



Green Energy Council

gogreenexpo 2009

The Nation's Premiere Eco-Friendly Trade Shows Featuring Both:

**Business-to-Business
&**

Business-to-Consumer Expos all in one!

In April 2008, the inaugural **Go Green Expo** showcased more than 250 exhibits featuring the latest in eco-friendly products and services. More than **10,000** attendees participated!



Partial List of Eco-celebrity Speakers:



Ed Begley, Jr.
Presented by:
LifeSource Whole-House
Water Systems



Mariel
Hemingway
Author of
Healthy Living



Nigel Barker
Will Discuss
Saving the Seals



Go Green Expo's Nationwide Mission:

- Stimulate sales for eco-friendly companies to reach **BOTH** businesses and consumers
- Educate and enlighten thousands on the environmental and monetary benefits of going green
- Enable eco-focused, non-profit organizations & charities to spread awareness on our earth's challenges

Through this interactive platform, **Go Green Expo** shall continue our goal of a cleaner & healthier environment, one city at a time.

UPCOMING EVENTS:



presents

LOS ANGELES



JAN. 23 - 25, 2009 • LA CONVENTION CENTER
FRIDAY: Business-to-Business Only
SAT. & SUN.: Both B2B and for Consumers

LA media sponsors:

Los Angeles Times



PHILADELPHIA

MARCH 13 - 15, 2009 • PA CONVENTION CENTER
FRIDAY: Business-to-Business Only
SAT. & SUN.: Both B2B and for Consu

PA media sponsors:

The Philadelphia Inquirer



NEW YORK CITY

APRIL 17 - 19, 2009 • HILTON NY
FRI: Business-to-Business Only
SAT. & SUN.: Both B2B and for Consumers

NYC media sponsors:

NEW YORK POST



ATLANTA

JUNE 26 - 28, 2009 • COBB GALLERIA CENTRE
FRIDAY: Business-to-Business Only
SAT. & SUN.: Both B2B and for Consumers

media sponsors to be announced

Each event features:

- Over 200 Booths / Exhibits at each venue
- Interactive Seminars / Speeches
- Massive National & Local Press Coverage
- Eco-Film Presentations
- A vehicle to reach millions of consumers / businesses

www.GoGreenExpo.com

An event designed to showcase your brand to thousands of **BOTH eco-minded businesses & consumers** of earth-friendly products

Go Green Expo, through the feedback of the sustainable marketplace has created a time & cost effective solution to help drive the “green economy”.

Exhibitors will now be able to **save time, travel & money** by choosing to exhibit in either the Business-to-Business Expo (\$995), the Business-to-Consumer Expo (\$995) or both (**HYBRID**) for **just \$1,990!**

Choose your Category:

 **HOME / BUILDING**

- Green Building & Home Improvement
- Home Cleaning Products & Services
- Green Pet Products & Services
- Sustainable Furniture & Interior Design
- Gardening Supplies

 **HEALTH / BEAUTY / FASHION**

- Eco-Fashion
- Beauty Products
- Health & Wellness

 **FOOD / BEVERAGE**

- Organic Food & Wine
- Green Cookware
- Healthy Snacks & Desserts

 **MEDIA / EDUCATION / CAREERS**

- Newspapers, Magazines & Media
- Environmental News
- Film Presentations
- Charities
- Eco-focused Organizations
- Seminars / Speakers

 **BUSINESS / ELECTRONICS**

- Green Office Products & Services
- Green Investing
- Electronics & Technology

 **TRANSPORTATION / TRAVEL**

- Eco-Vacations
- Hybrid & Alternative Fuel Vehicles
- Pedicabs & Eco-Limousine Services
- Mass Transportation
- Eco-Car Rental

 **ENERGY / CONSERVATION / RECYCLING**

- Power Alternatives: Wind, Solar & Water Exhibits
- Energy Efficiency
- Waste Management
- Community Action
- Building Products

 **KID ZONE**

- Hands-on Activities
- Art Competitions
- Bring Green to School
- Eco-Friendly Toys

Our April 2008 Go Green Expo



partial list of media exposure

exhibitor options



Please choose how you would like to participate

Standard Booths: **B2B Day** **B2C 2 Days** **HYBRID: All 3 Days !**

10'x10' \$995 \$995 \$1,990

** Due to limited space in New York, standard booth size is 10' x 8'*

Premium Hybrid Package:

20' x 10' (Double booth space)

HYBRID: All 3 Days !

only \$2,995!

