



Exhibitor Notes

July 29, 30 & 31, 2011

SolWest Renewable Energy Fair takes place the last full weekend of July each year.

You're invited to exhibit your renewable energy and sustainable living wares at SolWest Fair, where people care about self-reliance and sustainability:

Our serious Fairgoers already know what the problems are – and they are at SolWest to find solutions!

Solutions for energy-efficient homes, transportation, and food are highlighted at SolWest Renewable Energy Fair.

SolWest fairgoers report that they come to the event prepared to spend money! Many do-it-yourselfers want to buy components for their home projects. Others aren't ready for the big plunge, but they want to buy something they can use to learn, or to build upon.

SolWest exhibitors show and sell working solar, wind and water power systems, as well as solar hot water, small-scale biodiesel processors, construction products and sustainable living wares.

Over fifty one-hour workshops help participants understand the basics of solar electricity, make low-cost do-it-yourself solar projects, set up wind, microhydro, or solar hot water systems, create an off-grid paradise, live self-reliant lives, and more. The Renewable Energy Film Festival presents a current release, and children participate in hands-on energy projects.

Interactive exhibits such as a solar powered telescope, solar-and wind-powered ham radio setup, and Alternatively-fueled-vehicle (AFV) Alley play their part in keeping visitors entertained and informed. The SolWest experience is one of learning and community. SolWest participants meet old friends and new, share interests and gather information to answer life's new challenges.

"I wouldn't miss it for the world!" says Dean Abney, of Abney Solar Electrix. We hope you'll decide that SolWest Fair is where you want to be at the end of July.

INTERACTIVE EXHIBITS DRAW THE MOST ATTENTION

Our roving directors report that vendors who have interactive exhibits receive the most attention from fairgoers.

What makes an exhibit interactive? An example of the simplest kind is a water exhibit with a solar panel, fountain or pump, and a tub or pool. Kids splash in the water, and observers of all ages soon discover that if they pass a hand



The SolWest 2011 theme is "Journey to the Future"!

over the panel, they can make the water flow speed up, slow down, or even stop. Another example is a natural building demo where the observers are invited to help construct a wall or oven.

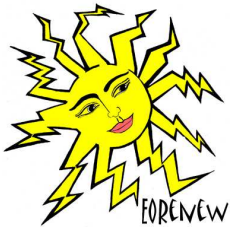
This is how they get involved in renewable energy, and you can help them catch the solar "bug" by selling them something small and hands-on! How's your stock of entry-level kits and gadgets? Small solar modules? Do you have some "just plain fun" stuff for sale? Customers who meet you when they purchase some small item will remember you when it's time for them to take the next step and move up to a bigger project!

DIFFERENT WAYS TO PARTNER WITH SOLWEST

While we encourage businesses to "show their stuff" at SolWest, we understand that not everyone has the setup to be a vendor at a show.

Here are some additional ways to show your support for SolWest, while gaining visibility for your products and services:

- Business Membership (*page 7*)
- SolWest sponsor or classroom sponsor (*page 7*)
- Silent Auction donation (*page 7*)
- SolWest fair program ads (*page 8*)
- Educational workshop presenter (*contact us!*)



SolWest Fair Exhibitor Information

July 29, 30 & 31, 2011



What/Where

Location: John Day is located at the junction of US 395 and US 26, in a 3,000' elevation river valley with a backdrop of 7-9,000' forested mountains. The area is well-known as a vacation destination for the Strawberry Mountain Wilderness, Malheur National Wildlife Refuge, and John Day Fossil Beds National Monument.



Attendance at SolWest draws heavily on the region's remote home owners, ranchers, and others who work the land, and are enthusiastic about Renewable Energy because it works for them. People came to SolWest from all western states, as well as eastern states and foreign countries.

Exhibitor camping on-site at the fairgrounds is limited, so sign up early. Tent and small vehicle camping is in "the Orchard" (no hookups, make reservations with us). There is space for a few unplugged exhibitor RVs between the exhibit area and the arena (*CALL us*). RVs and trailers may camp with hookups in the Grant County RV Park (for reservations call the fairgrounds 541-575-1900). SolWest is during fire season, so no open fires are allowed. Shower and toilet facilities are on-site.

