



February 23rd, 2009

Dear Earth Day Supporter:

From recycling a newspaper to working toward environmental preservation, every person can make a difference on Earth Day. Every year, **Stony Brook University** holds an exhibitor fair during an Earthstock festival to help educate the community on how to lead more eco-friendly lives.

What can **you** do? The first step is to join us at **Earthstock 2009**. The exhibitor fair is meant to serve as an educational event for students, faculty, staff, and community members to show ways that we can lead more eco-conscious “green” lives. Thus, the displays at Earthstock this year will help attendees to “**Green Your:” Home, Commute, Palate, Lifestyle, Mind, Future, Career, and Soul**. Participation in Earthstock 2009 gives your company or organization the opportunity to showcase itself to the **36,000** members of the Stony Brook campus community as well as providing an affiliation with a leading university.

Further participation details and benefits are given on the attached pages. The deadline for table reservations is **April 3, 2009**. For more information, please contact Navneet Singh, Earthstock 2009 Exhibitors Committee, at 631-632-7320.

We look forward to seeing you at Earthstock 2009!

Sincerely:

Navneet Singh
Chair, Earthstock Exhibitors Committee
222 Student Activities Center
Stony Brook, NY 11794-2800
Phone: 631-632-7320 Fax: 631-632-6756
Email: Navneet.Singh@stonybrook.edu

Earthstock 2009

Stony Brook University

Friday April 17, 2009

Program:

The exhibitor fair at Earthstock 2009 will include an eclectic mixture of product displays, performers, animal exhibits, and educational exhibits. Entertainment will also be provided on two stages with a mix of rock, folk music, and reggae.

We hope that you will help us teach others to Green their lives by agreeing to exhibit at Earthstock 2009.

Highlights of the Day Include:

- Festival-like atmosphere with musical and dance performances by students and professionals
- Over 100 exhibitors and displays expected
- Keynote lecture by Ove Hoegh-Guldberg, Professor, University of Queensland in Australia and world renowned leading coral reef biologist at **7:30pm in the _____**
- Student Environmental Research Exhibition
- Green Drinks Hamptons networking event at **6:30pm in the University Café**
- Live broadcast of closing musical concert to conclude the day

Benefits of Participation

By supporting Earthstock 2009, your business or organization will gain:

- Exposure to the 36,000+ members of the Stony Brook campus community that includes:
 - 23,000 students at the Stony Brook main campus
 - 13,000 faculty and staff on campus
 - 100s of community members
- An opportunity for product sampling, surveying, and demonstrations to potential future customers
- Affiliation with a major university for a globally vital cause
- Recognition among your peers and associates as a supporter of Earth Day

Visibility and Advertisement:

Earthstock 2009 will be advertised through a variety of print and electronic media including:

- Ads in local newspapers
- Announcements in the on-campus faculty/staff newsletter circulation reaching over 12,000 people
- Posters distributed throughout campus and University Hospital
- A slide shown at the Staller Center during Friday night Film Series in the spring
- Ads in student newspapers
- Listing on the Earthstock 2009 website and other Earth Day calendars including local TV stations and newspapers
- Announcements sent to local Chambers of Commerce
- Targeted e-mails to business community

Notes and Numbers from Earthstock 2008:

- Earthstock received the 2007 State University of New York (SUNY) Outstanding program award
- Over one hundred (100) environmental organizations, exhibitors and vendors participated with educational exhibits and displays.
- Newsday article and other media attention featuring Earthstock.

For further information or for a disability-related accommodation, contact Navneet Singh at 631-632-7320.



EXHIBITOR APPLICATION 2009

Friday April 17, 2009

*Deadline for receipt of applications: **April 6, 2009***

Name: _____

Company/Organization: _____

Address: _____

Phone: _____ **Fax:** _____

Product/Service Description:

Describe the product or service that will be provided your organization.

Will you have electrical needs? YES NO

NOTE: a limited number of power supplies will be available.

Please describe what in your exhibit will need electricity. If possible, detail amps, wattage, etc.

Are you requesting to serve food? YES NO

*If **YES**, you must complete a food permit (attached) that must be **received** by **April 1st, 2009**. The Stony Brook Department of Environmental Health & Safety will review and approve all food permits for Earthstock 2009. For your convenience, no additional outreach to the Suffolk County Board of Health is necessary.*

Upon receipt of your application, you will receive an e-mail confirmation with your reservation.

FOR OFFICE USE ONLY	
Payment Received/Amount:	
FSA Vendor Permit Application Received:	
Confirmation Sent:	
Space Assignment:	



EXHIBITOR APPLICATION 2009

Friday April 17, 2009

Deadline for receipt of applications: April 6, 2009

Please indicate which category most accurately describes your display:

- | | |
|--|--|
| <input type="checkbox"/> Home Goods | <input type="checkbox"/> Educational |
| <input type="checkbox"/> Automobile/ Transportation | <input type="checkbox"/> Employer |
| <input type="checkbox"/> Food Tasting/Testing | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Lifestyle (clothing, skincare, hair care) | <input type="checkbox"/> Musical |
| | <input type="checkbox"/> Performance |
| | <input type="checkbox"/> Other (please explain): |

The following options are available to you:

- 10' x 10' Footprint**
Includes *one* 6' x 3' table with 2 chairs
- 10' x 20' Footprint**
Includes *two* 6' x 3' tables with 4 chairs

Please Identify Your Organization:

- Exhibitor**
If you are *only* displaying goods or information
- Employer**
If you are seeking to recruit potential employees or student interns
- Non-Profit**
Only if your organization has non-profit status designated by the IRS.
Please provide your federal tax ID #: _____

The fee structure is as follows:

	Exhibitor	Employer	Non-Profit
10' x 10' Footprint	\$160	\$80	\$0
10' x 20' Footprint	\$300	\$140	\$0

Amount Enclosed: _____

Please make checks payable to: Stony Brook University: IFR 900310



SPONSORSHIP OPPORTUNITIES

The award winning Earthstock festival is only made possible with the support of generous donors. Your donation can benefit many aspects of the week-long celebration of Earthstock including the exhibitor fair, lectures, concerts, student displays, and more! In exchange for your sponsorship, you will receive promotion in the advertisements and programs that we sponsor.

Please fill out the following form and enclose it with your sponsorship check. We will send you a receipt confirming your donation for tax purposes. Thank you for your support of Earthstock 2009!

Hawk Level - \$250

- Listing on all event signage for exhibitor fair on April 17
- Listing in exhibitor fair program on April 17
- Listing on Earthstock 2009 website

Eagle Level - \$1000+

- Business card size (3.5" x 2") advertisements in university newspaper
- Listing on all event signage for exhibitor fair on April 17
- Listing and logo in exhibitor fair program on April 17
- Listing and logo on Earthstock 2009 website
- **Free** 10' x 10' footprint at the exhibitor fair on April 17

**Note: If your donation meets the Eagle Level, please disregard any exhibitor fees.*



SPONSORSHIP FORM

Amount of Donation: \$ _____

Note: Please make checks payable to: **Stony Brook University: IFR 900310*

For all **Hawk Level** sponsors please include the following:

___ Organization/business description (20 words or less)

For all **Eagle Level** sponsors please include the following (electronic submission of logos is also acceptable):

___ Business card size advertisement (3.5" x 2")

___ Organization/business logo to be used on website and signage

___ Organization/business description (20 words or less)

Please send sponsorship checks with this form to:

Navneet Singh
Chair, Earthstock Exhibitors Committee
222 Student Activities Center
Stony Brook, NY 11794-2800
Phone: 631-632-7320 Fax: 631-632-6756
Email: Navneet.Singh@stonybrook.edu

Thank you for your support of Earthstock 2009!