

Charlotte Clean and Green 2011

Why become a 2011 Exhibitor?

In just three years, *Charlotte Clean and Green* has become the premier environmental and sustainability-focused event in the Charlotte Mecklenburg Region. In fact, the *Charlotte Clean and Green* festival qualified the City of Charlotte as one of the top 15 cities on Earth Day according to the EcoFactory. *Charlotte Clean and Green* 2011 will be held April 16, 2011 on the Central Campus of Central Piedmont Community College. This is the largest and best opportunity in 2011 to exhibit at an environmentally focused event in the central Carolinas region.

Your support is critical to our success and we value your commitment to our event and our community. If sustainability and environmental citizenship are a part of your corporate image and message, then *Charlotte Clean and Green* is the ideal venue to demonstrate this commitment to the community.

What will Exhibiting mean to my business?

Widespread Community Participation

Attendance at Charlotte Clean and Green has increased an average of 187% each year. We expect record attendance in 2011 with high visibility and recognition of all exhibitors before, during and after the event. Charlotte Clean and Green will collaborate with organizations such as the CPCC Center for Sustainability, the Central Piedmont Sierra Club, Charlotte Center City Partners, the USGBC Charlotte Region Chapter and Goodwill Industries to plan and promote the festival.

A Celebration of Our Diverse Community

In 2010 we promoted the event to the green and the not-so-green, families and singles, across all age groups and to numerous interfaith and social groups. We'll expand our audience in 2011 for even greater diversity and utilize our website (www.charlottecleandgreen.com), along with other websites and various publicity outlets including social media, direct marketing, press releases and radio/television.

Largest City Eco-Educational Program

As a learning festival, Charlotte Clean and Green is committed to educating, motivating and inspiring attendees to lead more sustainable lifestyles. One of the festival's highlights is the free, hands-on workshops that provide practical and economical tools that participants can immediately utilize in their everyday lives. Your participation assists with underwriting these sessions, which help increase environmental awareness and improve the health and quality of life for area residents and future generations.

Zero Waste Initiative

In keeping with the festival's message, our goal is to generate little to no landfill waste. We strive to divert the vast majority of waste from landfills by utilizing a comprehensive resource recovery plan that includes reusing, recycling and composting along with a variety of other tools. We ask all exhibitors to scrutinize the materials they bring on site and ensure that anything left behind is either recyclable or compostable.

Continued Partnership with CPCC Sensoria

Charlotte Clean and Green will be associated with the week long arts and music festival, CPCC's *Sensoria*. This means greater awareness over the full week in addition to the Saturday festival.

We hope that you and your company will join us as an exhibitor and/or sponsor for 2011!