For Lodging Information, contact:
Grant County Chamber of Commerce
www.gcoregonlive.com 1-800-769-5664

Blocks of rooms will be held until July 1st at:

- Budget 8 Motel 541-575-2155
- Dreamers Lodge 800-654-2849
- Best Western 800-243-2628 or 541-5775-1700
- Little Pine Inn 866-575-2100
- America's Best Value Inn 800-452-4899

-- please mention **SolWest Fair** when you make your reservations.

Questions?? For more information, phone or email:

Jennifer Barker	541-575-3633 (office)
	541-575-3633 (fax)
info@solwest.org	541-542-2525 (home)

Logistics

Display set-up. Booth set-up is Friday, July 29th. The fairgrounds will be open at 7:00AM. **Please check in** at the SolWest office in the Pavilion before setting up, to receive your nametags and fair passes, and verify space assignments. All booths must be occupied and ready for business *no later* than 1:00PM Friday. Vehicles will be permitted in the display area only during set-up and take-down hours (except for AFVs).

Internet, Power & Phone. **Wireless** and **Ethernet** are available *inside only*. You may check email at our free station in the Pavilion, but there is a fee for commercial internet use. There is a fee for plugging into fairgrounds 110 or 220 VAC electricity. All exhibitors are to supply their own extension cords (three-wire #14 or larger w/ground, outdoor type). All extension wiring must be protected from becoming a hazard. **Phone lines** are the responsibility of the exhibitor for installation and all costs. Check with EORenew for best booth location.

Shipping display materials to the site:

SolWest Fair
Grant County Fairgrounds
411 NW Bridge St.
John Day OR 97845
Destination phone: 541-575-1900



Shipment should arrive the week of July 25th.
Pickup after event *must be arranged by exhibitor*.

Exhibit take-down and clean-up. Exhibits may be removed after 3:30PM on Sunday, July 31st. All exhibits should remain set up until that time, and must be removed from the fairgrounds by 9:00AM on Monday July 26th. Any shipping should be picked up promptly after SolWest. If any clean-up is left to EORenew or the Grant County Fairgrounds, fees may be charged.

Please leave your dog at home if you can. Dog incidents are unpleasant for everyone. Dogs are allowed, but must be on a leash at all times, and are not allowed in lecture rooms.

Exhibitor parking will be provided in a designated area. Exhibitors will be advised where to park by the fair office, and will be issued a parking pass. You must display this parking pass to get in at the exhibitor's entrance. The pass should be displayed on the dashboard during fair hours.

Exhibitor Registration and Agreement

Sound devices, including but not limited to video displays, speakers and radios, are subject to the approval of EORenew and if allowed, must be controlled so as not to interfere with others. Privileges for use of such devices may be revoked at any time.

Exhibitors must care for and keep in good order the space occupied by them, taking every precaution against possible injury to visitors, guests, or employees. SolWest Fair is not responsible for unattended booths. Security will be available on the grounds on Friday and Saturday nights, however, all products are displayed at the vendor's risk and insurance is recommended.

Exhibitor agrees to hold the Grant County Fair, EORenew, its officers, directors, and employees harmless from any claim on account of any actions of the exhibitor, any injury to any person, or damage to any property.

The exhibitor shall not assign or sublet said space or any part thereof without written consent of EORenew.

Canvassing or demonstration of an exhibit must be confined to an Exhibitor's assigned space and may not extend to any other part of the grounds. Exhibitors may distribute fliers, handouts and other materials from their booth space only.

Exhibitor shall comply with the laws, rules, and regulations of the State of Oregon, Grant County, City of John Day, and of EORenew.

Exhibitor agrees to allow EORenew to use images, video or audio footage made of the exhibitor or exhibit for promotion of SolWest Fair or of renewable energy.

EORenew reserves the right to refuse exhibits which would detract from the purposes, dignity, and intent of the Fair. Further, EORenew reserves the right to stop or remove from the Fair or relocate any Exhibitor or their representative and/or exhibit which performs any practice deemed by EORenew to be illegal, objectionable, interferes with the performance of other exhibitors, creates a health, safety, or fire hazard, or violates any of the other rules stated herein.

All Exhibitors will be required to keep their booths open from 1:00PM to 7:00PM on Friday, 9AM to 7PM on Saturday and 9:00AM to 3:30PM on Sunday.

At the end of the event, exhibitors must clean up their own space. Any materials (other than trash/debris) not removed from the fairgrounds by 5PM Monday, August 1st, become the property of EORenew.

All Exhibitors are expected to conduct themselves in a professional manner and according to the terms of this agreement. It is mutually understood and agreed, that no alteration of the terms of this contract shall be valid unless made in writing and signed by parties hereto.

The decision of the EORenew Executive Director, or her representative, in their official capacities, must be accepted as final in any disagreement. All matters not covered in these conditions are subject to the decision of the EORenew Executive Director or her representative, which shall be final.

Exhibitor' acknowledges: *I have read and understand the agreement and hereby consent to abide by the rules and regulations for the 2011 SolWest Renewable Energy Fair. I would like to reserve _____ (number of) booths at the enclosed rates. I understand that booth spaces will be reserved on a first-come, first-served basis.*

Authorized signature _____ Date _____

Name of Person(s) in charge of display _____ Email _____

Please type or clearly print the following information **as you would like it to appear in the program guide**:

Company _____

Street Address _____

City / State / Zip _____

Phone _____ Website _____

Two-line company description: _____

Booth Staff

Please list up to 5 people to receive name tags and fair passes. If you wish to add or change any names, please let us know by July 20th. Type or print clearly:

_____	_____
_____	_____
_____	_____

Booth Details and Fee Calculation



- Where/when** Grant County Fairgrounds in John Day, OR, July 29, 30 & 31, 2011
- Booth Size** Indoor booth: 8X8' or 8X16'. Outdoor booth approx. 10X20'.
Returning exhibitors who fulfilled all contract requirements will be given space preference.
- Shelters & Tables** **Exhibitors are responsible for providing shelter.** For shelter rental, please contact supplier (see space map). Each booth includes one free table and two chairs. Additional tables are available for \$15.00 each.
- Refunds** 90% refund will be given if cancellation is received before 6/3/11.

Booth Cost

		Inside 8x8			Inside 8x16			Outside 10x20		
		before 3/19	before 5/7	after 5/7**	before 3/19	before 5/7	after 5/7**	before 3/19	before 5/7	after 5/7**
Manufacturer	Non-member	\$268.00	\$303.00	\$355.00	\$425.00	\$481.00	\$565.00	\$403.00	\$455.00	\$535.00
	Member	\$253.00	\$286.00	\$335.00	\$401.00	\$454.00	\$533.00	\$373.00	\$422.00	\$495.00
Distributor	Non-member	\$193.00	\$218.00	\$255.00	\$305.00	\$345.00	\$405.00	\$286.00	\$324.00	\$380.00
	Member	\$178.00	\$201.00	\$235.00	\$281.00	\$318.00	\$373.00	\$264.00	\$298.00	\$350.00
Dealer	Non-member	\$125.00	\$141.00	\$165.00	\$197.00	\$223.00	\$261.00	\$170.00	\$192.00	\$225.00
	Member	\$110.00	\$124.00	\$145.00	\$172.00	\$195.00	\$229.00	\$155.00	\$175.00	\$205.00
Non-profit or Cottage Industry	Non-member	\$70.00	\$79.00	\$92.00	\$109.00	\$123.00	\$145.00	\$80.00	\$92.00	\$105.00
	Member	\$55.00	\$62.00	\$72.00	\$85.00	\$96.00	\$112.00	\$65.00	\$73.00	\$85.00

* How do you know if you're a cottage industry? If you're just getting started in a small business, working at it full-time but still below the poverty level, or working at a "regular job" and your RE business is a weekend thing, then you are a cottage industry.

** We must receive your application before May 13th to guarantee your listing will be in the printed SolWest program.

Clip and complete both sides of bottom part. Return to **SolWest Fair, PO Box 485, Canyon City, OR 97820**
 --or fax to **541-575-3633**. **Registration is not confirmed until check is received at the above address.**
Please keep a copy of this form for your records.