Includes:

- Prime double booth space
- Logo on Go Green Expo homepage
- One-time email blast to all attendees, buyers & exhibitors (over 10,000)
- Enhanced company description on GoGreenExpo.com (250 words)

Each Go Green Expo strives to be carbon neutral!

Sponsorships: (all sponsorships include HYBRID presence)

Enhance your exposure by acquiring one of our limited sponsorship opportunities. Your brand & mission will reach of millions - unquestionably allowing for massive targeted exposure & publicity for your brand.

Go Green Expo is providing both television coverage and premium newspaper coverage with the following:

Please call for details! (212) 655 - 4505 x 225

Title Sponsor: \$250,000 • Reserved for One Corporation

- Presented By YOUR **COMPANY NAME** in all media that Go Green Expo is advertised
- 40' X 20' prime booth space
- Advertising in the media sponsor's newspaper and website.
- Television commercials for 4 weeks. (Call for details)
Ad details are on a city-by-city basis.
- Title Sponsor recognition on website homepage including logo & direct link to your site
- Full page ad in official show guide
- 2 time use of B2B attendee email & direct mail database
- Directional signage in lobby of Hotel with sponsor status and logo
- Registration signage, all registration areas
- Company Logo prominently displayed as Title Sponsor in print advertising
- Speaking opportunity at both B2B & B2C events
- A VIP meeting room / Hospitality suite for your own company's use
- 250 complimentary passes to Go Green Expo

Platinum Sponsor: \$100,000 • Limited to (5)

- 30' X 20' prime booth space
- Advertising in the media sponsor's newspaper and website.
- Television commercials for 4 weeks. (Call for details)
Ad details are on a city-by-city basis.
- 3/4 page ad in official show guide
- 1 time use of B2B attendee email & direct mail database
- Heightened Show Exposure with an oversized company sign at your booth identifying company as the Platinum Sponsor
- Speaking opportunity at both B2B & B2C events
- Sign with company logo in Registration area
- Company Logo on print advertising, including newspaper, magazines & invitations.
- 100 complimentary passes to Go Green Expo

Gold Sponsor: \$75,000 • Limited to (10)

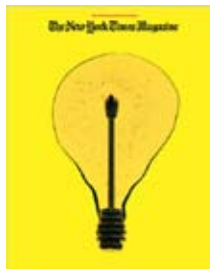
- 30' X 10' prime booth space
- Heightened show exposure with an oversized company sign at your booth identifying company as the Gold Sponsor
- Advertising in the media sponsor's newspaper and website.
- Television commercials for 2 weeks. (Call for details)
Ad details are on a city-by-city basis.
- 1/2 page ad in official show guide
- 1 time use of B2B attendee email OR direct mail database
- Speaking opportunity at B2B OR B2C event
- Gold Sponsor recognition on website including logo and direct link to your site
- 75 complimentary passes to Go Green Expo

Reserve Your Booth • 212.655.4505 x225 • nmathew@gogreenexpo.com
Printed on Recycled Paper

Sold out for LA

partial list of media exposure (continued)

exhibitor options; continued



Silver Sponsor: \$50,000 • Limited to (15)

- 20' X 10' booth space
- Silver Recognition on website including logo and direct link to your site
- Advertising in the media sponsor's newspaper and website.
- Television commercials for 2 weeks. (Call for details)
Ad details are on a city-by-city basis.
- 1/4 page ad in official show guide
- 1 time use of B2B attendee email OR direct mail database
- Speaking opportunity at B2B OR B2C event
- Banner on trade show floor recognizing you as Silver Sponsor
- 50 complimentary passes to Go Green Expo

Bronze Sponsor: \$25,000 • Limited to (20)

