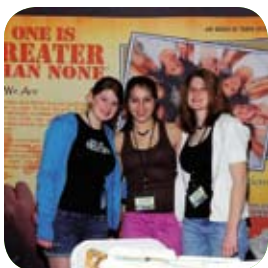


# GREEN LIVING EXPO




The Green Living Expo allows you to showcase your business, products or services to a whole new market. Join hundreds of eco-friendly vendors as they offer everything from naturally made clothing, organic personal care products, handmade jewelry to super efficient cars! Join us for two days of GREEN living, learning and shopping with families that are seeking sources of quality products and services for their children, themselves and their loved ones. The Green Living Expo, a LONG ISLAND TRADITION.



**Saturday and Sunday, April 24 - 25, 2010**

11 a.m. - 5 p.m. Saturday • 11 a.m. - 4 p.m. Sunday

**The Field House at Suffolk County Community College**

1001 Crooked Hill Road, Brentwood, NY 11717

Phone: (516) 284 - 3305 • Fax: (516) 284 - 3310

[www.GreenLivingExpoLI.com](http://www.GreenLivingExpoLI.com) • [Info@GreenLivingExpoLI.com](mailto:Info@GreenLivingExpoLI.com)



# Event Overview

## Bringing Like-minded People and Organizations Together

Being part of Long Island's Green Living Expo is more than just an exciting experience—it's a step that shows existing and potential customers that your business cares about them. A large number of companies and non-profit organizations took part in past Expo's and not only gained knowledge about their consumers but also a strong foothold among LI's greenies. Such companies as Whole Foods, Garden of Eve, SuNation, Greener Country, LIPA and Tragar Oil made the past Green Living Expo's a springboard to showcase their green initiatives to Long Island's eco-conscious. The Expo, coupled with the support of such reputable environmental organizations as the Sierra Club, Neighborhood Network, Grassroots Environmental Education, North Shore Land Alliance and the Nature Conservancy is a surefire way to boost the awareness of Expo-goers and prospective clients. These strong relationships will serve as the building blocks of successful business and a sustainable environment.

### • Mission

To unite Long Islanders with green-minded thinkers and potential business partners. The Green Living Expo creates life-long contacts for both businesses and consumers. The Expo will continue its successful path as it continues to grow.

### • Demographics

Recently Long Island has seen incredible growth in the area of environmental concern. It is estimated that 70 percent of local businesses have adopted some type of green initiative. The Green Living Expo celebrates this movement. We invite Long Islanders who are looking to make the transition to a greener, more environmentally friendly lifestyle to participate in the Expo. Our demographic includes men and women 25 and over who are heads of households, business owners and the impressionable next generation of decision makers.

### • Networking

The Green Living Expo has given sponsors the opportunity to meet and network with potential customers and like-minded businesses. More than 200 organizations have had the opportunity to show 10,000 visitors forward-thinking initiatives—this is a great opportunity to present your company in a green light.

### • First on LI

The Green Living Expo was a pioneering event, being the first of its kind on Long Island in 2008 and is produced by one of the most respected festival companies on the East Coast, Starfish Junction.

### • Good Vibrations

The saying "green is the new black" has found its way to mainstream America and everyone wants to know what the newest Green products and technology are. People also want to know more everyday about how they can take an active part in preserving and conserving our environment. The Green Living Expo is the perfect vehicle for individuals and families to meet with like-minded people who believe that they can make a difference by living a Greener lifestyle.

### • Media Coverage/Support

From newspaper and magazine ads to radio and TV commercials, the Green Living Expo guarantees the most effective and thorough media coverage before, during and after the event to assure the optimal amount of foot traffic and exposure. The Expo has received coverage from almost every local media outlet including many major television stations and newspapers.

### • Green Thinkers

The Green Living Expo exhibitors include many different categories of green businesses including: organic food growers, car dealerships, home-improvement providers, environmentally conscious beverage makers, clothing designers and retailers, furniture, electronics, toys, paper and printing companies and many other green-thinking local and national companies, and of course, your company.

