



Dear Vendors and Exhibitors,

Sustainable West Milford is happy to announce the Third Annual Highlands GreenFest is scheduled to take place on Saturday May 22nd, 2010, from 10 am to 5 pm, at beautiful Bubbling Springs Park in West Milford, NJ. The Highlands GreenFest continues to be well received by both attendees and exhibitors as it evolves, expands and improves based on experience gained and your valuable feedback. Our professional marketing team is in place, and with the media attention garnished by the event last year, a date later in May that promises the chance for better weather, and more corporate sponsorships, we look forward to our best Highlands GreenFest yet!

LIVE, PROTECT, ENJOY! is our Highlands GreenFest theme. Our goal is to educate attendees on how to live more sustainably and enjoy our environment while connecting them with resources that help them to do so. Awareness about green living continues to increase and as the economy continues to struggle, we see more people looking to change their lifestyles. We will help attendees learn how to consume more responsibly by considering where and how the products they purchase are made. We will help them save on living expenses such as heating, electricity, water and transportation fuel while conserving natural resources and supporting clean energy alternatives. We will teach attendees about the importance of using environmentally-sound landscaping practices and organic gardening methods, supporting local farmers and our food supply, and the abundant gifts such as herbal medicines found in own backyards. We will help attendees learn that we must build a local vibrant economy by supporting our local business owners, and that we must encourage and ask them to adopt sustainable practices that lessen their environmental footprint.

To be sure we meet these goals and expectations, our vendors and exhibitors must offer an element of sustainability through their products, services and message. Please let us know how you are green in the “products, services and information to be shared” section of the application. If you are a local business looking to go green, we will have a local vendor section available to you. Please review the attached Green Business Pledge and consider what steps you are willing to take to make your business more sustainable. We are here to support and help you do so and will review and accept local business applications based on these pledges.

Our attendees love interactive demonstrations and hands-on learning experiences. You can participate in this element of the festival by creating an experience at your booth or in our demonstration area. You also have the opportunity to participate in the Kids Zone Green Passport, which allows you to educate the younger generations while reaching out to their parents. Kids visit each Green Passport participating exhibitor or vendor to learn a green fact and earn a stamp or sticker from you showing they stopped by to listen. Please email suzie@greenelementsco.com for more information.

As many of you have seen, the experience that we wish to create for our attendees revolves around and is best suited for, the outdoors. It is there that we can best help others visually connect with what we all work to protect and to enjoy by living the good green life. Considering this, and the numerous challenges posed by a rain date, the event will once again be held at the park, rain or shine.

We have enclosed our exhibitor and advertising package for your review. Please do not hesitate to contact us should you have any questions or need additional information. We look forward to your participation as an exhibitor, sponsor and/or advertiser and appreciate your willingness to help bring sustainability to our region. Please visit our website at www.sustainablewestmilford.org to learn more about our organization. Together, we can make a difference.

Sincerely,

The Highlands GreenFest Team



LIVE, PROTECT, ENJOY!

Bubbling Springs Park
1428 Macopin Road
West Milford, NJ 07480

Saturday, May 22, 2010
10:00am – 5:00pm Rain or Shine!

Exhibitor Application

Please print all information and return along with check for applicable fee made payable to **Sustainable West Milford** and submit **no later than March 31st** to our festival coordinator at:

Suzie Blodgett
15 Northwood Drive
West Milford, NJ 07480

For more information, please contact Suzie at (973) 998-9811 or email suzie@greenelementsco.com.

If a check is not required, application can be scanned and emailed to email above or faxed to (973) 998-9814.

Company/Organization Information:

Company Name: _____

Contact Name: _____

Contact Email: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Company Phone: _____ Fax: _____

Company Website: _____

On Site Contact at GreenFest: _____

On Site Contact's Mobile Phone: _____

Listing for **GreenFest** Program Directory: (Max 25 words)

List all products, services and information to be shared or sold:

To be fair to our exhibitors and ensure that our vendors enjoy a successful day, only one representative, independent distributor or consultant per brand will be accepted based on the order the applications are received.