- Bronze Recognition on website including logo and link to your site
- 20' x 10' booth space
- Advertising in the media sponsor's newspaper and website.
- Television commercials for 1 week. (Call for details)
Ad details are on a city-by-city basis.
- 1/8 page ad in official show guide
- Banner on trade show floor recognizing you as a Bronze Sponsor
- 25 complimentary passes to Go Green Expo

Sustainable Planet Film Festival: \$10,000

- Sponsorship of Eco-Film Festival
- Food & Beverage service allowed at your expense
- 10' x 10' booth space
- Signage inside and outside of screening room
- Website link from our site to your site
- 10 complimentary tickets to Go Green Expo

Internet Cafe Sponsor: \$10,000

- Four computer Kiosks on tradeshow floor with company logo on the desktop
- Trade show floor signage
- Company webpage to be activated anytime internet is used from computer Kiosks
- Promote your booth location on trade show floor
- Company logo on Signage in this area
- 10 complimentary passes to Go Green Expo

Conference / Panel Room Sponsors: \$10,000

- Each room will have one sponsor
- Promotional material will be displayed
- Signage behind podium
- One pager on seats
- Website banner on schedule page
- Audio / Visuals Equipment set up / Company Logo on still screen
- 10 complimentary passes to Go Green Expo

Hospitality Suite Sponsor: \$5,000

- Private meeting room for up to 15 people
- Food & Beverage service allowed at your expense
- Company meeting space / private sales
- Website link from our site to your site
- Door signage
- 10 complimentary tickets to Go Green Expo

Virtual Exhibitor: Only \$495

If you cannot participate in the live trade-show, become a **virtual exhibitor** and have your product publicized to thousands of GoGreenExpo.com visitors through your online profile and photos for one full year!

Other Sponsorship Opportunities!

- Website banner Advertising
- Tote bag insert
- Free Standing Sign
- Water Stations
- Hotel Room Key Cards
- Meter Board Advertising
- Floor Decals
- Logo on Tote Bag

Call Us For Pricing!

2008 sponsors, exhibitors & supporting organizations



speakers from go green expo new york, 2008
partial list



Kevin Wall
Founder & CEO,
Live Earth



David Bach, NYT Best-Selling
Author of "The Automatic
Millionaire" & "Go Green, Live Rich"



Dr. Allen Hershkowitz
Senior Scientist,
NRDC



Michael Richter
NHL & Environmental
Capital Partners



Alex Matthiessen
Riverkeeper



Betsy Blaisdell,
Environmental Stewardship Mgr.,
Timberland



Ira Blumenthal
Captain Planet Foundation



Josh Dorfman
The Lazy Environmentalist



Steven Kellert
Yale University



Dr. Pat
The Dr. Pat Show



Ken Rother
Treehugger



Laura Turner Seydel
Captain Planet Foundation



step #1: apply to exhibit

Company Name: _____ Website: _____
 Contact Name: _____ Title: _____
 Address: _____ Email: _____
 City: _____ State: _____ Zip: _____
 Tel: _____ Fax: _____
 Billing Contact: (if different) _____ Billing Tel: _____
 Billing Email: _____ Billing Fax: _____
 Billing Address: _____ City: _____ State: _____ Zip: _____

step #2: select cities, booth sizes, B2B / B2C & pavilion

- Business to Business Event** per 10' x 10' booth* \$995
- Business to Consumer Event** per 10' x 10' booth* \$995
- HYBRID Booth - Both B2B & B2C** per 10' x 10' booth* \$1,990
- PREMIUM Hybrid Booth** 20' x 10' booth space** \$2,995
- virtual exhibitor on GoGreenExpo.com** \$495

- Premium Hybrid package includes:**
- Prime double booth space
 - Logo on Go Green Expo homepage
 - One-time email blast to all attendees, buyers & exhibitors (over 10,000)
 - Enhanced company description on GoGreenExpo.com (250 words)

* Due to limited space in New York, standard booth size is 10' x 8'
 ** Due to limited space in New York, premium hybrid booth is 20' x 8'