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# Word on the Street

## What our vendors said about Green Living Expo...

- “We had a good time doing this event and appreciated our prime location. We made some good connections. The Starfish folks really made a great impression – very helpful and friendly!”  
– Chris Ivers (Whole Foods Market)
- “It was great to see so many like minded people into the movement in one place – Great Job!”  
– Chef Nikki Caseone (Top Chef)
- “I feel fortunate to have the opportunity to meet great people and share information about taking care of the environment for the generations to come.” – Andrea Ortiz (Shaklee Ind. Distributor)
- “Loved how you treated us. I feel that I have tapped into an amazing group of like-minded people.”  
– Patricia Williams – Schlitz (Nu Skin Enterprise)
- “The crowd was very nice and most importantly, they were very receptive to our products and services. Thank you!” – Yamil Sarabia (Healthy Living Therapeutic Spa)
- “Four Stars! A great experience!” – Ben Cerrone (Green Key)

## Quick Facts about Green Living Expo...

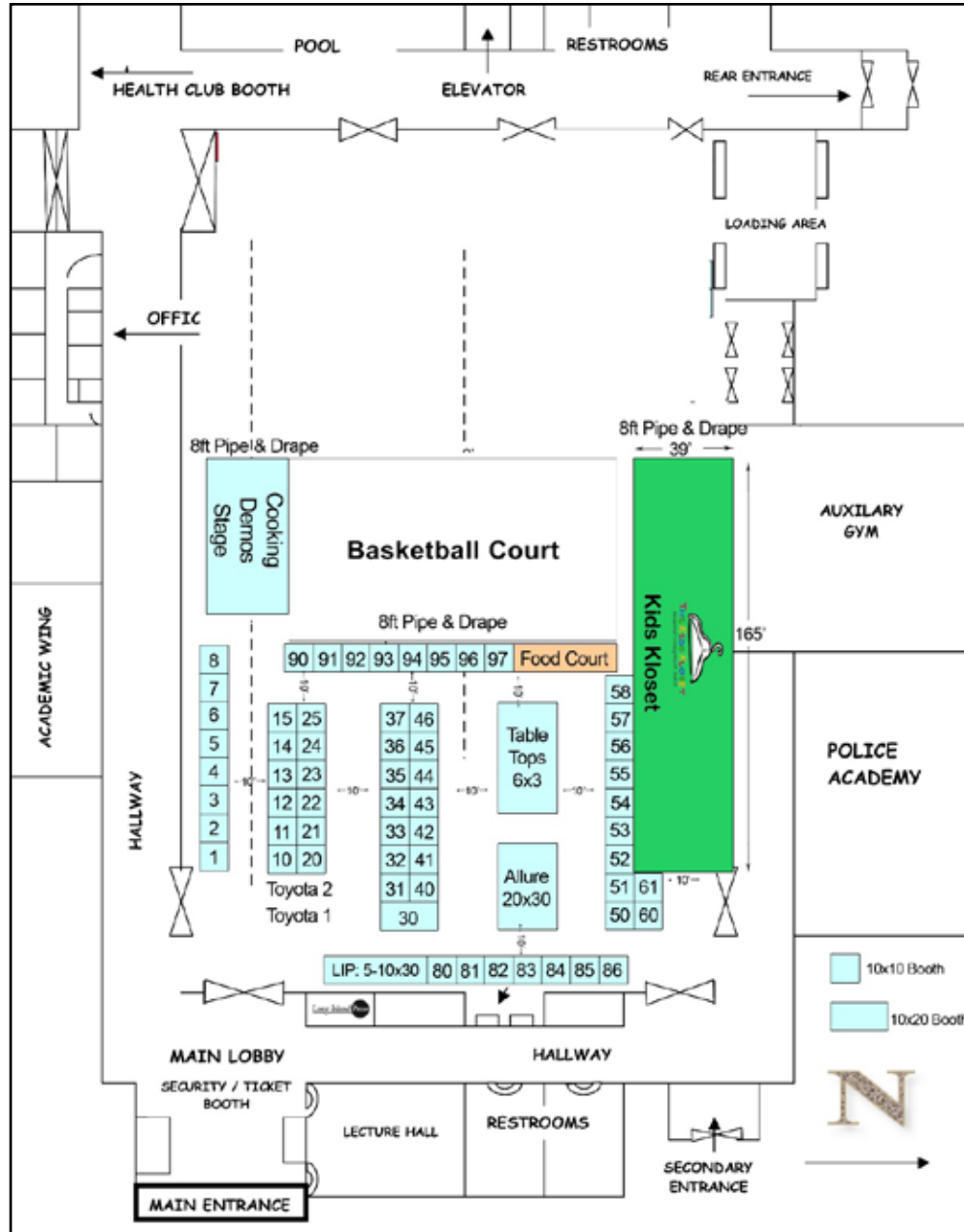
(Based on an exit poll from the Green Living Expo)

