



Sustainability Fair

Discover. Connect. Engage.

Activities For All Ages

- Educational Speakers & Presentations
- Booths, Interactive Displays & Workshops
- Free Guided Nature Hikes
- Kids Activities
- Planetarium Showings
- Live Animals
- Food Trucks & Live Music

The event is hosted by the Waukesha County Green Team in partnership with:



**Waukesha County
Parks and Land Use**

Plowshare
Fair Trade Marketplace
& Education for Peace



2021 Sustainability Fair

Saturday, August 28, 2021

9:30 a.m. to 3:00 p.m.

Retzer Nature Center

S14 W28167 Madison Street, Waukesha, WI 53188

The 2021 Sustainability Fair is a gathering of organizations and businesses to inform and engage the citizens of Waukesha County about environmental sustainability. Attendees of all ages will learn how to implement sustainable practices into their everyday lives whether it be renewable energy options, gardening and composting, sustainable transportation, zero waste practices and more.

The 2021 Sustainability Fair, an initiative of the Waukesha County Green Team in partnership with Retzer Nature Center, Plowshare, and Waukesha County Land Conservancy, is the largest of its kind in Waukesha County. We anticipate over 1,000 sustainable-minded attendees. This is a great opportunity for your organization to be publicly associated with sustainability and the Waukesha County Green Team. Your support and involvement in the Fair will show you're committed to a more sustainable Waukesha County.

Register Now to Sponsor or Become an Exhibitor!

Click [here](#) to become a sponsor
Click [here](#) to become an exhibitor

To learn more about Waukesha County Green Team visit www.waukeshacountygreenteam.org or email sustainabilityfair@waukeshacountygreenteam.org

2021 Sponsorship Opportunities

Click [here](#) for online sponsorship and payment. **The deadline to register as an event sponsor is Wednesday July 28.** To sponsor through an in-kind donation, please contact us sustainabilityfair@waukeshacountygreenteam.org. Payments can be made online or by check; see page 6 for more details.



<p>All <i>Champion</i> benefits plus:</p> <ul style="list-style-type: none"> • Logo on WCGT homepage carousel • Custom promotional recognition • Acknowledgement in printed and social media <p><u>Areas of Opportunity</u> Alternative Vehicle Exhibitor Forest Presentations Community Walkway Permaculture Area Food Pavillion Sanitation Volunteer Break Room Shuttle Bus</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">UNDERWRITER \$1000</p>	<ul style="list-style-type: none"> • Exhibitor booth fee waived • Logo included on FB event page • Name & logo on WCGT web page with hyperlink • Name & large logo in Fair program • GreenCast podcast mentions • GreenCast podcast interview <p style="writing-mode: vertical-rl; transform: rotate(180deg);">CHAMPION \$750</p>	<ul style="list-style-type: none"> • Exhibitor booth fee waived • Name listed on FB event page • Name listed on WCGT web page with hyperlink • Name & small logo in Fair program • GreenCast podcast mentions <p style="writing-mode: vertical-rl; transform: rotate(180deg);">LEADER \$450</p>	<ul style="list-style-type: none"> • Exhibitor booth fee waived • Name listed on FB event page • Name listed on WCGT web page • Name listed in Fair program <p style="writing-mode: vertical-rl; transform: rotate(180deg);">ADVOCATE \$250</p>	<ul style="list-style-type: none"> • Exhibitor booth fee waived • Name listed on WCGT web page • Name listed in Fair program <p style="writing-mode: vertical-rl; transform: rotate(180deg);">SUPPORTER \$100</p>
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2021 Exhibitor Opportunities

Click [here](#) for online registration and payment. The deadline to become an exhibitor is **Wednesday, July 28**. All exhibitors will be mentioned in the event program. Exhibitors selling any products must submit a Certificate of Insurance no later than August 19; see page 5 for more details. See page 6 for more payment details.

