



PENNSYLVANIA
& renewable energy
& sustainable living
FESTIVAL
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**Exhibitor/Sponsor
Packet**

www.paenergyfest.com



Welcome to Our Sixth Annual Event

www.paenergyfest.com

page 1

Dear Friend,

The Pennsylvania Renewable Energy and Sustainable living festival is the culmination of years of interest, research, experimentation, and interaction in the world of renewable energy and other Earth-friendly related disciplines. Many diverse people have come together to invite you to exhibit at our sixth annual festival in Kempton, Pennsylvania. The Mid-Atlantic Renewable Energy Association (MAREA) hopes that this venue will be embraced by thousands of Americans in the mid-atlantic and northeast regions of this country. This region is heavily populated, but under-represented in energy fair events. You represent the core of the renewable energy movement and your support will be rewarded through participation in a well-organized event with thousands of enthusiastic fair-goers seeking information and products to satiate their GREEN appetites! With fuel and energy prices continually on the rise, people will be clamoring for an event where dozens of experts in earth-friendly, self-reliant living will be gathered at one site. You can help propel our country into a green, environmentally responsible energy future. Unlike Germany, which has encouraged more photovoltaic installations in 2003 than the United States has done in the past 20 years, it appears that it is up to us, a grassroots movement to educate, cajole and reverse this energy policy, and change it from the bottom up!

As an exhibitor you will have many benefits:

1. You will have access to thousands of enthusiastic customers at a unique venue where no such event exists in any of the surrounding states.
2. Free admission to the festival for up to **FIVE** people to staff your booth.
3. Valuable networking opportunities with manufacturers, distributors, dealers, installers, and educators.
4. Business listing in the festival program which will be distributed at the festival as a resource guide to thousands of individuals participating at the event.
5. Exhibitors and Sponsors will have links available to their web site from our exhibitor or sponsor web page.

Our website had over a million hits last year!

Please take advantage of our early registration discount and take note that we will be filling up the large indoor facility first before outdoor space is made available. This ensures a successful festival even in the event of inclement weather. If an outdoor demonstration area is critical to your exhibit, we will be happy to accommodate you. Moreover, if you are interested in being a speaker or providing a workshop, we will provide incentives. Please feel free to contact me if I can be of further assistance or you need additional information.

See you at the Festival!

Dan Brown - President
Mid-Atlantic Renewable Energy Association.

[MAREA]

Join Us!

Join us for our sixth annual Renewable Energy and Sustainable Living Festival Sept. 17-19, 2010. This is the first event in the mid-Atlantic United States to learn about renewable energy, energy efficiency, and sustainable living. The three-day festival covers renewable energy, natural building construction, sustainable agriculture, land use planning, forestry and healthy living practices. The festival features dynamic speakers, national exhibitors, workshops, hands-on demonstrations, vendors, live music and entertainment, children's activities, food and more.

Sponsorship Benefits

Main Stage (1)	\$2500	Workshop	\$1000
Music Stage	\$2500	Exhibitor Sponsorship	\$600 / \$1000 / \$2500
Lecture Tents	\$1200	Transportation Area	\$2500
Farmer's Market	\$1200	Media	Call to Discuss

	Web Site Link	Free Booth	Festival Tickets	Program Ad
\$5000	Yes	Call for Details		
\$2500	Yes	1	5	1/2 page
\$1000-1200	Yes	1	4	1/4 page
\$600	Yes	1	4	1/8 page

The sixth annual Renewable Energy and Sustainable Living Festival:

Brings the industry together to demonstrate the benefits offered by all the sustainable energy options. A wide-ranging educational program offers the chance to discuss the key issues, while the exhibition area creates the perfect environment to evaluate the solutions - all under one roof. Exhibiting companies include suppliers of technologies for wind, bio energy, solar power generation, hydro, geothermal, and fuel cells plus a number of complimentary products and services. Talk to dozens and dozens of dealers, manufacturers and industry experts about incredible deals on the latest technologies in solar and wind energy that can actually spin your electric meter backwards. The expo will feature exhibits and presentations on solar electricity and solar heating for your home, business, RV or boat, solar powered cooling, solar powered refrigeration, wind energy, fuel cells, bio-fuels, electric vehicles and organic foods and much more. Features exhibits of Green business practices natural foods, and tools for green living. Workshops and lectures will be presented by professionals in the renewable energy industry.

