



EARTHWORKS EXPOSITION CONSULTING

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Our Mission

EarthWorks Expo, Inc. (EEI) is dedicated to promoting the advancement of green / sustainable values, knowledge and practice by creating and assisting others to create informative and empowering public exhibitions of technologies, products, services and practical solutions in the areas of renewable energy, green building, green transportation, sustainable agriculture, resource conservation, environmental stewardship and earth-friendly consumer behavior.

Wherever EEI operates, its top priority is to enhance the vitality of the local green marketplace by bringing local providers of green products and services together with local residents and small businesses. This distinguishes EEI from a number of other “green” event producers who regularly import large numbers of exhibitors, as well as attendees, from distant parts of the country. EEI believes that local is the essence of green.

Introduction

EEI has produced two successful public “green” expositions in Denver, Colorado (July 2007 & June 2008) with a third scheduled for August 2009. EEI’s business plan calls for expansion to other cities in order to further its mission wherever and whenever possible.

One way for EEI to expand is to undertake full production of “green” expositions in other cities. EEI will consider doing this in up to four cities in addition to Denver during the next five years. Current selection criteria for candidate cities include:

- metropolitan area population of 500,000 or more
- location within one day’s drive of Denver (radius of approximately 800 miles)
- strong support from city government and local civic and business leaders
- willingness to host a public green exposition, utilizing the EarthWorks Expo brand, yearly for at least three consecutive years

Invitations from interested cities are welcome.

A second way for EEI to meet its expansion objectives is for the company to serve as consultant to local organizing groups. In this case, selection criteria are far more flexible. Metropolitan areas with population under 100,000 may be eligible, depending on level of commitment and buy-in, sponsorship and support from local businesses, media and civic entities.

This document addresses EEI’s consultative services on behalf of local groups wishing to stage their own green expositions.

Objectives and Scope of “Green” Events

EEl characterizes a personal behavior, business practice, product, service or event as “green” when it serves at least one, and does not contradict any, of the following objectives:

- reduce carbon emissions
- reduce toxic pollution
- reduce resource waste
- promote energy conservation and energy-efficient technologies and methods
- recycle or reuse disposable goods and materials
- promote local/relocalized production of food, energy and basic materials
- promote sustainable consumption of resources and manufactured goods
- preserve/enhance local job opportunities and locally-owned businesses
- preserve/enhance healthy ecological conditions
- preserve/enhance long-term human/societal health and wellbeing

A green exposition in the EEl model will include representation from all or most of the following green business sectors:

- renewable energy (residential and commercial solar and wind power, geothermal, bio-fuel, etc)
- green building (residential and commercial contracting, remodeling, exterior and interior design, building materials, geothermal heating/cooling, lighting, xeriscape landscaping, building deconstruction, etc)
- green transportation (hybrid vehicles, all-electric vehicles, hydrogen vehicles, air-powered vehicles, human powered vehicles, mass transit, ride-share and car-share programs, etc)
- sustainable agriculture (organic growing, permaculture, hydroponics, bio-dynamic growing, etc)
- green goods and services (office products, eco-fashion, sustainable investing, etc)

What EEl Consulting Services Can Offer

Depending on the extent of locally available organizing competencies, financial resources and buy-in from business, media and civic leaders, EEl can provide any or all of the following services:

- EarthWorks branding (logos, advertising artwork and copy, etc.)
- Comprehensive plan covering all aspects of event production
- On-site guidance and trouble-shooting before, during and after event
- Sales support, including assistance with exhibitor and sponsor recruitment
- Comprehensive timeline and scheduling checklists
- Guidance on selection of major speakers and workshop topics/presenters
- Guidance on “walking the talk” vis a vis waste management, energy utilization, etc
- Other services as requested by the client

When engaged as a consultant, EEl does not provide financial backing to local productions; nor does it enter into profit-sharing or financial partnerships of any kind. EEl

offers no guarantee regarding the success of a given production, whether measured by financial profitability, attendance or any other relevant metric. EEI does promise that its consultative services will help to ensure the most well-organized, smooth-running and successful green event that local conditions will allow.

Twelve Key Production Elements

EEI consultative services can comprehensively address, as needed, any or all of the following production elements, each of which is essential to the success of a local green exposition.

1) Choice of Date: Seasonal considerations, competing public events, availability of desired venues, and the lead time required to fully organize and finance a major public exposition all figure in the choice of event date

2) Choice of Venue: Seasonal conditions and locally available facilities, among other factors, will influence the choice of an indoor vs. outdoor venue. Key considerations include: size and layout of exhibit space, venue cost, available parking, proximity to population center, access by public transportation, rules governing food and drink, sound restrictions, etc.

3) Sponsors: The importance of sponsorship support cannot be over-emphasized. In-kind sponsorship is useful, particularly with respect to advertising. Cash sponsorship is crucial and generally more difficult to come by, especially in a show's first year. Early recruitment of cash sponsors can make the difference between a successful show and financial disaster.