CITY	B2B	or	B2C	or	HYBRID	or	PREMIUM HYBRID	x # of additional booths (\$995 each)	=	Event Total
Los Angeles January 23-25, 2009	<input type="checkbox"/> \$995		<input type="checkbox"/> \$995		<input type="checkbox"/> \$1,990		<input type="checkbox"/> \$2,995	_____		\$ _____
Philadelphia March 13-15, 2009	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	+1,990 station by the entrance and exit _____		\$ _____
New York City April 17 -19, 2009	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	+1,990 station by the entrance and exit _____		\$ _____
Atlanta, GA June 26-28, 2009	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	_____		\$ _____

select pavilion (details on pg 2):

TOTAL \$ _____

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> energy / conservation/ recycling | <input type="checkbox"/> health / beauty / fashion | <input type="checkbox"/> food / beverage | <input type="checkbox"/> home / building |
| <input type="checkbox"/> media / education / careers | <input type="checkbox"/> travel / transportation | <input type="checkbox"/> kid zone | <input type="checkbox"/> business / electronics |

step #3: choose a sponsorship (optional)

sponsorship	space included	investment
title	40' x 20'	\$250,000
platinum	30' x 20'	\$100,000
gold.....	30' x 10'	\$75,000
silver	20' x 10'	\$50,000
bronze.....	10' x 10'	\$25,000
speaker breakout area		\$10,000
internet cafe.....		\$10,000

LA Sponsorship: Name: _____ \$ _____
 Phil. Sponsorship: Name: _____ \$ _____
 NYC Sponsorship: Name: _____ \$ _____
 Atl. Sponsorship: Name: _____ \$ _____

sponsorship total \$ _____

terms & payment

BY SIGNING BELOW, I AGREE TO THE BELOW TOTAL AND THE TERMS LISTED ON THE FOLLOWING PAGE AND ACKNOWLEDGE THAT GO GREEN EXPO IS NOT RESPONSIBLE FOR SHIPPING OR DRAYAGE COSTS ASSOCIATED WITH EVENTS.

Printed: _____ **Signed:** _____ **Date:** _____

If paying by credit card, please fill out the following:

- American Express Visa Mastercard

\$ _____ \$ _____ \$ _____
booth space + sponsorship = GRAND TOTAL

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____ Authorized Signature: _____

cancellation policy:

- cancellations must be in writing
- notice received 90+ days before event will be refunded 50%
- no refunds will be honored after

payment policy:

- 50% deposit due w/ registration form; remaining 50% due 90 days prior to event
- invoices 30 days past due are subject to 2% monthly late fee
- registration forms submitted within 90 days of event must be paid in full

Please make checks payable to **GO GREEN EXPO**
payment address & contact information:

GO GREEN EXPO LLC
 276 5th Avenue, Suite 303
 New York, New York 10001
 tel: 212.655.4505 x225 fax: 212.655.4501
 email: NMathew@gogreenexpo.com
 website: www.gogreenexpo.com

