



**Earth Day on the Promenade**  
 155 Entrada Drive, #8, Santa Monica, CA 90402  
 (888) 295-8372 tel • (310) 362-8400 fax  
[earthdayla@yahoo.com](mailto:earthdayla@yahoo.com) • [www.earthdayonthepromenade.org](http://www.earthdayonthepromenade.org)



A Project of International Humanities Center 501(c)3 TID 33-0767921

**“Earth Day on the Promenade”, Saturday, April 17, 2010, 10am – 7pm**

The 40<sup>th</sup> Anniversary of Earth Day will be celebrated on Saturday, April 17, 2010, from 10am to 7pm, on the Third Street Promenade in Santa Monica. “*Earth Day on the Promenade*” day festival will be on the walking street with hundreds of upscale stores, restaurants and 17 movie screens. Estimated attendance at least 15,000 shoppers, entertainment seekers, and environmentally concerned people. A fun and free event for the whole family! The exhibit fees include the costs for the event to be **carbon neutral**. Priority will be given to vendors with environmental themes or whose companies or organizations are carbon neutral. We will email info about how to become carbon neutral upon request.

**Exhibitor (Vendor Booth) Application**

Please note that no “restaurant-type” vendors are permitted.

**Organization:** \_\_\_\_\_

Fill in the contact information you would like printed in the Earth Day Resource Guide:

Phone \_\_\_\_\_ Email \_\_\_\_\_ Website \_\_\_\_\_

The following info will not be in the Earth Day Resource Guide:

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact person \_\_\_\_\_ Title \_\_\_\_\_

Phone (days) \_\_\_\_\_ (cell) \_\_\_\_\_ Email \_\_\_\_\_

Person staffing the booth (if different) \_\_\_\_\_ Title \_\_\_\_\_

Phone (days) \_\_\_\_\_ (cell) \_\_\_\_\_ Email \_\_\_\_\_

Please give a brief description of your organization/company and attach or email material about it: \_\_\_\_\_

Our organization/company will be carbon neutral by (date) \_\_\_\_\_

Please describe your proposed exhibit. Hands-on activities, demonstrations and interactive exhibits will receive priority. (Use extra sheet if necessary): \_\_\_\_\_

**Exhibits:** Each booth/canopy is 10’x10’ and includes an 8’ table with tablecloth, and two folding chairs. Note that booths/canopies must be rented for you, no pop-ups allowed. All canopies have at least two working sides and most exhibitors use 2-3 tables (you are welcome to bring your own but loading/unloading is difficult). Additional spaces can be reserved in the unlikely event any are available. All Exhibitors will be listed with contact information in the “*Earth Day on the Promenade*” Resource Guide. We will assign space according to the order in which we receive complete applications paid in full. Extra tables, chairs and electricity can be ordered on page 2 of this application.

**Do you have any other special needs?** Please describe: \_\_\_\_\_

**Will you be selling anything?** Yes \_\_\_ No \_\_\_ If yes, please list below & attach descriptions or provide web address. Also enclose a copy of your sales tax certificate or exemption form: \_\_\_\_\_

**Deadline:** Application & payment must be postmarked by **March 26, 2010** to be considered and avoid \$50 late fee.

**Fees (circle one)**

**Full Booth: 10'x10' Exhibit Space** (includes one 8 ft. table with white table cover and 2 chairs)

	<b>Small</b>	<b>Medium</b>	<b>Large</b>
<u>GROSS annual revenues</u>	<u>less than \$100,000</u>	<u>\$100K - \$1 million</u>	<u>over \$1 million</u>
Non-profit organization:	\$375	\$425	\$475
Commercial organization:	\$600	\$900	\$1500

**Half Booth: 10'x5' Shared Exhibit Space\*\*** (includes one 8 ft. table and 2 chairs)

(\*\*Organizers will match your organization to share a 10x10' booth space w/ another organization if you sign up solo.)

	<b>Small</b>	<b>Medium</b>	<b>Large</b>
<u>GROSS annual revenues</u>	<u>less than \$100,000</u>	<u>\$100,000 - \$1 million</u>	<u>over \$1 million</u>
Non-profit organization:	\$225	\$250	\$275
Commercial organization:	\$300	\$500	\$1000
Government Agency any size:	\$600		

**Electricity:** \$100 for comm'l./gvt., \$50 for non-profits. We provide hookup. **Bring your own EXTENSION CORDS.**

**Figure your Payment:**

Exhibit Space Fee (circled fee from above):	1. \$ _____
ADD Electricity _____ + # extra tables _____ x \$30 ea. _____ + # extra chairs x \$5 ea. _____ (total here)	2. \$ _____
Watts needed _____	Late fee \$50 (after March 26): 3. \$ _____
	<b>TOTAL if writing a check (add lines 1-3):</b> 4. \$ _____
	If paying by Credit Card, add fee here (3% of Line 4): 5. \$ _____
Additional Requests: _____	<b>Credit Card TOTAL (add lines 3+4)</b> 6. \$ _____

**PLEASE READ & Sign:**

Earth Day LA reserves the right to alter, modify, add, delete, or change the benefits and/or events based on funding received and to reject Exhibitors deemed inappropriate for Earth Day events and activities. Receipt of application and payment does not guarantee acceptance of application.

I hereby certify that I and my organization/company shall defend, indemnify, and hold harmless Earth Day Los Angeles, the International Humanities Center, Bayside District, and City of Santa Monica and their boards, commissions, officers, agents, volunteers, and employees [the Organizers] from and against any and all loss, damages, liability, claims, suits, costs and expenses, whatsoever, including reasonable attorney's fees, regardless of the merit or outcome of any such claim or suit, resulting from the alleged acts or omissions of my organization, its officers, agents, employees, or volunteers in connection with the Earth Day event or activity. Nothing contained herein shall be construed as obligating my organization to indemnify the Organizers for losses resulting from sole or active negligence or willful misconduct by the Organizers. I also certify that my organization has insurance coverage to cover our participation in this event.

I understand that a full refund may not be granted after April 13, 2010, and after that date partial refunds may be available at the discretion of the Organizers. I agree to contact the Organizers immediately if I, or my company cannot participate for any reason.

I hereby grant to Earth Day LA and their legal representatives and assigns, the irrevocable and unrestricted right to use and publish photographs of me, or in which I may be included, for editorial, trade, advertising, and any other purpose and in any manner and medium; to alter the same without restriction; and to copyright the same. I hereby release Earth Day LA and their legal representatives and assigns from all claims and liability relating to said photos/video/film. I understand the event takes place in a public space and that I am responsible for protecting my possessions at all times. Earth Day on the Promenade is a public exhibit and reserves the right to refuse exhibit space to anyone. I have read and agree with all terms and conditions set forth.

**Print Name** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Title** \_\_\_\_\_ **Date** \_\_\_\_\_

*Application will not be accepted without signature of responsible representative of the organization.*

**FINAL STEP:** Please do one of the following:

1. MAIL completed application w/ full payment (check) to: **IHCenter/EDLA**, c/o 155 Entrada Drive #8, Santa Monica, CA 90402 (in the memo field note "Earth Day on the Promenade 2010").
2. FAX application to 310-362-8400 and **pay by credit card\* at:** <http://www.ihcenter.org/groups/earthdayla.html>

\*When using credit card, please enter your total including 3% for the credit card fee. You will receive a receipt via email.

For Office Use Only: **APPv1.6** Recv'd by \_\_\_\_\_ Date Received \_\_\_\_\_ Amount \$ \_\_\_\_\_ Ck# \_\_\_\_\_