SolWest Fair Fee Calculation you must also fill out and sign the exhibitor registration and agreement (page 3)

Booth Type: Inside single Inside double Outdoor Booth fee (see chart): \$ _____

_____ additional space(s): (fee ea.) _____ x .6 x _____ (number of spaces) = \$ _____

How many: Electrical hookup(s) Internet connection(s) X \$15 each = \$ _____

Preferred Location (see maps) 1. _____ 2. _____ 3. _____ 4. _____

Tables I would like a complimentary table yes no

I would like _____ additional table(s) @ \$15.00 each for a total of \$ _____

Membership fees and donations (from page 7, include form) \$ _____

Program ads (from page 8, include form) \$ _____

Total enclosed \$ _____

Full payment (make checks payable to EORenew) of booth rental is due with this registration form. Registration and payment must be received by May 13th 2011 in order to guarantee inclusion in the printed SolWest Fair program. Booths are available until July 29th on a space-available basis.

The Board of Directors reserves the right to accept or reject any booths and/or advertisements. To ensure your requested space, return payment and a signed copy at the earliest possible date to: SolWest/EORenew, PO Box 485, Canyon City, OR 97820. Our telephone/fax number is 541-575-3633. Thank you.

Exhibitor Camping? Number of tents in the Orchard Number of unplugged RVs/tents in exhibitor area

RV camping with hookups available on-site at the **Grant County RV Park**. You must make reservations directly with: Grant County Fairgrounds at 541-575-1900 or <<weaverm@grantcounty-or.gov>>.



Energy Fair Agenda (tentative)

Friday, July 29th

7:00AM-1:00PM	Exhibit set-up
1:00PM	SolWest opens
1:00PM-7:00PM	Exhibits open
2:00PM-6:00PM	Workshops*
5:00-7:00PM	Free entry, games and activities
7-8:00PM	Sociability Supper

Saturday, July 30th Family Day

9:00AM-7:00PM	Exhibits open
10:00AM-6:00PM	Workshops*, family, and children's activities
12:30PM	Keynote Address
6:00PM	Silent Auction bid closing
7:00PM	Entertainment

