

2024 Earth Day Celebration
Saturday, April 20, 2024
Rutherford County's Historic Downtown Square, Murfreesboro, TN
10:00 a.m. – 2:00 p.m.

Rules and Guidelines for Exhibitors

Applications

- All applications must follow the guidelines for booths/exhibits and meet the approval of the 2024 Earth Day Planning Committee.
- **Deadline for applications is 5:00 p.m. Friday, April 5, 2024.**
- 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 e-mail to amybyers@mte.com or by mail at Middle Tennessee Electric, Attn: Amy Byers, P. O. Box 330008, Murfreesboro, TN 37133.

Booths/Exhibits

- Booth/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. Two chairs will be provided per booth. Tents should be weighted. Stakes are not allowed.
- All booth/exhibits must follow the guidelines listed below. Space is provided on the application to describe the content and purpose of your booth/exhibit, and by signing the application you agree to abide by them.
 - All booth/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, political party or religion.
 - 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 shelter, food, water, safety equipment and sanitary equipment are required.
 - The Earth Day Celebration is a Zero-Waste event. 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 Rutherford County's Solid Waste Department at 615-898-7739 if you have any questions.
 - Any business or organization not following these guidelines will be asked to leave the celebration.

Day of Celebration

- The 2024 Earth Day Celebration will take place on Rutherford County's historic public square in downtown Murfreesboro on Saturday, April 20 from 10:00 a.m. to 2:00 p.m.
- Set-up begins at 8:00 a.m. and all booth/exhibits must be completed by 9:30 a.m.
- Break-down of booth/exhibits can begin at 2:00 p.m.
- Parking is available around the square.
- If it rains, the Celebration will be moved to the Sports*Com located at 2310 Memorial 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.
- We will not be collecting door prizes from participating organizations this year. We are replacing the annual trivia game with an educational scavenger hunt.

THANK YOU FOR YOUR PARTICIPATION!!

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Booth/Exhibitor Application and Contract

Contact Information

Business/Organization's Name: _____

Type (Please Circle One): Non-profit Government Business-\$50 fee (invoice for \$50 will be emailed once application has been received)

Contact Person: _____ Title: _____

Mailing Address: _____ City/State/Zip: _____

Telephone: _____ 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

Businesses will be invoiced the \$50 booth fee once the application had been received.

Submitting

By signing this form, I (the undersigned) agree to indemnify and hold harmless the Rutherford County Earth Day Celebration, its organizing committee and sponsors, Rutherford County, the City of Murfreesboro and, 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 2024 Earth Day Celebration.

By signing this form, I (the undersigned) and all participants in my Booth/Exhibit at the 2024 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: _____

Applications must be received by Friday, April 5, 2024.

Please submit completed and signed forms to Amy Byers at amybyers@mte.com or by mail at Middle Tennessee Electric, Attn: Amy Byers, P. O. Box 330008, Murfreesboro, TN 37133.

Target Rutherford, Target Zero Guide to a Waste-Free Event

This guide will help members of the community 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 website 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 handouts. 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 headcount.
- 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, giveaways, 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 event's environmental objectives.