Exhibitor Rates	
Nonprofit Exhibitors are responsible for bringing any and all equipment (including tables and chairs) needed for your booth space. Exhibitor booths will be set up in a wooded area so plan accordingly.	\$35
**Early Bird Discount Last day: March 31, 2021	(\$10)
Business Exhibitors are responsible for bringing any and all equipment (including tables and chairs) needed for your booth space. Exhibitor booths will be set up in a wooded area so plan accordingly.	\$65
**Early Bird Discount Last day: March 31, 2021	(\$10)

To discuss exhibitor opportunities in more detail, please contact us at sustainabilityfair@waukeshacountygreenteam.org.

**Early bird discount ends Monday, March 31, 2021

Exhibitor Selection Criteria

We welcome all non-profit and for-profit organizations that uphold and promote sustainable values. We value exhibitors who will introduce attendees to sustainable causes, businesses, activities and outdoor recreation opportunities throughout southeastern Wisconsin, especially in Waukesha County.



Who should exhibit? Organizations who...

- Incorporate environmental values as part of their mission.
- Implement sustainability into their operations.
- Provide alternative energy sources and/or energy efficiency solution for residential and commercial properties.
- Provide composting and other sustainable waste management solutions.
- Provide education on sustainable landscaping, gardening, cleaning, construction, transportation, investment, and recreation.
- Offer products that are reused, recycled, upcycled or designed for a sustainable lifecycle.
- Provide vegetarian, vegan and/or organic food options.
- Promote sustainable and healthy food choices.
- Offer other products and/or services derived from sustainable business practices.

The Sustainability Fair committee reserves the right to refuse participation to any organizations that does not align with the Waukesha County Green Team's values and mission. Pricing of goods and services sold at the Fair, and any applicable sales taxes, are the sole responsibility of individual exhibitors.

Insurance Policy

All exhibitors selling merchandise must provide a **Certificate of Insurance** for Commercial General Liability; Comprehensive Automobile; and Wisconsin Worker's Compensation and Employer's Liability coverage. Food vendors must have a valid Waukesha County Mobile Food license or State of Wisconsin Mobile Food license. Coverage requirements for insurance can be found here:



MINIUMUM REQUIRED INSURANCE:

Commercial General Liability:

Coverages required:

- Premises and Operations
- Blanket Contractual Liability
- Personal Injury Liability
- Broad Form Property Damage
- Independent PARTNER

Limits of Liability

Not less than:

- | | |
|-------------------|-------------|
| General Aggregate | \$1,000,000 |
| Personal Injury | \$1,000,000 |
| Each occurrence | \$1,000,000 |

Comprehensive Automobile Insurance:

Comprehensive Automobile Liability or Business Automobile Policy form covering all owned, hired, and non-owned private passenger autos and commercial vehicles.

Combined Single limit of \$500,000 per accident

Wisconsin Worker's Compensation and Employer's Liability:

Statutory Worker's Compensation benefits.

Employers Liability: \$100,000 for each accident



Zero Waste Requirements

As an event focused on sustainability, we aim to make the Fair a near-zero-waste event. We encourage you to reduce or eliminate all single use items and to be mindful of any handouts and promotional items given out or sold. Items and materials such as Styrofoam, plastic bags, disposable water bottles, straws, plastic utensils, paper plates, cups and other single-use plastics are damaging to our environment and can typically be substituted with a more sustainable option. Reusable materials and products made from recycled content are encouraged. *All single use disposable items that are used for sample handouts, must use pre-approved materials; contact us directly.* Our Fair promotions will encourage attendees to bring their own reusable water bottles and travel mugs. We will also provide staff at each receptacle station to assist patrons in choosing the correct receptacle for composting, recycling and trash.

Need help getting to zero waste at your booth? Click [here](#) for zero waste guidelines and helpful tips. If you have any additional questions or need further assistance on how to get to zero waste please email us at sustainabilityfair@waukeshacountygreenteam.com.