- 92% of attendees said they were satisfied to very satisfied with the Expo.
- 80% of attendees were certain that they would return to next year’s Expo.
- Over 50% of attendees made a purchase from an exhibitor at the Expo.
- Of the attendees who made purchases, more than 75% spent over \$50 (not including contracted work)

## Where you heard about it...



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Some of last years cooking demonstrations, speakers and children's activities



TheField House at Suffolk County Community College is situated on the Grant Campus in Brentwood, which is conveniently located in western Suffolk County on Long Island, immediately off the Long Island Expressway at exit 53. The expo floor will include a cooking demo area, where guests can learn how to make healthy meals from some of Long Island's top chefs, a children's area and lecture stage.

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# Sponsor Packages

**Table Top Exhibitor** \$500- 6' Topped + Skirted Table, 2 chairs, listing on event website & customized discount invitations.

**Green Sponsor** \$1,400 – 10' x 10' Exhibit Space

One 6' topped & skirted table, two chairs, one waste basket, pipe & drape, listing in the *Long Island Press* pullout section & program, listing on event website with link to your website, customized discount invitations, featured in all pre-press / post-press and event advertising.

**Natural Sponsor** \$5,000 (Limit 10) 10' x 10' Exhibit Space

All items from Green Sponsor Package plus ½-page advertisement in the *Long Island Press* pullout section & program, and premium booth positioning.

**Organic Sponsor** \$7,500 (Limit 5) 10' x 20' Exhibit Space

All items from Green Sponsor Package (upgraded to 10' x 20' exhibit space, upgraded to two tables & four chairs) plus full page advertisement in the *Long Island Press* pullout section & program.

**Title Sponsor** \$20,000 (Limit 1) 20' x 40' Exhibit Space

The entire event takes on your name, "The [Your Company] Green Living Expo", which will be included on all forms of media for the event. Four 6' topped & skirted tables, eight chairs, one waste basket, pipe & drape, booth signage, center spread in the *Long Island Press* pullout section & program, listing on event website with link to your website, customized discount invitations, featured in all pre-press / post-press and event advertising.

## Additional Requests for both days of the event

### Do you require booth electricity?

Single cord drop 120V receptacle 500W - \$150.00

Single cord drop 120V receptacle 2000W - \$175.00

Quad 120V receptacle 500W - \$200.00

Quad 120V receptacle 2000W - \$225.00

### Do you require additional tables or chairs?

6' topped & skirted table - \$30.00 each

"Day Of Event" Price - \$75.00 each

Folding Chairs - \$3.00 each

### Do you require Internet access?

WiFi connection - \$100

### Do you require extra exhibit space?

Additional 10' x 10' - \$1,000

## Other Available Sponsorships

Keynote Panelist Sponsor

Serenity Garden Sponsor

Cooking Demonstration Sponsor

Bag Sponsor

Children's Activity Center Sponsor

Vendor Lounge Sponsor

T-Shirt Sponsor

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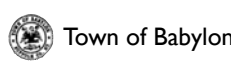
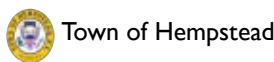
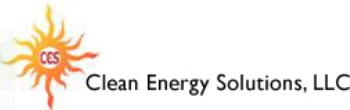
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# Exhibitors

The Green Living Expo was a huge success thanks to the support and teamwork of our exhibitors



Solar Reflections, Inc.



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For a complete list of last years exhibitors go to [www.greenlivingexpoli.com](http://www.greenlivingexpoli.com)