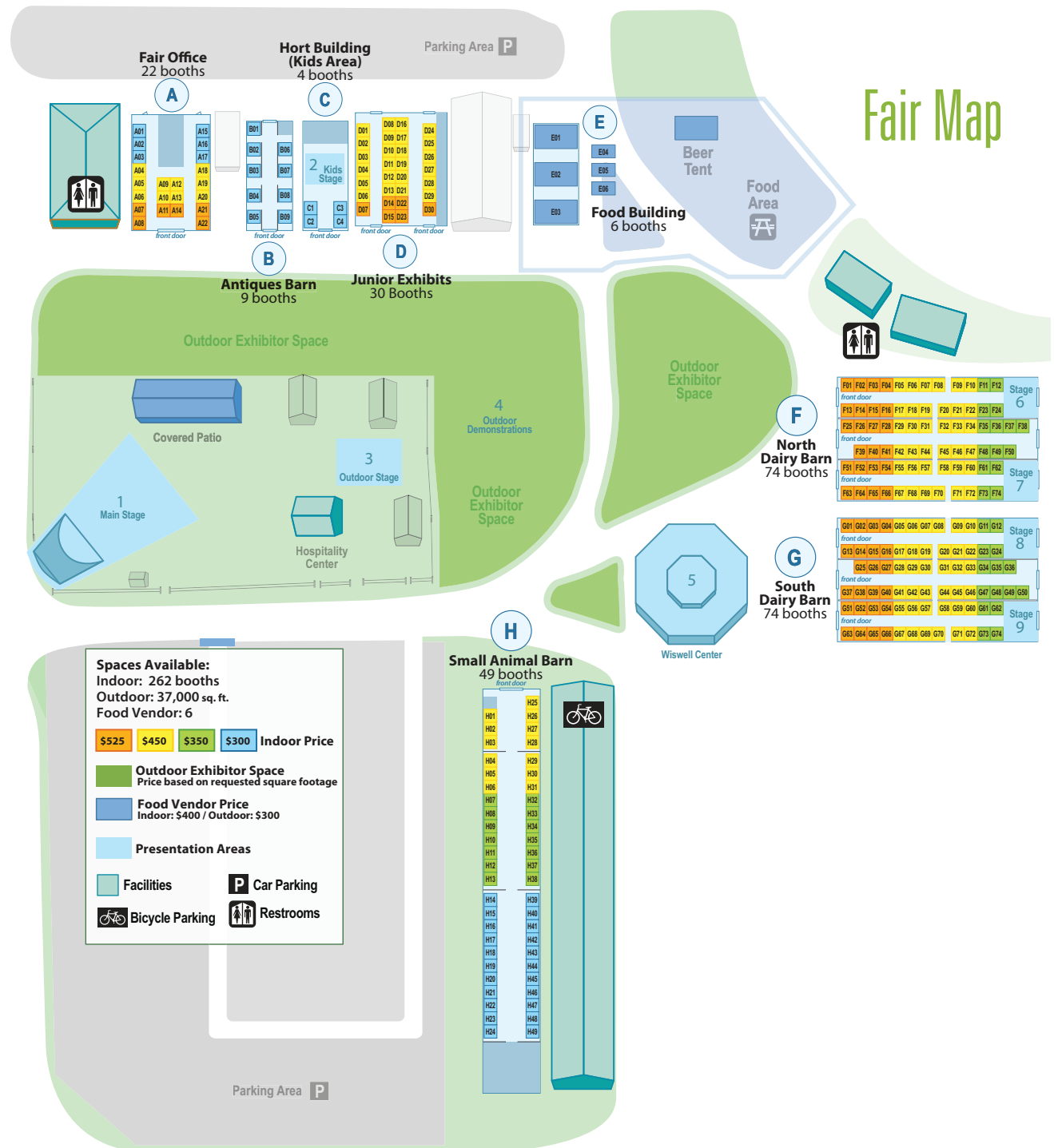
Booth Materials Order Form, for EcoFair360 approved vendor

Online Fairgrounds Map with links to interactive maps of available/occupied booth spaces

# EcoFair360

## Areas of Focus:

- Energy**  
 wind, solar, geothermal, biomass
- Environment**  
 water conservation, landscaping, gardening, recycling
- Community**  
 buying local, economic development, job creation, conservation subdivisions, schools
- Health & Wellness**  
 food systems, alternative healthcare, cleaning products
- Home**  
 design, lighting, insulation, windows, roofing, plumbing, sustainable products, Energy Star materials
- Transportation**  
 alternative fuels, electric and hybrid autos, bike paths





ecofair360.com

July 8-10, 2011

Walworth County Fairgrounds,  
Elkhorn, WI

## Join us for three days of education, exploration and inspiration!

For more information on **sponsorships, exhibiting opportunities, speaking, presentations and volunteering,**

contact us at 262-248-0970 or info@ecofair360.com.

Follow EcoFair360 on Facebook and Twitter, and visit

**www.EcoFair360.com**

**"The attendees were pre-  
educated about products of  
interest... results exceeded  
our expectations"**

*Dick Rutledge, Evergreen Sustainable Products*



**"We have sold two solar systems  
from our leads at the Fair, and four  
more potential buyers."**

*John Kivlin, Convergence Energy*



EcoFair360 is a presentation of the Eco-Vision Sustainable Learning Center. Headquartered in Lake Geneva, Wisconsin, EcoFair360 was created to promote and develop green entrepreneurship and innovation throughout Wisconsin and Illinois. It is our goal to make this area a leader in the growing green economy. Eco-Vision SLC is building a network of learning opportunities, community action and green business development. Everything we aim to achieve comes together at EcoFair360 2011.

Eco-Vision Sustainable Learning Center 750 Veterans Parkway, Suite 104 Lake Geneva, WI 53147 262-248-0970 fax 262-248-9005