Payment Information

Sponsorships and/or exhibitor registrations can be paid online through Eventbrite or by check. All checks must be received by **Friday, August 20**. We will not accept checks the day-of the event. Please make checks payable to Waukesha County Green Team and mail to:

Waukesha County Green Team
c/o T. Arkenberg
2740 Northview Rd, #107
Waukesha, WI 53188

Click the links below for online registration and payment:

[Sponsorship Registration](#)

[Exhibitor Registration](#)

There will be no refunds given for sponsorships or exhibitor registration fees. In the case that the event is moved to virtual due to health safety precautions, 50% refunds will be given. Should you choose not to collect your refund, it will be used for current Waukesha County Green Team programming. Contact us if you would like to specify what your donated refund will support.

Set Up & Tear Down

The exhibitor spaces will be set up outside in a beautiful wooded area, please be sure to dress appropriately for the terrain and weather. Additional day-of details will be provided as the event date approaches.

Timeline:

- 8:00 a.m. Exhibitor check-in and set up begins
- 9:00 a.m. All exhibitors must be set up
- 9:30 a.m. Event opens
- 3:00 p.m. Exhibitor tear down begins
- 3:45 p.m. Tear down and departure must be concluded

Check-in:

Exhibitors can drive to the front of Retzer and check-in at the exhibitor booth
At exhibitor booth exhibitors will be given a booth number
Fair staff will be available to help exhibitors find their designated booth and assist with loading/unloading

Parking:

Exhibitors will be able to load/unload at check-in area and then asked to park in designated parking along the side road near Retzer. Parking attendant will be on-site to help direct. If special parking accommodations are needed, please email us at sustainabilityfair@waukeshacountygreenteam.com.

Social Media

We encourage all partners, sponsors and/or exhibitors to engage with the Sustainability Fair through our social media channels. We have provided all of the necessary links to help promote the event. We kindly ask that you refrain from creating your own Facebook “event” if you are attending the event as a sponsor or exhibitor but instead utilize the links provided. We encourage you to engage with our page regularly by linking, sharing, posting and commenting. These actions will increase the Sustainability Fairs visibility and help us promote and market the Sustainability Fair to a larger audience.

Our social media channels included:

- Facebook: <https://www.facebook.com/sustainabilityfair2021>
[@sustainabilityfair2021](https://www.facebook.com/sustainabilityfair2021)
- Twitter: [@WaukeshaCoGreen](https://twitter.com/WaukeshaCoGreen)
- Instagram: [WaukeshaCountyGreenTeam](https://www.instagram.com/WaukeshaCountyGreenTeam)
- LinkedIn: <https://www.linkedin.com/company/waukesha-county-green-team-inc/>





Deadlines

March 31	Early bird discount ends
May 10	Last day for Underwriter registration and logo
June 1	Last day for Champion Sponsor registrations - all benefits will be attainable
July 28	Last day for sponsor and exhibitor registration – will be in program
August 1	Last day to submit logos for printed material
August 19	Last day for sponsor and exhibitor registrations - will not be in program
August 19	Certificate of Insurance due from exhibitors selling merchandise
August 20	All checks must be received

Waukesha County Green Team

The Waukesha County Green Team (WCGT) is a 501c3 non-profit. Our mission is to help Waukesha County become 100% sustainable. Everything we need for our survival and well-being depends, either directly or indirectly, on our natural environment. To pursue sustainability is to create and maintain the conditions under which humans and nature can exist in productive harmony to support present and future generations.

Waukesha County is one of the largest and fastest-growing counties in the State of Wisconsin, with nearly 400,000 residents spread across 550 square miles in 38 different municipalities. Recent growth has been vigorous. There are numerous sustainable efforts happening throughout the county with residents, municipalities, businesses, schools and other non-profit organizations.

The WCGT works to showcase and build on these independent efforts to create a unified county-wide approach. Collectively we form a critical network of stewards committed to preserving our natural and economic wealth through sustainable actions.

We anticipate over 1,500 sustainable-minded attendees of varying ages. This is a great opportunity for your organization to be publicly associated with the Waukesha County Green Team and sustainability within Waukesha County. Register now to be an event sponsor, exhibitor, or both!