The Fair Offers:

- Workshops presented by experts from across the US
- Working demonstrations of renewable energy and energy efficiency technologies
- Products that help consumers save money, save energy, and protect the environment
- Special workshops and entertainment for children and families
- A friendly festival atmosphere.

Contact Us

Archie Follweiler 610-451-8268 kutztowndad@hotmail.com

Mailing Address:

MAREA
P.O. Box 84, Kutztown, PA 19530 FAX: 610-944-1441

General Rules:

- A. Sound devices are subject to approval of the MAREA and if allowed, must be controlled so as not to interfere with others. The privilege for use of such sound devices may be revoked at any time.
- B. Exhibitors must have at least one person at their exhibit at all times while the Festival is open to the public.
- C. Exhibitors must keep their exhibit space neat and clean, taking every precaution against possible injury to visitors, guests, or employees.
- D. The Exhibitor shall not assign his or her space, or any part thereof, to another business or individual without the written permission of the MAREA.
- E. Smoking is prohibited in booths, workshop tents and buildings.
- F. Exhibits must be confined to the Exhibitor's assigned space and in no case may extend to any other part of the grounds.
- G. The MAREA reserves the right to refuse, stop, relocate, or remove from the Festival any Exhibitor or their representative and/ or exhibit, performing any act or practice which, in the opinion of MAREA, is illegal, objectionable, interferes with the performance of other Exhibitors, creates a health, safety, or fire hazard, or violates any rules stated herein.
- H. Exhibitors shall comply with those laws, rules and regulations and codes of the state of Pennsylvania, Berks, and of the MAREA.
- I. It is mutually understood and agreed that any changes to the terms of this contract are not valid unless they are made in writing and signed by both parties.
- J. The decision of the MAREA Executive Director or their representative(s) in their official capacities must be accepted as final any disagreement.
- K. Neither the MAREA or any officers, board members and/or staff members will be responsible for the safety of the property of Exhibitors from theft, damages by fire, water, storm, vandalism or other causes, but will take reasonable precautions to protect the Exhibitors from such loss.
- L. **If liability or property damage insurance is desired, the Exhibitor, should obtain it. MAREA strongly recommends that in addition to other insurance, exhibitors obtain public liability insurance to protect against possible claims arising out of the exhibit and the Festival.**
- M. No dogs are allowed anywhere on the Fairgrounds or campgrounds.
- N. Should an Exhibitor set up in the wrong space, he or she agrees to move to the correct location at his or her own expense and without protest. Further, he or she agrees to pay any contracted parties for the transfer of any installed equipment or tent unless the contractor failed to follow his or her instructions.

Rules of Conduct

- A. All Exhibitors are expected to conduct themselves in a professional manner and according to the rules of this agreement. Any unruly conduct, refusal to follow rules, or use of foul language to Festival patrons or personnel will be considered grounds for expulsion from the event. Such Exhibitors will not be invited to return to subsequent holdings of this event.
- B. Set Up - Set up begins at 9:00AM, Thursday, Sept 16th. All booths must be in place by 8PM. No vehicles will be permitted after 8PM on Thursday. All exhibitors must report to MAREA to verify space assignments prior to set up.
- C. All Exhibitors will be required to keep their booths open from 9:00 AM to 6:00 PM Friday & Saturday and 9:00 AM to 4:00 PM Sunday. Take down cannot take place prior to 5PM on Sunday, Sept 19th. Take down must be complete by noon Sept. 20st. If property is not removed in a timely fashion, the exhibitor will be billed for removal costs.
- D. The MAREA provides an opportunity for both Exhibitors and the public to benefit from the purpose of the Festival. It is our policy to protect the environment and respect all participants in this event: We must insist that Exhibitors provide the same protection for the environment and respect for all participants including fellow Exhibitors. MAREA retains the right to remove any Exhibitor and his or her exhibit from the event if the Exhibitor does not comply with all written rules.