Space Requested:

12' x 12'

- Government/Non-Profit: () No Charge if sharing information only
- Government/Non-Profit: () \$25 if selling items
- Vendor/Business: () \$75 **Registration Received by 3/31/2010**
- Vendor/Business: () \$100 Late Registration will be accepted until 4/15/2010 *late exhibitor information received after 3/31 may not be included in print materials

12' x 24'

- Vendor/Business: () \$125 **Registration Received by 3/31/2010**
- Vendor/Business: () \$150 Late Registration will be accepted until 4/15/2010 *late exhibitor information received after 3/31 may not be included in print materials

Additional Services Requested:

- 6' x 30" Folding Table () \$ 12 () Quantity
- Folding Chair () \$ 4 () Quantity
- Electrical Hook-Up () \$ 15 Hook-ups are limited and available on a 1st request basis

Exhibitors who submit their applications by the 3/31/10 deadline will be listed in the GreenFest Program as well as on the Sustainable West Milford Highlands Greenfest Exhibitor web page. Advertising and Sponsorship opportunities are available which allow for additional exposure for your organization.

If you are a food vendor and would like to prepare local, healthy or organic fare for our Eat Local Food area this year, please contact our food coordinator, Amy Jolin, at amyjolin@optonline.net.

Exhibitor Agreement:

The Highlands GreenFest site will be arranged with three areas supporting our Live. Protect. Enjoy! theme. Space within each area will be assigned by the organizers prior to the day of the event on a first come first served basis. Sustainable West Milford reserves the right to exclude items from display or sale if they are deemed inappropriate.

Set up time is at 8 am and breakdown should not begin until the festival ends at 5 pm. Volunteers will be on-site at 8 am to direct you to your space and assist with unloading your vehicle. Exhibitor spaces will be marked with pre-assigned numbers that coordinate with a map emailed to exhibitors the week prior to the event. After unloading, exhibitors will be directed to the vendor parking area, reserving prime parking for festival attendees. You will be responsible for cleaning your area prior to departure. Volunteers will check in with you periodically throughout the day to see if we can help you in any way.

Please note this is an outdoor event, held rain or shine, and tenting will not be provided. We suggest you bring your own canopy, not to exceed the space reserved. Please be sure to tie bright ribbons onto any ropes that are tied to stakes so that attendees will not trip over them. In addition, please bring items to anchor your canopy securely. You will be responsible for any injury or damage caused by your canopy. Sustainable West Milford will not be held responsible for any injuries or damage caused by exhibitor canopy tents or equipment.

The festival organizer, Sustainable West Milford, will carry insurance for the festival that will not, under any circumstance, cover losses of any kind incurred by the Exhibitor, nor will it cover Exhibitor in the case of a claim of liability between Exhibitor and any Attendee. Exhibitor agrees to make no claims for any reason against Sustainable West Milford or the Township of West Milford for any losses incurred or any suits which arise. All exhibitors must sign the attached “Waiver and Release from Liability” and “Vendor Hold Harmless Agreement” forms prior to the event.

Smoking will be limited to designated areas on the festival grounds. Exhibitors may use sound devices as long as they do not interfere with other exhibitors. Exhibitor is responsible for collecting sales tax, and compliance with local, state and federal laws.

Please note there is a \$45 returned check fee. Exhibitor fees are non-refundable, with the exception of an applicant without insurance who is not granted an exemption. If an application is received from an Exhibitor that does not support the theme of the day, the check and application will be returned.

By signing below, I confirm I have read and agree to all terms in this application and confirm that I am authorized to make this agreement on behalf of my organization. This signed agreement must be returned with application.

Signature: _____

Printed Name: _____

Title: _____

Company: _____

Phone: _____

Email: _____



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Bubbling Springs Park
1428 Macopin Road
West Milford, NJ 07480

Saturday, May 22, 2010
10:00 am to 5:00 pm – Rain or Shine!

Program Advertising Opportunities

Advertising is available in the official Highlands GreenFest Program. The program will include the festival map, exhibitor directory, presentation & demonstration schedule, live music schedule, and articles on green living. It is meant to be a keepsake for attendees to use as a resource to connect with local businesses & organizations that can help them live more sustainably.

Please print all information and return along with check for applicable fees made payable to **Sustainable West Milford** and submit **no later than March 31st** to our advertising coordinator:

Renee Alessio
PO Box 76
Hewitt, NJ 07421

For additional information, please contact Renee at 973-723-0186 or email rbalessio@hotmail.com.

Company/Organization Information:

Company Name: _____
Contact Name: _____
Contact Email: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Company Phone: _____ Fax: _____
Company Website: _____



Highlands GreenFest Programs will have 8.5” x 8.5” pages and be printed in black & white with a color cover.

Advertising Rates:

1/8 Page	()	\$ 50
1/4 Page	()	\$100
1/2 Page	()	\$175
Full Page	()	\$300

If you have any questions about advertising, please contact our coordinator Renee Alessio at 973-723-0186 or rballessio@hotmail.com.

Please send your ad layout in 300 DPI by email to Renee at rballessio@hotmail.com no later than March 31st.

Friends of Highlands GreenFest:

Instead of, or in addition to advertising, you may wish to be listed on the Highlands GreenFest Friends & Sponsors page in the program. This page will include individuals, companies, and organizations that offer a minimum donation of \$25. This donation will help to offset our costs for hosting the festival. We appreciate your generous support!

Yes – I’d like to make a donation in the amount of \$_____

Thank you for supporting Highlands GreenFest!



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Festival Sponsorship Opportunities

Sponsorship opportunities are available for the third annual Highlands GreenFest. As a non-profit organization, Sustainable West Milford is in need of sponsors to offset the costs of educating the community and bringing sustainable practices to our region. Sponsors receive additional exposure both before and during the event with a variety of 'levels' of participation available. If you are interested in having an even bigger 'presence' at the festival than the levels outlined on the following page, please contact our coordinator to discuss the options.

Please print all information and return along with check for applicable fees made payable to **Sustainable West Milford** and submit **no later than March 31st** to our sponsorship coordinator:

Renee Alessio
PO Box 76
Hewitt, NJ 07421

For additional information, please contact Renee at 973-723-0186 or email rballessio@hotmail.com.

Company/Organization Information:

Company Name: _____
Contact Name: _____
Contact Email: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Company Phone: _____ Fax: _____
Company Website: _____



Sponsor Fees:

\$150	Level One: ¼ page black & white program ad Logo included with listing on website
\$200	Level Two ½ page black & white program ad Logo included with listing on website
\$275	Level Three ½ page black & white program ad Logo included with listing on website Logo on Fliers/Posters
\$400	Level Four Full page black and white program ad Two-color logo on back of program Listing on website with highlighted 'sustainer' link on our home page Logo on Fliers/Posters

If you would like to have a **larger presence** at the festival this year, we invite you to sponsor one of our **major theme areas** (Live, Protect, Enjoy) or one of our **pavilion areas** including the food pavilion, music gazebo, Green Team Kids Zone and the Sustainable Living Demonstration Area. Please contact our coordinator to discuss the options.

Highlands GreenFest Programs will have 8.5" x 8.5" pages and be printed in black & white with a color cover.

Please submit your ad layout and/or logo in 300 DPI by email to Renee at rballessio@hotmail.com no later than March 31st.

Thank you for supporting Highlands GreenFest!



Take the Pledge to **Green** your Business

In the spirit of the Highlands Greenfest, our vendors and exhibitors must offer an element of sustainability through their products, services and message. If you are a local business willing to or already taking steps to go green, we will have a local vendor section available to you. Please check off at least three steps you will take to green your business. Please sign and return with your Highlands GreenFest application.

Why pledge to take steps to green your business? In today's business environment, taking steps to reduce operating expenses by reducing energy cost and cutting waste, while making your business stand out in the crowd by appealing to those who realize the importance of the issue of sustainability, make good sense.