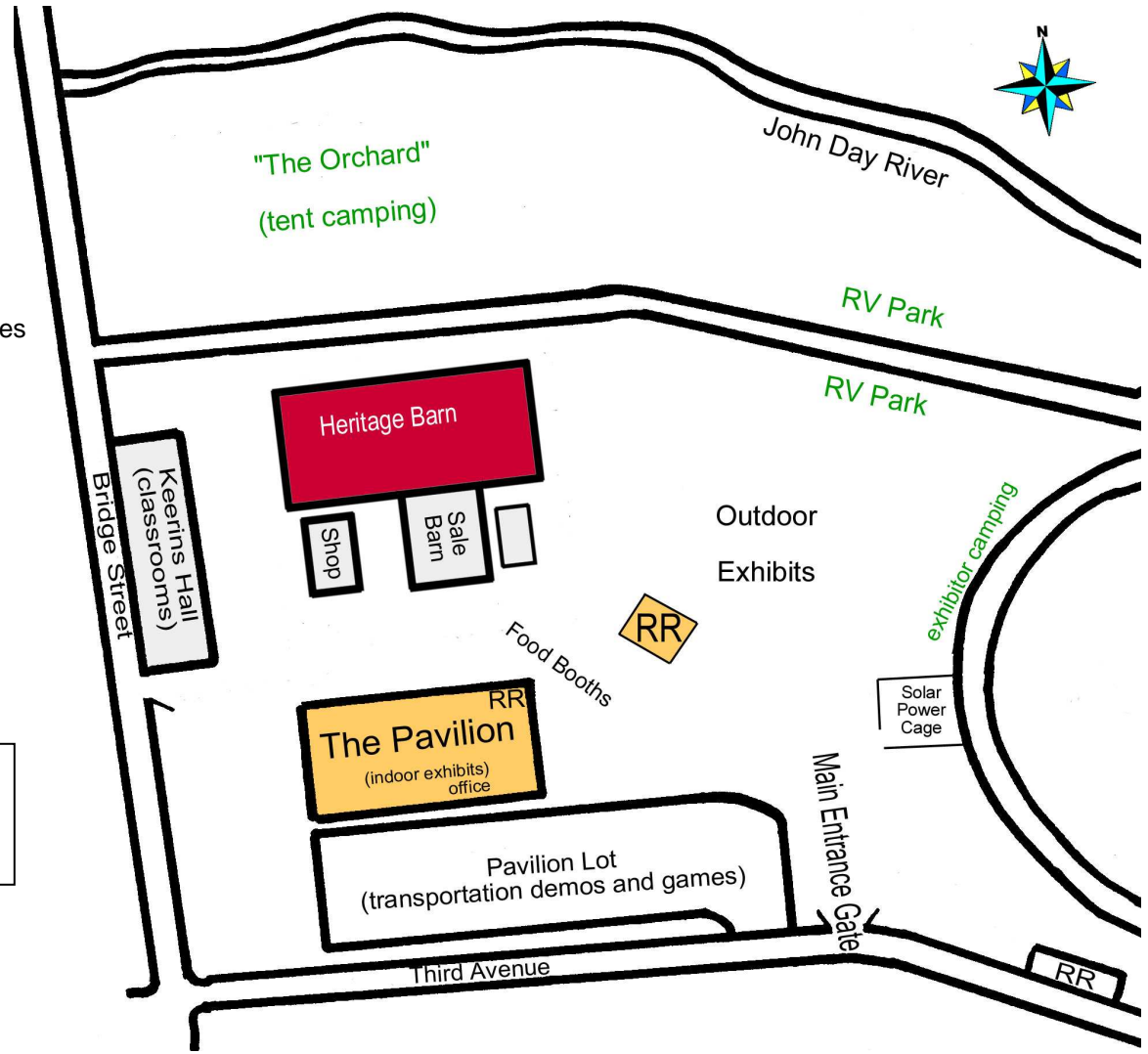
Sunday, July 31st

9:00AM-4:00PM	Exhibits open
9:30AM-2:30PM	Workshops*
12:00-3:30PM	Free fair entry after noon!
2:00PM	Silent Auction bid closing
3:30PM	Exhibits close



address for mapping:
**411 NW Bridge St
John Day OR 97845**

Facility Maps



* SolWest Renewable Energy Fair offers many different workshops on a variety of topics including solar and wind power, energy efficient and natural construction techniques, photovoltaics for beginners, homestead skills and food, solar cooking, energy conservation, transportation, and more. See our workshop listing in our online and printed program guide. Exhibitors are encouraged to submit workshop topics.

Booth Space Maps

Indoor Spaces A-T

General Description

- Booth size or 8X16

The Pavilion

- Painted concrete floor
- Very high ceiling with open beams
- Electrical outlet available at each space (extra charge, see registration form)
- Internet: wireless inside, Ethernet in perimeter booths (extra charge, see registration form)
- Pegboard-backed booths around perimeter, drape & pole system in center