rules & conditions

1. In these Regulations and Conditions, the term "Exhibitor" includes all employees of such, and any "co-exhibitor" and any employees of such, and the term "Exhibition" shall be deemed to mean GO GREEN EXPO. The term "Organizers" refers to Go Green Expo
2. The Organizers reserve the right to refuse the application of any party whose product, service, or proposed exhibit is not in keeping with the character of the exhibition.
3. Exhibitor agrees to make payment for space as outlined on the face of this agreement. If payments for space are not made when due, the Organizers may, at their sole discretion, re allocate space allotted to the Exhibitor.
4. The Organizers shall have full power to determine in every respect the allocation of area and position of space.
5. Exhibitor shall occupy the space allotted to him no later than 5 P.M. on the day before the opening of the Exhibition. In the case of default, from any cause whatever, the Organizers shall have the right to re-let or otherwise deal with this space. Subletting of exhibit space is not permitted.
6. Exhibitor is responsible for the cost and erection of tables, counters, or other contrivances for displaying goods and for all support services including, but not limited to, such matters as cleaning, electricity, plumbing, and drayage.
7. While participating in the exhibition, Exhibitor agrees to comply with all applicable municipal, state and federal laws and with the provisions of any labor agreements which might cover activities conducted within the exhibition facility, and with all Rules And Regulations of the venue. Exhibitor agrees to indemnify the Organizers against any claim, action, or loss occasioned by any breach thereof.
8. Prior to the opening of the Exhibition, the Organizers will provide the Exhibitor with a list of rules and regulations for participating in the Exhibition. Exhibitor agrees to adhere to these, and any other, rules and regulations that may be issued from time to time by the Organizers.
9. All materials used for the building, decorating, draping or covering of booths and/or stands must be non-flammable, or rendered so by being immersed in a fire-proofing solution. All exhibits are subject to inspection by the public safety authorities having jurisdiction over the exhibit facility and the Exhibitor agrees to comply with the ruling of said authorities on all matters.
10. Liability insurance of no less than \$1,000,000 property damage and personal injury, with Broad Form endorsement, naming Organizers as an additional insured, and requiring at least 30 days prior notice to Organizers of cancellation or material modification, must be obtained by Exhibitor at its own cost and expense. Exhibitor agrees to provide Organizers with certificates of insurance or duplicate policies no later than 90 days prior to opening, and with further evidence of insurance upon request. In no event shall Organizers be responsible for any loss of or damage to Exhibitor property occasioned by theft or other insurable casualty. Exhibitor shall obtain at its own cost and expense theft and casualty insurance in an amount equal to the value of Exhibitor's property and shall provide Organizers with proof of such insurance upon request. The Organizers assume no risk; and by the acceptance of this agreement, the Exhibitor expressly releases the Organizers of and from any and all liability for any damage, injury or loss to any person or goods which may arise from the rental and occupation of said space by Exhibitor, and agrees to hold and save the Organizers harmless of and from any loss or damage (including but not limited to attorney's fees and other similar costs of defending claims or law suits brought against the Organizers) by reason thereof. The Exhibitor's duty to hold and save the Organizers harmless hereunder shall not be affected by any contention that the Organizers were negligent, and that such negligence was a contributing or proximate cause of the damage, injury or loss in question, unless and until a court of competent in a matter involving third party liability finds that the Organizers were guilty of negligence greater than that of the Exhibitors and that the Organizers' negligence proximately caused the damage, injury or loss in question.
11. In no event shall the Exhibitor have any claim for damages of any kind against the Organizers in respect to any loss or damage, direct or consequential, because of the prevention, postponement, or abandonment of the Exhibition, by reason of any of the events referred to in Condition 10, or otherwise if for any reason beyond the Organizers' control the Exhibition facility becomes wholly or partially unavailable for the holding of the Exhibition; and, in such an event, the Organizers shall be entitled to retain all sums paid by Exhibitors or such part thereof as the Organizers shall consider necessary. If, in the opinion of the Organizers, by re-arrangement or postponement of the period of the Exhibition, or by substitution of another hall, or building, or in any other reasonable manner, the Exhibition can be carried through, this contract shall be binding upon the parties, except as to the size and position of exhibit space, which the Organizers may modify as they deem necessary under the circumstances.
12. The liability of Organizers to Exhibitor for all claims relating to the Exhibition or this application, in contract, tort, or otherwise, shall not exceed the amount of the fees paid to Organizers by Exhibitor in connection with this application. In no event shall Organizers be liable to Exhibitor for any consequential, indirect, special or incidental damages, even if Organizers have been advised of the possibility of such potential loss or damage. The foregoing limitation of liability and exclusion of certain damages shall apply regardless of the success or effectiveness of other remedies.
13. Exhibitor agrees to confine all selling and promotional activity to the space allotted by this contract and not to distribute printed matter or materials of any nature in the aisles, entrances, or exits.