- Plug electronics into surge protectors or power strips, which are switched off when not in use, especially at night and over the weekend. Enable sleep mode on computers which can save up to 90% of energy used. Consider using laptops in place of desktop computers. Laptops are more energy efficient and can consume 80% less energy than their larger counterparts.
- Shut off lights when not in use. Consider installing motion sensors that automatically switch lights on and off so that unused areas are not continually lit.
- Replace your incandescent bulbs with compact fluorescents, but, don't forget to dispose of used fluorescent bulbs properly. Visit www.earth911.org to find a location.
- Have an energy audit performed in which things such as insulation, windows, and your HVAC system will be checked and evaluated for improvement opportunities. Choose renewable energy alternatives, such as solar panels on your rooftop. Support clean energy by signing up for the NJ Clean Power Choice Program. Check out www.njcleanenergy.com for business incentives and rebates.
- Do not allow equipment and vehicles to idle. NJ has a No Idle law. Anti-idling law pertains to all vehicles not just diesel. Place anti-idling signs on your property. Auxiliary power units are available for box trucks, which will heat or cool the vehicle when stopped. Consolidate trips by scheduling several business meetings or tasks on the same day. Consider having employees work from home one day a week. Encourage carpooling.
- Install programmable thermostats so that you are not paying to heat or cool your business when it is closed. Turn the temperature two degrees higher in the summer and two degrees lower in the winter and use fans rather than a/c when it's not too hot out.
- When replacing or purchasing new equipment for your business, chose Energy Star rated products for energy efficiency. Products may be found at www.energystar.gov. Products currently rated include appliances, computers, air conditioners, ceiling fans, printers and copiers, televisions and more.

- Implement water saving programs. Install water conserving faucets and toilets. Low flow fixtures, dual flush toilets and waterless urinals are all available for retrofitting your business. Conserve water used in business operations and have your system checked for leaks.
- Do a waste audit. You can decrease your waste generation by simple measures including using ceramic mugs, plates and flatware in place of disposables. Select 100% post-consumer waste paper products, which have been processed chlorine free. Reuse packing materials. Choose bio-based peanuts rather than petro-based styrofoam which can remain in landfills for hundreds of years. Sell reusable tote bags and encourage your clients to reuse bags by offering them a credit for doing so. Conversely, ask each and every customer if they need a bag. You'd be surprised how many will say no if only purchasing a few items. This will cut down on waste and your expenses. Choose recycled content bags or bio-based compostables rather than plastic bags. If you are a food-service business, use biodegradable and compostable containers rather than plastic or virgin paper. Recycle all items according to your town ordinance. It's the law. Use convenient and well-marked recycling containers for your employees and customers. Cutting down on trash is also a cost saver.
- Dispose of hazardous, medical, and electronic waste properly. Substitute with less toxic products when possible. Implement think green purchasing strategies.
- Switch to healthy, non-toxic and organic cleaning products that are free of phosphates to protect the health of your workers, our local waterways and air quality.
- If you are a retail or food establishment, add organic and local options to your menu, support local artists by offering their work in your place of business, and select fair-trade goods when importing products from other countries.

We pledge to take the steps above to make our business more sustainable. I understand that thirty days after the Highlands GreenFest, Sustainable West Milford and members of the Green Team will follow up to see if we have taken these actions and to provide additional help and resources if needed.

Signature

Print Name and Title

Company Name

Date of Pledge

Remember, this is just a small list of suggested steps you can take to green your business. There are many internet and written resources available for you to learn more. We'd love to help you succeed in pursuing sustainability. Each one of us, one step at a time, can make a difference. Thank you for doing your part!



Sustainable West Milford

Green your Business Resources Page

Resources:

www.treecycle.com – Recycled and Processed Chlorine Free Office Supplies

www.worldcentric.org – Biodegradable, Compostable & Recycled food service items and bags

www.epa.gov/smartway - Tractors and Trailers that save fuel and money while protecting the planet

www.energystar.gov – Source of information for energy efficient products and services

www.epa.gov/watersense - Source of information for water efficient products

www.njcleanenergy.com - Sign up for Clean Power and learn about clean energy system rebates available

www.stopthesoot.org – Information on anti-idling laws in NJ and source for anti-idling signs

www.swpg.rutgers.edu - Rutgers Solid Waste Resource Renewal Group - Information on innovative waste reduction

www.state.nj.us/dep/dshw/ - NJ Dept. of Environmental Protection- Information on recycling, solid waste & hazardous waste

www.epa.gov/epp - EPA Database on Environmentally Preferable Purchasing & Products - It is important to read cleaning product labels. Avoid products that do not clearly disclose ingredients. Manufacturers are not required to list ingredients and often hide extremely hazardous substances under “fragrance” in the list. Avoid products that say Danger, Caution, Poison. Manufacturers are not required to test ingredients or final products for consumer health safety. Furthermore, there is no regulation on labeling so that greenwashing has become rampant and terms such as ‘eco-friendly’, ‘non-toxic’, ‘natural’, ‘organic’ (unless certified organic) have no real meaning. Becoming educated and knowing what you are purchasing are key. Visit www.efpproline.com for one example of a better product line.