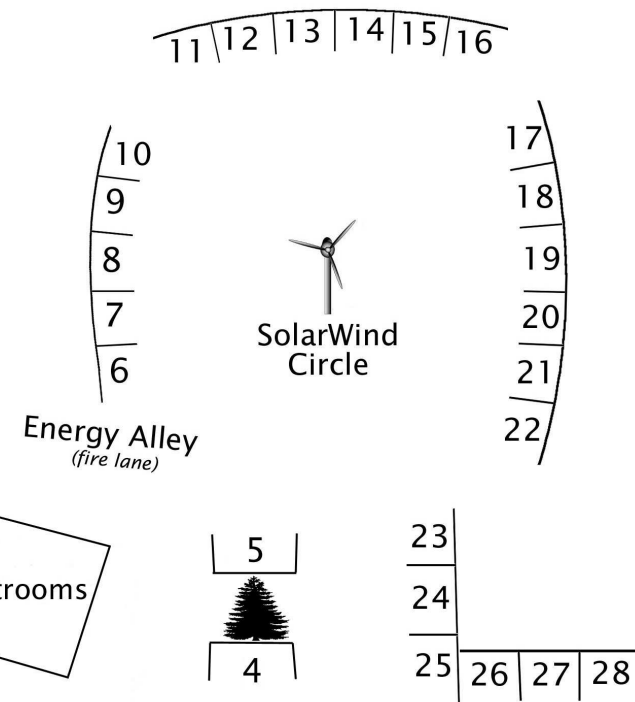
Exhibitors are responsible for

- Additional backdrops or drapes if desired
- Self-supporting or table-top displays if desired
- Electrical cords and extensions if needed

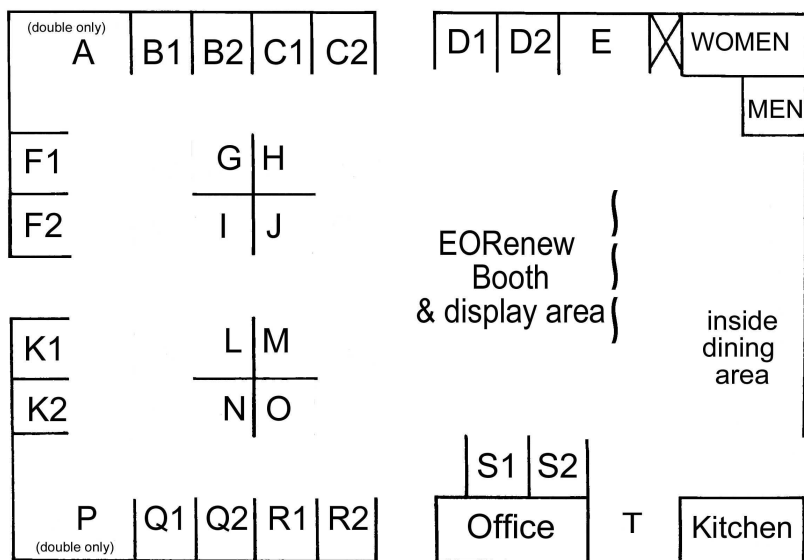
Special notes:

Booths E and T are 8X12', first-come, first-reserved

Shelter rental available with:
Frontier Rental
 PO Box 602
 Mt. Vernon, OR 97865
 541-932-4777
frontierequipment@ortelco.net
Exhibitors are responsible for shelter rental reservations and payment.



Rear Entrance (near exhibitors' entrance gate)



Front Entrance (paved lot with transportation demos & games)

Outdoor Spaces 1-28

General description

- Booth size 20' wide X10' deep

Special needs

- **Electricity** is available at spaces # 11-16, and 23-28 **only**.
- **Water** is available at spaces 6-10 and 23-28.
- **Phone** line at spaces 23-28 **only** (exhibitor must install & pay for).
- Exhibitors planning to burn furnaces or stoves use spaces # 6-11.
- Transportation displays and demos in spaces #1-3 or 25-26. Vehicles may not be part of an outdoor display unless they are a vital part of the display. Please contact our office if you plan to have a vehicle in your booth.

Exhibitors are responsible for

- Shelter for booth, if needed. Thunderstorms are possible, and the sun can be very hot.
- Electrical cords and extensions. If your booth requires electricity, please call us to determine best booth location. **Electricity is not available in all spaces.**



Sponsorship and Promotion Opportunities

SolWest Silent Auction

Your donated products and services help raise money for the basic operation of EORenew, our 501(c)(3) organization. We help you with publicity for your business. We all win by helping each other.

Donor benefits:

- ⊗ Promotion in Silent Auction ads in Fair Program Guide
- ⊗ Privilege to leave business cards and brochures for pickup next to auction item
- ⊗ Tax deduction (donation to be valued at your cost)

Donor responsibility:

- ⊗ To get product to fairgrounds, at no cost to EORenew
- ⊗ To generate the script for product description

EORenew responsibility:

- ⊗ To promote the auction before and during the fair
- ⊗ To provide space and procedures for auction (booth space and bidding materials)
- ⊗ Announcing/notifying high bidders

Please let us know if you have something to donate.