14. Non-transferable passes of admission will be supplied to Exhibitors for distribution to their personnel. Exhibitors will not be admitted to the exhibit facility without such passes. The Organizers reserve the right to limit the number of passes issued to any Exhibitor.
15. The right to distribute and/or sell any article of food, drink, or tobacco is held by catering concessionaires authorized by the owner of the exhibit facility. No Exhibitor may sell, give away, or distribute any such article without the written consent of the Organizers. The foregoing should not be construed to prevent the Exhibitor from distributing product samples.
16. The Organizers accept no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.
17. The Organizers reserve the right to refuse any person, including any employee of an Exhibitor, admission to the Exhibition at their discretion.
18. Without prejudice to the rights and remedies of the Organizers in respect to any breach of the Contract on the part of the Exhibitor, the Organizers may at their discretion allow the Exhibitor to withdraw from the exhibition subject to the following conditions: (a) The Exhibitor must give written notice to the Organizers that he desires to withdraw. If the Organizers allow such withdrawal, they will notify the Exhibitor of their decision in writing; (b) Any such notification by the Organizers to the Exhibitor will constitute a cancellation of the Contract subject to the payment by the Exhibitor to the Organizers as outlined on the face of this contract; (c) Upon payment of such amount to the Organizers by the Exhibitor, the Contract shall be cancelled and neither party shall have any further claim against the other.
19. The Organizers reserve the right to alter, add to, or amend any of these Regulations and Conditions. Should any question arise, whether or not provided for in these Regulations and Conditions, the decision of the Organizers shall be final. No alteration, addition, amendment or waiver to or of, these Regulations and Conditions shall operate to release any Exhibitor from this Contract.
20. The purpose Go Green Expo is to promote the sale and use of organic products and related equipment and services. Exhibits must be consistent with this purpose and must adhere to the following standards: (a) No exhibitor shall discourage or promote the limitation, use, distribution, or marketing of any organic product or related product or service. (b) Exhibitors may encourage or advance their own products, equipment or services. However, exhibitors shall not unfairly criticize the products or methods of any other exhibitor. (c) No exhibitor shall directly or indirectly promote or advertise any idea or product, which is inconsistent with the stated purpose of this exhibition. (d) No exhibitor shall infringe the copyrights, trademarks, or other intellectual property of any third person or unfairly compete with other exhibits. (e) No exhibit shall have an undesirable or unreasonable deleterious effect upon another's exhibit. (f) The organizers reserve the right to prohibit or remove any exhibit which, in their sole discretion, detracts from the general character of the exhibition as a whole, or consists of products or services inconsistent with the purpose of the exhibition. The right to prohibit includes, but is not limited to such persons (dressed in a sexually aggressive or offensive manner), things, conduct, printed matter or anything of a character which the organizers, in their sole discretion, determine objectionable.
21. As an accommodation to Exhibitor, Organizers may list Exhibitor in a catalog prepared and distributed in connection with said Go Green Expo. Organizers shall have no liability to Exhibitor for any errors or omissions contained in such catalog.
22. This agreement may be terminated by Organizers at any time on the breach of any of the conditions by the Exhibitor, or breach by the Exhibitor of any other contract he may have with Organizers or their affiliates, including failure to make payments when due pursuant to any such contract, and thereupon all Exhibitor's rights hereunder shall cease and terminate, and any payments made by him on account hereof prior to said termination shall be retained by Organizers as liquidated damages for such breach, and the Organizers may thereupon resell said space.
23. Approval of this contract is at the discretion of Organizers. Approval may be withheld, among other reasons for: (1) Poor credit history, including but not limited to past due amounts owing to Organizers or any affiliate of Organizers. (2) Violations of Conditions, Rules and Regulations of contract provisions in any previous Event conducted or sponsored by Organizers or their affiliates.
24. Termination of Exhibit. In the event that the premises in which the Exhibition is to be conducted shall become, in the sole discretion of Management, unfit for occupancy, or in the event the holding of the Exhibition or the performance of Management under the contract are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Management, the Exhibition may be terminated or moved to another appropriate location at the sole discretion of Management. Management shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Management. If Management terminates this contract and/or the Exhibition (or any part thereof), then Management may retain such part of an Exhibitor's rental fee as shall be required to recompense Management for the expenses incurred up to the time such contingency shall have occurred and there shall be no further liability on the part of either party to the other. For purposes hereof, "cause or causes not reasonably within the control of Management" shall include, but not be limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockade embargo, inclement weather, hurricane, tornado, governmental restraints, declaration of public emergency, strike, lockout, boycott or other labor disturbance, technical or other personnel failure, local, State, or Federal, ordinances, rules, orders, decrees, or regulations and/or any Act of God.
25. Each 10x10* booth includes 5 complimentary exhibitor badges. All booth packages are furnished with tables, chairs, company booth signage, carpet & a waste paper basket.

*10' x 8' for all NY shows.