Additional Reading:

“The Truth about Green Business” Gil Friend

“Strategies for the Green Economy” Joel Makower

TOWNSHIP OF WEST MILFORD
VENDOR HOLD HARMLESS AGREEMENT

For use when vendor is supply goods or services for Township events or on Township property

For and in consideration of _____,
herein referred to as the vendor, supplying the following goods and/or services

for the _____,
on the following dates or time periods _____

_____, **the undersigned agrees to indemnify and hold harmless the Township of West Milford its officials, agents, and employees or volunteer workers harmless** from any and all injuries, damages, liability, claims, costs and attorneys fees arising out of the vendors use of said premises or property or the furnishing of the vendors goods and services referenced above and including any losses or damages arising from any acts or omissions of the undersigned vendor and/or any agent, employee, servant or volunteer worker, of said vendor or any other person acting on the vendors behalf.

This Agreement shall remain in full force and effect for any continued, additional or postponed date(s) for which the vendor will be supplying goods and or services at the event or upon the Township of West Milford property as indicated herein.

The Township of West Milford reserves the right to cancel or interrupt the use of the property or the vendors activities if the representations set forth herein and on application, or guidelines for use of said property or rendering of goods and services are not adhered to or if the Township determines that a situation may arise that might lead to personal injury, property damage or violation of law exists.

Name of Individual or Company

Type of Organization: circle one (individual, LLC
partnership, Non-profit, Corporation,
other _____)

Position:

Telephone#:

Address:(not P.O box)

Date

Authorized Signature

X

HIGHLANDS GREENFEST 2010
WAIVER AND RELEASE FROM LIABILITY

I, _____ representing _____ HEREBY WAIVE AND RELEASE, indemnify, hold harmless and forever discharge Sustainable West Milford and its agents, employees, officers, directors, affiliates, successors and assigns, of and from any and all claims, demands, debts, contracts, expenses, causes of action, lawsuits, damages and liabilities, of every kind and nature, whether known or unknown, in law or equity, that I ever had or may have, arising from or in any way related to my participation in any of the events or activities conducted by, on the premises of, or for the benefit of, Sustainable West Milford provided that this waiver of liability does not apply to any acts of gross negligence, or intentional, willful or wanton misconduct.

I understand that the activities and functions in which I participate may be considered (but do not have to be) of a volunteer nature, or for the benefit of a 501©(3), and/or dangerous and may cause serious or grievous injuries, including bodily injury, damage to personal property and/or death. On behalf of myself, my heirs, assigns and next of kin, I waive all claims for damages, injuries and death sustained to me or my property, that I may have against the aforementioned released party to such activity.

By this Waiver, I assume any risk, and take full responsibility and waive any claims of personal injury, death or damage to personal property associated with Sustainable West Milford including but not limited to any volunteer activities, community events or leagues, using the facility and its equipment, practicing and/or engaging in organizational functions, philanthropic activities, other nonprofit or for profit engagements or functions and fundraisers or other related activities on and off the premises.

This WAIVER AND RELEASE contains the entire agreement between the parties, and supercedes any prior written or oral agreements between them concerning the subject matter of this WAIVER AND RELEASE. The provisions of this WAIVER AND RELEASE may be waived, altered, amended or repealed, in whole or in part, only upon the prior written consent of all parties.

The provision of this WAIVER AND RELEASE will continue in full force and effect even after the termination of the activities conducted by, on the premises of, or for the benefit of Sustainable West Milford, whether by agreement, by operation of law, or otherwise.

I have read, understand and fully agree to the terms of this WAIVER AND RELEASE. I understand and confirm that by signing this WAIVER AND RELEASE I have given up considerable future legal rights. I have signed this Agreement freely, voluntarily, under no duress or threat of duress, without inducement, promise or guarantee being communicated to me. My signature is proof of my intention to execute a complete and unconditional WAIVER AND RELEASE of all liability to the full extent of the law. I am 18 year of age or older and mentally competent to enter into this waiver.

Date

Printed Name

Signature