

**MISSISSIPPI EARTHTONES FESTIVAL 2010  
VENDOR and EXHIBITOR INFORMATION**

Saturday, September 18, 2010 12 PM to 9 PM at Alton's Riverfront Amphitheater

**FESTIVAL DESCRIPTION:** The Festival is part of a larger statewide celebration, the It's Our River Day, started by then-Lt. Governor Pat Quinn, in 2007. The goal of this day is to promote education, recreation, and conservation regarding our state's waterways. The Alton event is being presented by Alton Marketplace and the Sierra Club, featuring over 50 vendors and attracting 1,000+ people. It is the principal destination to learn about environmental issues and solutions in a fun, family-friendly atmosphere of celebration. Live entertainment, catfish weigh ins, fish and dog shows, river clean ups, local food, beer, and hands on activities are also an important part of the Festival.

**WHO ATTENDS:** A diverse population of young and old with lot of families who seek GREEN information and fun, while listening to live music by the river! We also draw many who are new to the green movement making the Festival an ideal setting to promote your product or service.

**VENDORS SELLING PRODUCTS:** Vendors are encouraged to use natural, organic, and local ingredients. Those with affordable prices (\$5-\$40) do well. Promoting higher-end products is encouraged but on site sales will most likely be limited. However, the Festival is an ideal venue to collect contact information for future promotion.

**ENVIRONMENTAL RESPONSIBILITY:** Vendors are strongly encouraged to offer products and services that are in keeping with the environmental spirit of It's Our River Day and the Mississippi Earthtones Festival.

- A. "Green" products: as not to aid any company in "greenwashing" their product or service we have come up with these quality control stipulations that your product must encompass one or more of the following:
  - a. A product that is biodegradeable, organic, locally-made, or uses all-natural ingredients
  - b. A product or service that results in significant energy savings
  - c. Handcrafted items using recycled, upcycled, or reclaimed components
  - d. Informational booths relating to water quality issues, native plants & animals, environmental activism
- B. Help reduce your environmental impact by minimizing the number of printed materials on hand and by collecting email addresses for future electronic (paperless) promotion.
- C. No Styrofoam containers will be allowed because this material is very hard to recycle and never breaks down in a landfill. If you need help finding an alternative to your food and drink containers (made from compostable or recyclable materials (plastic #1-7, but not #6), please contact us in advance.

**NEW CHANGE IN VENDOR LAYOUT - PLEASE READ!**

The 2010 Festival will feature new time zones that will better serve both the vendor and the public by grouping vendors and activities together who will stay until the same time.

Time Zones

- 12-4 (located closest to the parking lots)
- 12-6 (located in middle section)
- 12-9 (located closest to the fountain and stage)

**NEW CHANGE IN MAP AND PASSPORT – PLEASE READ!**

All vendors who have content-specific educational hands-on activities will receive special distinction via placement in the passport that families will be following throughout their visit. Families will come to your booth, do your activity, get their passport stamped, and move on. After they go to at least 7 booths, they are eligible for an eco-friendly prize

- A. Vendor must provide programming content of substance

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- B. Vendors are encouraged to NOT hand out free items made of plastic from China, etc. If you are in need of green promotional products (a better alternative to mainstream options), you may want to try "Get Green with Geiger": (314) 432-4703 <http://jemyer.geigermall.com>

**FESTIVAL 2010 - RULES AND REGULATIONS**

1. Festival held rain or shine. VENDOR FEES ARE NON-REFUNDABLE.
2. Registration is open to non-profit organizations and for-profit companies that have a product or service to sell or promote.
3. Mississippi Earthtones Festival committee reserves the right not to accept vendors that are incompatible with our mission: a full refund will be issued if registration is not accepted.
4. Vendor slot consists of a 10 x 10 space; no tables, chairs, or tents are provided— sorry
5. All vendor activities must be confined to allotted space: contiguous slots are available for an additional fee.
6. ALL TENTS MUST BE SECURED FOR SAFETY REASONS
  - a. ABSOLUTELY NO STAKING IN THE GROUND (to prevent damage to in- ground sprinkler systems)
  - b. Acceptable: Sand bags, cinder blocks or water ballast must be TIED to tent structure
  - c. Tents WILL BE inspected and violators must take down their tents, no exceptions
  - d. Violators will be noted and if damaged is caused, a repair fee will be accessed by the City of Alton
7. Each vendor is responsible for his/her booth and all items in it.
8. Booths must be ready to open by 12 pM and remain open until your time zone ends (4PM, 6PM, or 9PM).
9. Food items and beverages CAN NOT be sold or given away by a non-food vendor  
Unless given prior permission by the Mississippi Earthtones Festival committee. Absolutely NO Styrofoam containers are permitted to give or sell food or drinks.
10. Vendor recycling is expected and containers will be provided.
11. Vendors must comply with the rules & regulations of Riverfront Park and the City of Alton.

**Draft Schedule\***

9:00am-12pm	River Clean Up
10:30am-12pm	Booth Set Up
12pm	APDF inspection
12	Festival Opens
12	Passport stamp collecting commences
12:00-1:00	<i>Irony Rains</i>
1:00	Coloring book contest winners announced - MAIN STAGE
1:20-3:20	<i>Jonathan McCammon</i>
3:20	Fetch and Fish Dog Show – SE CORNER OF GROUNDS
3:40-5:40	<i>River Ramblers</i>
4:00	First tier of vendors/exhibitors can leave
4:30	Catfish Tournament Weigh In – RIVER SIDE
4:30	Beer sales commence
5:40	Recycled Fashion Show – MAIN STAGE
6:00	Second tier of vendors/exhibitors can leave
6:00-9:00	<i>Jakes Leg</i>
9:00	Festival ends; all remaining vendors/exhibitors can leave

\*subject to change as committee deem necessary