



February 23, 2011

Dear Earth Day Supporter:

From recycling a newspaper to working towards environmental preservation, every person can make a difference on Earth Day. Every year, **Stony Brook University** holds an exhibitor fair during our annual Earthstock festival to help educate the community on how to lead more eco-conscious lives. This year, we will be celebrating on **Friday, April 29**.

What can *you* do? The first step is to join us at **Earthstock 2011**. The exhibitor fair is meant to serve as an educational event for students, faculty, staff, and community members. Participation in Earthstock 2011 gives your company or organization the opportunity to showcase itself to the **36,000** members of the Stony Brook campus community as well as providing an affiliation with a leading university.

Further participation details and benefits are given on the attached pages. The deadline for table reservations is **April 1, 2011**. For more information, including disability-related accommodation, please contact Jeanette Michael, Earthstock 2011 Exhibitors Committee, at (631) 632-7320.

We look forward to seeing you at Earthstock 2011!

Sincerely:

Jeanette Michael  
Chair, Earthstock Exhibitors Committee  
222 Student Activities Center  
Stony Brook, NY 11794-2800  
Phone: (631) 632-7320 Fax: (631) 632-6756  
Email: [jeanette.michael@stonybrook.edu](mailto:jeanette.michael@stonybrook.edu)

**What to Expect**



**Highlights and Traditions**

- Festival-like atmosphere with musical and dance performances
- Over 100 exhibitors and displays each year
- Annual rubber duck race down the "Stony Brook"
- Fresh Farmers Market
- Stony Brook Green Drinks networking event (6:30pm)
- Student Environmental Research Exhibition (7:00pm)
- **Keynote lecture by Andrew Revkin**, award-winning writer, Senior Fellow for Environmental Understanding at Pace University's Academy for Applied Environmental Studies, and writer of the New York Times' Dot Earth Blog (7:30pm)

**Benefits of Participation**

- Exposure to the 36,000+ members of the Stony Brook campus community
- Earthstock is advertised through local and campus newspapers, faculty/staff newsletters, posters around Stony Brook campus and hospital, announcements sent to local Chambers of Commerce, and targeted e-mails to the business community
- You will be listed on the Earthstock 2011 website
- The opportunity to promote your business through product sampling, surveying, and demonstrations to potential future customers
- Potential media exposure
- Affiliation with a major university for a globally vital cause
- Recognition among your peers and associates as a supporter of Earth Day



**A Glance at Earthstock 2010**

- Earthstock is recognized as an outstanding program by the State University of New York (SUNY) and Long Island Council of Student Personnel Administration (LICSPA)
- Over 100 environmental organizations, exhibitors and vendors participated with educational exhibits and displays attend each year
- Earthstock featured in regional media such as Newsday and The Herald Times
- Over 250 middle and high-school students exhibited conservation displays and attended a pre-college seminar



**Application**

**Contact Name:** \_\_\_\_\_

**Company/Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Product/Service Description:**

*Describe the display that will be exhibited by your organization at Earthstock*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Will you have electrical needs?**  YES  NO

*NOTE: a limited number of power supplies will be available.*

*Please describe what in your exhibit will need electricity. If possible, detail amps, wattage, etc.*

\_\_\_\_\_  
\_\_\_\_\_

**Are you requesting to serve food?**  YES  NO

*NOTE: Only food that is packaged, handled, and distributed as follows will be permitted:*

- All food must be pre-packaged by the manufacturer
- Non-perishable foods only
- University Policy and contracts prevent sale and distribution of Coca-Cola products

**Please select the size area you would like to request for your display:**

**10'x10' Footprint** (includes 1 6'x3' table and 2 chairs) **Exhibitor Fee: \$160**

**10'x20' Footprint** (includes 2 6'x3' tables and 4 chairs) **Exhibitor Fee: \$300**

**Are you a non-profit organization?**  YES  NO

*NOTE: Exhibitors with non-profit status will have their exhibitor fee waived.*

Please mark YES *only* if your organization has non-profit status designated by the IRS.

If so, please provide your federal tax ID #: \_\_\_\_\_

Amount Enclosed: \$ \_\_\_\_\_ *Please make checks payable to: **Stony Brook University: IFR 900310***

**Please send completed application to:**

Jeanette Michael ♦ Earthstock Exhibitors Committee ♦ 222 Student Activities Center ♦ Stony Brook, NY 11794  
Phone: (631) 632-7320 ♦ Fax: (631) 632-6756 ♦ Email: jeanette.michael@stonybrook.edu

**FOR OFFICE USE ONLY**

Vendor Permit Received:	Payment Received/Amount:
Confirmation Sent:	Space Assignment: