

**2017 Earth Day Celebration  
Saturday, April 22, 2017  
Murfreesboro Historic Downtown Square  
10:00 a.m. – 2:00 p.m.  
Rules and Guidelines for Exhibitors**

**Applications**

- All applications must follow the guidelines for exhibitors and meet the approval of the 2017 Earth Day Planning Committee.
- **Deadline for Applications is 5:00 p.m. Friday, April 14, 2017.**
- Applications must be filled out completely and signed.
- There is no fee for government and non-profit organizations. The booth fee for businesses is \$50.
- Applications and additional questions can be submitted by mail, fax or e-mail to:

**Amy Byers  
Murfreesboro Electric Department  
P. O. Box 9 Murfreesboro, TN 37133-0009  
Phone: 615-494-0407 Fax: 615-904-9118  
Email: abyers@medtn.com**

**Exhibits**

- Exhibit space provided is either 10' x 10 or 10' x 20'. If your business or organization needs additional space or accommodations other than what has been described, please indicate that on the application.
- Businesses and organizations must provide their own tables, tents, staff and exhibit materials. Tents should be weighted. Stakes are not allowed.
- All exhibits must follow the guidelines listed below. Space is provided on the application to describe the content and purpose of your exhibit and by signing the application you agree to abide by them.
  - All exhibits must be educational and have an environmental focus.
  - Exhibitors may sell merchandise if it is approved by the Earth Day Planning Committee prior to the event.
  - Exhibitors cannot use their exhibit to advocate for or against any elected official, candidate or political party.
  - Domesticated animals cannot be part of an exhibit. Wildlife may be displayed only if it serves an educational, environmental purpose. Exhibits are only displays. No public handling of animals is allowed. The animals are the responsibility of the organization bringing them to the event. All necessities including their shelter, food, water, safety equipment, and sanitary equipment are required.
  - The Earth Day Celebration is a Zero-Waste Event. In order to keep waste levels low, exhibitors, vendors, sponsors, and volunteers are required to comply with any and all Zero Waste guidelines. Organizations that do not abide by the terms of the waste guidelines may not be allowed to participate in future events. Recycling containers will be provided on site. Any material you bring that cannot be recycled must be taken back with you. Please do not distribute materials and/or materials with packaging that cannot be recycled. Refer to "*Target Rutherford, Target Zero Guide to a Waste-Free Event*" for waste reduction and recycling guidelines. Please contact Mimi Keisling at 615-542-4633 or [mkeisling@rutherfordcountyttn.gov](mailto:mkeisling@rutherfordcountyttn.gov) if you have any questions.
  - Any business or organization not following these guidelines will be asked to leave the celebration.

**Day of Celebration**

- The 2017 Earth Day Celebration will take place on the historic public square in downtown Murfreesboro on Saturday, April 22nd from 10:00 a.m. to 2:00 p.m.
- Set-up begins at 8:00 a.m. and all exhibits must be completed by 9:30 a.m.
- Break-down of exhibits can begin at 2:00 p.m.
- Parking is available around the square.
- If it rains the Celebration will be moved to Patterson Community Center located at 521 Mercury Boulevard. If the weather is questionable, please call 615-494-0407. I will leave a voice message letting you know if the event has been moved.
- **To make this a great success, each participating organization is encouraged to donate at least one door prize.** These will be used as prizes for the Trivia game that will be played every half-hour.

**THANK YOU FOR YOUR PARTICIPATION!!**

**2017 Earth Day Celebration  
Saturday, April 22, 2017  
10:00 a.m. – 2:00 p.m.  
Exhibitor Application and Contract**

**Contact Information**

Business/Organization's Name: \_\_\_\_\_

Type (Please Circle One):      Non-profit      Government      Business (there is a \$50 fee for business)

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Space Needed (Please Circle One):      10' x 10'      10' x 20'

Other (Please describe): \_\_\_\_\_

Describe the content and purpose of your exhibit (Please be specific): \_\_\_\_\_

Describe the merchandise you will be selling (Please be specific): \_\_\_\_\_

**Fees**

A \$50 fee for businesses is due when the application is submitted and is non-refundable. Please make checks payable to Murfreesboro Electric Department.