Exhibitor Criteria

All Exhibitors must work directly with issues relating to renewable energy, energy efficiency, sustainable living or environmental conservation. The Festival Association's Board of Directors reserves the right to accept or reject any booths and/or advertisements.

Fill out the information on pages 6-8 and return ONLY THOSE PAGES to:

***MAREA
C/O: P. Middleton
114 E. Vine Street, Fleetwood, PA 19522***

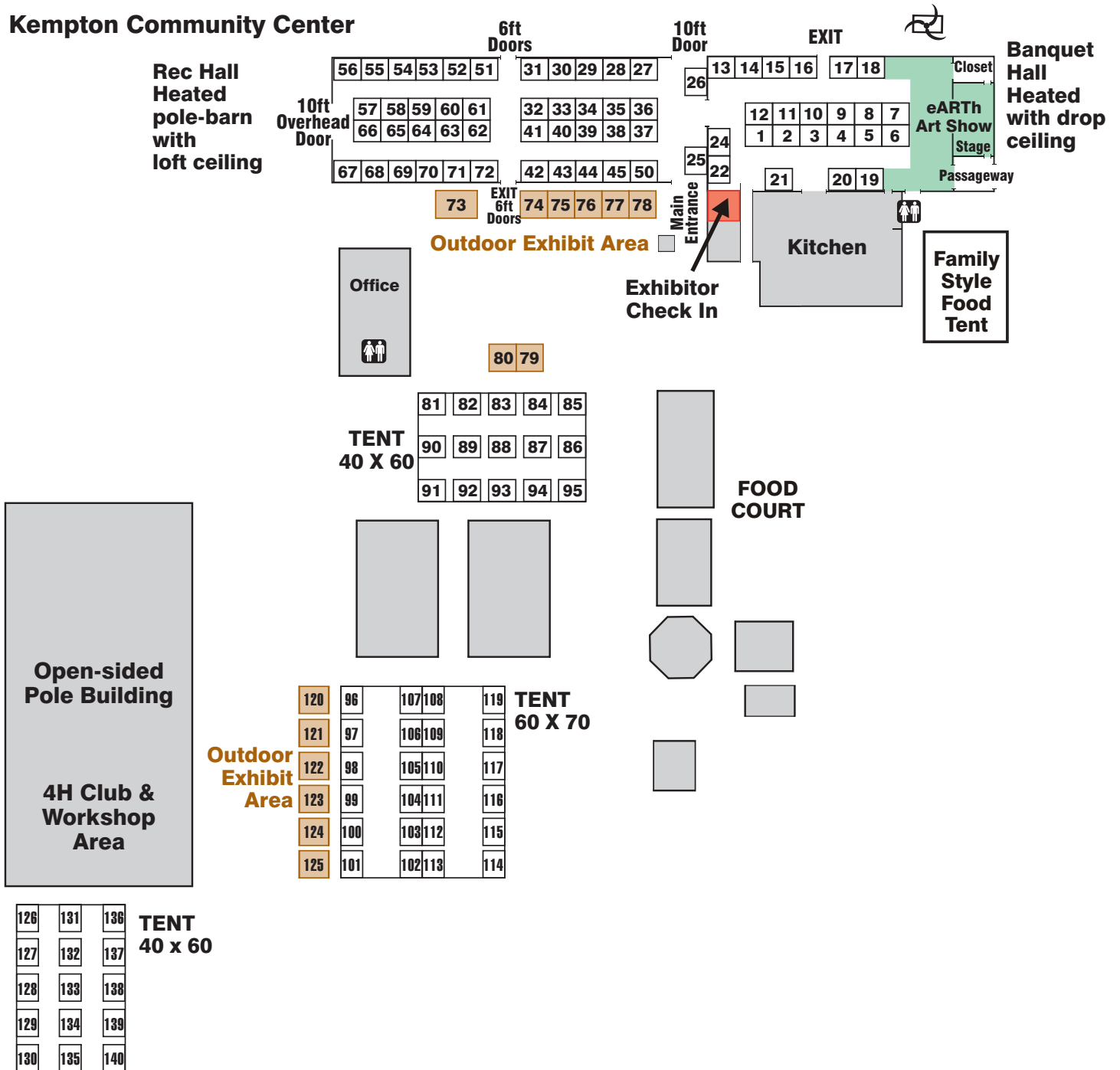
All indoor & tent booths are 8' x 10'
Outdoor booths (NOT UNDER COVER): 10' x 10'

Check the website for availability:
www.paenergyfest.com/booth-info.shtml

Select 4 booth numbers in order of preference
and enter the selections on page 7

Booths are assigned on a first come basis

Kempton Community Center





2010 Registration Form

www.paenergyfest.com

Fill out the following information and return pages 6-8 to:

MAREA

C/O: P. Middleton

114 E. Vine Street, Fleetwood, PA 19522

I have read and hereby agree to abide with the rules and regulations for the 2010 Pennsylvania Renewable Energy & Sustainable Living Festival.

Authorized Signature: _____

(**CLEARLY** print the following information, as you would like it to appear in the Program Guide.)
If correspondence should be sent to a different address please indicate.

Non-profit For Profit

Company: _____

Contact Name: _____

Address/ City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Website: _____

Why are you "Sustainable"?

How does your exhibit relate to renewable energy, energy efficiency, sustainable living or environmental conservation? (Your answer will help us determine whether your company/organization is a fit for the our festival. (50 words maximum)

Products/Services provided by your company:

This listing is for the Program Guide (25 words maximum)

Do you have insurance? YES NO

Please include a copy of your insurance certificate in the mailing

General Information

A tentative exhibit booth layout is included in the in this Exhibitor Packet on page 5. Please indicate your top four booth choices on the map. Booths are sold on a first-come first-serve basis; we cannot guarantee that you will receive your first choice. If you'd like to acquire two booths, this is also available.

Festival Sponsorship

Festival sponsors at the \$600, \$1,000-1,200 or \$2,500 level receive a complimentary booth. See page 2 for sponsorship benefits.

YES, I would like to sponsor at the _____ level

(A) Sponsorship Total: _____

Booth Fees

Indicate booth numbers (see map page 5) in order of preference:

I would like to reserve (number of) _____ booth(s) at the rate of \$ _____
(fee level indicated below).

Full payment of booth fee is due with registration form. Registration fees include electricity, a table and two chairs per 8' x 10' inside booth space or 10' x 10' outdoor booth space.

Five festival passes, which will also serve as your name tags, will be provided for you and any others working in your booth. These name tags will not be personalized with the booth attendant's name; they will only have the name of your company. These passes will be mailed out in early September. Please make sure the people working in your booth receive these passes, as this is what will allow them into the festival. If you will require more than five people to work in your booth, they will have to enter through Admissions and pay the festival attendance fee.

Before June 2, 2010 (Early Bird Discount)

	1 Booth	2 or More Booths
<input type="checkbox"/> Manufacturers/Distributors:	\$400	\$375 each
<input type="checkbox"/> Dealers/Cottage Industries:	\$220	\$205 each
<input type="checkbox"/> Non-Profit/Tax Exempt:	\$100 (Flat rate)	

Before July 1, 2010 (Avoid the Rush Discount)

	1 Booth	2 or More Booths
<input type="checkbox"/> Manufacturers/Distributors:	\$440	\$420 each
<input type="checkbox"/> Dealers/Cottage Industries:	\$240	\$225 each
<input type="checkbox"/> Non-Profit/Tax Exempt:	\$100 (Flat rate)	

After July 1, 2010 (No Discount) DEADLINE FOR PROGRAM GUIDE INFORMATION

	1 Booth	2 or More Booths
<input type="checkbox"/> Manufacturers/Distributors:	\$475	\$455 each
<input type="checkbox"/> Dealers/Cottage Industries:	\$270	\$250 each
<input type="checkbox"/> Non-Profit/Tax Exempt:	\$100 (Flat rate)	

(B) Booth fees Total: _____

Advertising

- Yes! I would like to advertise in the Program Guide (60,000+ distribution in "Lancaster Farming").

Please circle the associated cost of the ad(s) of which you would like to purchase. Sponsors receive free ads; see page 2 of the Exhibitor Packet for sponsorship benefits.

The advertising deadline for the Program Guide is July 31, 2010.

Ad Size

1/8 Page - \$160	3.5"w x 2.375"h
1/4 Page - \$275	3.5"w x 4.75"h
1/2 Page - \$475	7"w x 4.75"h
Full Page - \$800	7"w x 9.5"h

Ad files are due in to us no later than July 31, 2010

Ad files should be provided camera ready in one of the following formats: Adobe .pdf; Adobe Photoshop (.psd, .tiff, .eps, .pdf); or Adobe Illustrator (.eps, .ai, .pdf)

Your files should meet the following criteria:
300dpi (or higher); CMYK Color; All fonts converted to outlines or included

You can forward your ad by e-mail to bascelli@ptd.net (Questions call 610-683-8496)
Mailing Address: MAREA
P.O. Box 84
Kutztown, PA 19530

(C) Ad Total: _____

Payment Information

Total Due [A+B+C) = \$ _____

CHECK LIST, SURE TO INCLUDE:

- Pages 6-8 completed
- Certificate of insurance
- Check or money order (Call 610-621-7004 if paying with credit card)
- Booth Preference indicated on map (page 5) and listed on page

Enclose your check and please make payable to:

Mid-Atlantic Renewable Energy Association (MAREA)

Credit Cards Accepted. Call Pam at 610-621-7004 if you wish to pay buy credit card

**Please fill out this form completely and return with payment to:
Mid-Atlantic Renewable Energy Association (MAREA)**

MAREA

C/O: P. Middleton

114 E. Vine Street, Fleetwood, PA 19522



Enjoy a Long Weekend!

www.paenergyfest.com

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1. Extend your visit

with us and stay at a campground, hotel or local B&B. Here you can enjoy nearby hiking trails, scenic countryside, and a variety of special events and attractions. For more information visit the following Visitor Bureau and outdoor recreation websites.

www.lehighvalleypa.org

www.readingberkspa.org

www.schuylkill.org

www.schuylkillriver.org

www.gopaoutdoors.com

2. Camping

Camping is available at the Kempton Community Center for a nominal fee.

3. Hotels and B&B's

Pamela's Forget Me Not Bed and Breakfast
33 Hawk Mountain Road , Kempton, PA 19529
610-756-3398

Hawk Mountain Bed and Breakfast
221 Stony Run Valley Rd. Kempton, PA 19529
610-756-4224

Crystal Bed and Breakfast
427 Crystal Ridge Rd. Kutztown, PA 19530
610- 683-7081

Campus Inn Rt. 222
15080 Kutztown Rd. Kutztown, PA 19530
610-683-8721

Glasbern - Country Inn
2141 Pack House Rd. Fogelsville, PA 18051
610-285-4723 (www.glasbern.com)

Super 8 Motel Allentown/Kutztown
2160 Golden Key Rd. 1-78 Exit 45
Kutztown, PA 19530
610-285-4880

4. Kennel

Silver Maple Veterinary Clinic
610-683-7988
smvc@enter.net