4) Exhibitors: In EEI's experience, most people who attend this kind of show do so mainly to interact with exhibitors. Also, sales of exhibit space may account for half or more of total revenues. On both counts, it is essential to attract the largest possible number and variety of qualified exhibitors. Ideally, most exhibitors will come from the local area. Viable candidates must first be identified; then they must be sold on the idea that the show will meet their needs and expectations. Factors affecting exhibitor buy-in include seasonal considerations, choice of venue, booth pricing, proximity of competing events, advertising budget and estimated public attendance.

5) Speakers and Workshops: Much is made of the importance of celebrity keynote speakers. However, in EEI's experience, green-motivated attendees are drawn less by celebrity than by the promise of useful take-away information and know-how. One celebrity speaker can put major strain on the budget of a first-time show without returning value in terms of increased attendance. On the other hand, workshops presented by qualified exhibitors can be a genuine value-add for attendees while imposing relatively little strain on the show budget.

6) Entertainment: Live music adds a festive element to any show, particularly in outdoor settings. Inclusion of well-known musical acts can boost attendance; but as with keynote speakers, the cost to benefit may still be negative. Local talent is generally available at relatively low cost. Indoor venues impose greater constraints on live music. For green audiences, acoustic folk, bluegrass, ethnically flavored or world music may be preferable to hard rock. Other forms of entertainment to consider: clowns, comedians, face-painters etc.

7) Food and Drink: Many indoor venues require the exclusive use of their own in-house food services. This can pose a dilemma for green show organizers. The green audience is highly sensitive to food choices and will expect a selection of fresh organic

and vegetarian/vegan fare along with more mainstream items. Outdoor venues generally impose fewer constraints in this regard.

8) Advertising: As previously noted, exhibitors in particular need assurance of an audience that will justify their involvement. For a show to survive its first year, effective advertising is critical. Major local media should be enrolled as sponsors early on. Cash sponsors can be attracted on the promise that a substantial part of their contribution will go directly to advertising. Care must be taken with every advertising dollar. Where does the local population mainly look for information on leisure/discretionary activities? Be sure to make the most of the internet and word of mouth. A good website is essential.

9) Ticketing/Admission: In EEI's experience, attendees of exhibitor-driven shows expect the price of admission to be low. A person who will pay \$50 for a concert ticket might balk at paying \$15 for a green expo, even one with name-brand speakers. Free admission is worth considering, especially if the venue is outdoors. Free or very low-priced admission can be a selling point with sponsors and exhibitors.

10) Local Organizing Team: Regardless of EEI's level of involvement, the main burden of organizing a green exposition falls upon the local organizing team. Typically one person serves as director, coordinating the efforts of others who are responsible for specific aspects of the show. For the director, this will quickly become a full time job; the same will likely hold for several more key positions during at least the final three months of the production cycle. The question of compensation must be addressed early. Also crucial is the recruitment of numerous volunteers, who will be indispensable during the actual event.

11) Business Structure: In the course of organizing and staging a typical green exposition, funds in excess of \$100,000 will be raised and spent. In some cases, that figure is much larger; only rarely is it less. For this reason among others, a formal business structure is highly advisable. If an existing business or non-profit organization takes the lead, the event can be treated on the books as a special project. Regardless, the event requires its own bank account, along with credit card processing; may require a payroll set-up; and will undoubtedly require the purchase of insurance and the filing of tax returns. If starting from scratch, incorporation may be the best course.

12) Organizing Timeline: Particularly for a first-time show, it is advisable to devote a full year to the organizing effort. EEI's comprehensive, month-by-month developmental guidelines will ensure that your green event comes off without a hitch.

EEI Core Team

Michael Lindemann: Founder and president of EarthWorks Expo, Inc. and executive director of EarthWorks Expo in Denver, Michael serves as lead consultant to local event organizing groups. A longtime entrepreneur, his strengths include communication, marketing, exhibitor recruitment, venue setup and overall organizing strategy. Michael is based in Fort Collins, CO.

Lisa Olivas: Assistant director of EarthWorks Expo in Denver, Lisa brings extensive project management and organizing skills to EEI's consulting team. Her strengths include timeline development and oversight, workshop management, venue setup and contractor relations. Lisa is based in Fort Collins, CO.

Nicole Irvine: Technical Director of EarthWorks Expo in Denver, Nicole has also served as executive director of large conferences in Nevada and elsewhere. She brings strong business skills and technical expertise to the EEI consulting team. Nicole is based in Tempe, AZ.

Queries Welcome

At this time of record energy prices, climate change and deepening environmental concerns, “going green” is becoming a national obsession. There has never been a more urgent need to provide reliable, practical guidance on making the switch to greener products and practices, whether at home, at work, or at the municipal or regional level. Green expositions of the type outlined above can become invaluable catalysts and motivators of green change in communities large and small across America.

EEI is ready to help you create a successful green exposition in your community. Contact us to discuss your ideas and needs. At your request, EEI can produce a detailed plan suited to your particular situation and budget, then work with you step by step to make sure that plan results in the event you desire.

Contact

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