**Submitting**

By signing this form, I (the undersigned) agree to indemnify and hold harmless the Murfreesboro Earth Day Celebration, its organizing committee, the City of Murfreesboro and Rutherford County, its officers, agents and employees from any claims, damages, costs and attorney fees for injuries or damages arising, in part or in whole, from the negligent or intentional acts or omission of our business/organization in connection with this contract and our participation in the 2017 Earth Day Celebration.

By signing this form, I (the undersigned) and all participants in my exhibit at the 2017 Earth Day Celebration acknowledge that we have read, understand and agree to abide by the information outlined in the document "Rules and Guidelines for Exhibitors," incorporated herein by reference.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Application and Payment must be received by Friday, April 14, 2017**

Please submit completed and signed forms to:

Amy Byers

Murfreesboro Electric Department

P. O. Box 9 Murfreesboro, TN 37133-0009

Phone: 615-494-0407 Fax: 615-898-6736

Email: abyers@medtn.com

(Business Exhibitors should make checks payable to Murfreesboro Electric Department)

## **Target Rutherford, Target Zero**

### ***Guide to a Waste-Free Event***

This guide will help members of the community to plan and execute meetings, parties, or other events with a goal of minimizing waste without sacrificing the quality of the event.

#### **General Guidelines**

- Be aware and creative in minimizing waste and the environmental impact.
- Assign leadership roles among the event planning committee for working toward a zero waste event.

#### **Event Advertising**

- Take advantage of electronic media for publicizing the event.
- Create an event web site that outlines the green initiatives.
- Offer electronic registration or confirmation if applicable.
- Use flyers sparsely, strategically and assure that they are recycled when removed from bulletin boards.

#### **Preventing & Reducing Solid Waste at the Event**

- Avoid mass distribution of paper hand-outs. Distribute copies of handouts or slides electronically via the web after the event.
- Use double-sided printing for any materials to be distributed.
- Assure that a sufficient number of well-labeled recycling receptacles are available throughout the venue (along with garbage containers to make sure recycling bins aren't contaminated). These containers should be manned and in a secure area with plenty of signage.
- Provide and later re-collect reusable name badges.
- Design reusable or recyclable signs for use at the event.
- For events where registration is necessary, have a computer running at the entranceway to have people sign in and share their e-mail if desired.

#### **Food Service**

- Plan food service needs carefully to avoid unnecessary waste by accurately forecasting the head-count.
- Consider the use of reusable or compostable cutlery, dishware and linens.
- Provide incentives for attendees to bring reusable items (e.g. mugs, utensils) rather than expect disposable silverware.
- Seek vendors that can maximize the use of local, seasonal and organic food. Assure that there are vegetarian meal options.
- Serve food buffet style rather than in "box lunch" form.
- Use cloth, compostable, or post-consumer-recycled-content napkins.
- Put it in writing. Include the policies above in the RFP and/or contract for food service.

## **Green Product Sourcing**

- Consider the environmental impact of any raffled prizes, give-a-ways, centerpieces, or decorations to be used at the event, and minimize the packaging for such items.
- Distribute items to attendees that will help them to reduce waste and restore environmental quality in the future (e.g. cloth bags, native plant seeds, potted plants, etc).

## **Participant Education**

- Explain the zero-waste objectives of the event to participants, in advance if possible.
- Provide frequent visual and verbal reminders to recycle and reduce waste.
- Encourage the return of items that can be reused at another event.
- Promote the events environmental objectives.

## **Vendor Contract**

When sending contracts to vendors for the event, explain in advance the zero-waste objectives of the event so that they can be prepared. It may be helpful to include excerpts from the following two examples in the wording of the vendor contract:

- This is a Zero-Waste Event. Recycling containers will be available for mixed paper, cardboard, plastic bottles, and aluminum cans. If you bring materials that cannot be recycled please take them back with you. We will not have trash containers on site.
- “Small Steps to a Greener Future” is this year’s theme. We will be incorporating the theme into every aspect of Murfreesboro’s Earth Day Celebration. We request you also do this at your booth. We would like you to provide attendees with information on what things they can do to help the environment on a personal level.