Business Membership

Basic Business Membership \$40
business listing in fair program
two SolWest weekend passes

Providers \$100
business listing in fair program
up to three SolWest weekend passes

Patrons \$200
business card ad in fair program
up to five SolWest weekend passes

Benefactors \$500
1/6 page ad in fair program
up to ten SolWest weekend passes

Sustainers \$1,000
1/2 page ad in program guide and 1 newsletter
complimentary SolWest Fair passes

Corporate Champions \$2500
your logo in SolWest advertising as sponsor
exhibit space for your energy-related products
full page ad in program guide and 1 newsletter
complimentary SolWest Fair passes

Classroom Sponsor +\$500

Add \$500 to your Benefactor or higher level membership, and sponsor one of our four classroom locations.

- ⊗ Your business name and logo will be posted at the classroom entrance
- ⊗ Call our office for details

Business _____

Contact person _____ Phone _____

Street _____ Fax: _____

City, State, Zip _____

Website _____ Email: _____

Silent Auction Pledge: (retail value)

Item: _____ \$ _____

Item: _____ \$ _____

Item: _____ \$ _____

Item: _____ \$ _____

- Will ship to EORenew
- Will bring to SolWest

NOTE: EORenew is a federally recognized 501(c)(3) nonprofit organization, and all donations are tax deductible to the extent of the law. Please enclose check or money order if applicable.

Business Membership levels:

- \$40 Basic Business
- \$100 Provider
- \$200 Patron
- \$500 Benefactor
- \$1000 Sustainer**
- \$2500 Corporate Champion**
- +\$500 Classroom sponsor (Benefactors and above)
- _____ cash donation

**sustainers and corporate champions, please indicate how many SolWest passes you would like _____

Send to:

EORenew
PO Box 485
Canyon City OR 97820

We'd be grateful if you would mention your SolWest exhibit in your Home Power or other national advertising.

Ads in the SolWest Fair Program Guide



The SolWest Fair program guide currently has a circulation of 5,000 copies. The Blue Mountain Eagle will insert 2100 copies of the program guide into their July 6th edition. 1500 copies are distributed in advance to our extensive list of people who have asked for information about SolWest. They are encouraged to make notes on their fair programs, and bring them to the fair. The rest are passed to fair attendees as they enter the gate. Many keep their fair programs as a year-round reference.

<u>Size</u>	<u>Cost</u>
<input type="checkbox"/> Business card 3.292" wide x 1.75" high	\$ 29 (send card)
<input type="checkbox"/> 1/9 page Vertical: 3.292" wide x 3.35" high	\$ 54
<input type="checkbox"/> 1/6 page Vertical: 3.292" wide x 5.0" tall Horizontal: 6.736" wide x 2.44" high	\$ 79
<input type="checkbox"/> 1/3 page Horizontal: 6.736" wide x 5.0" high Vertical: 3.292" wide x 10.25" high	\$150
<input type="checkbox"/> 1/2 page Horizontal: 10.167" wide x 5.0" high	\$215
<input type="checkbox"/> full page 10.167" wide x 10.25" high	\$395

Ad Copy

Layout-ready copy for ads must be in EORenew office and paid in full by the advertising deadline. If you send in copy that is not layout-ready, you will be billed for time spent adjusting your ad. Only black and white ads are available.

Email us at info@solwest.org, and we will send you a true-to-size pdf layout to compare your ads to.

Please contact the office for information on sending electronic files.

Advertising Deadlines

Advertising deadline	May 13th
Distribution Date	June 30th

If coupon below has already been detached, please indicate name and address of business, contact person, phone/fax number, desired ad size, and include check for appropriate amount payable to EORenew. Return to: PO Box 485, Canyon City, OR 97820. Questions? Call 541-575-3633 or email <info@solwest.org>.

Fair program Ad coupon

Name of business _____

Contact person _____ Email: _____

Street _____

City, State, Zip _____

Contact Phone _____ Fax: _____

Please note ad size desired: _____ Total enclosed: \$ _____

Attach ad copy or sketch, or indicate if sending electronically.