

# Taking Care of Earth and Self Fair



23 July 2009  
Dealey Plaza  
0800 - 1600



## GREEN Products & Practices

Recycling & Waste Minimization

Energy / Fuel Conservation - Eco-Responsibility

Nutrition & Fitness - Health-Related Services

Safety + Making SAFE Choices



Speakers

Movies



Healthy Food

Music



# Earth & Self Focus Event

23 July 09

## Primary Participants:

HAZMIN Center  
Navy Branch Health Clinic (NBHC)  
Morale, Welfare & Recreation (MWR)  
SUBASE Safety Officers (5)  
**GREEN** product & service providers  
On-Base Environmental service functions

## Secondary Participants:

NAVFAC Energy Conservation  
NAVFAC S/W & Recycling  
Health & nutrition educators  
NEX, Commissary, DolphinExpress  
Local self-improvement professionals  
Military community support organizations

## Theme to be Promoted:

Synergy of **Going GREEN**, physical fitness, healthy nutrition, personal & workplace safety, energy conservation, comprehensive recycling, responsible stewardship of resources and taxpayer dollars; all enhanced by re-assessment of wasteful, unhealthy choices.

## Venue:

Dealey Plaza; entire outside north and east perimeter of B-164  
Stage to be strategically located for large gathering visibility  
Exhibition of +/- 40 topical attractions & on-Base Services; no size limitations

## Advance promotion:

Same as for **GREEN Products FAIR**  
+ Community & institutional notices  
+ Designation as Alternate Work Center  
+ CO Base-wide notice

## Features:

CO address  
Healthy food demonstrations / concessions  
Exhibits showcasing **GREEN Products** & Practices  
Roving **GREEN Leaf** & kindred costumed personalities  
Safety & fitness-related exhibits  
Life-saving equipment demonstrations  
Audio system for speaker(s)  
Interactive discussion locations w/ topical signage  
Informative video in Dealey Auditorium  
Gym open for overflow exhibits, shelter in case of showers, etc.  
3K 'Run for the Planet'  
Celebrity attraction / entertainment (unconfirmed)

## Goals:

Generate increased demand for **GREEN Products**  
Base-generated inquiries re. self-improvement opportunities  
Measurable reduction of on-Base energy use  
Increased sales of low-cal foods on-Base

## Target Attendance:

SUBASE military & civilians, spouses & significant others, contractors; visitors from other Federal, State & local installations, offices and entities.

SUBASE New London

## Taking Care of EARTH & SELF Fair

**INTENT:** SUBASE' initiative to increase on-Base use of **GREEN** products has been expanded to include inter-related health and eco-awareness service professionals, enabling exhibitors to showcase their products and services in a casual outdoor environment .

**GENERAL GUIDELINE:** Participants should consider the following initial proposal.

- A conspicuous outdoor area will be provided with a 2'6" x 6' table and chair. Exhibitors needing other provisions must request at least 15 days in advance.
- Limited 120V power can be provided, as requested in advance by the exhibitor.
- Signage may be placed at the exhibit table + nearby open space locations.
- Exhibitors must consider weather conditions, with appropriate precautions re. intense sunlight, seasonal breezes and the *remote* possibility of showers.
- Open space must be maintained for foot traffic to adjoining concessions.
- Exhibitors must be set-up at least 30 min. before 08:30 opening time.
- There will be no "buyers" among exhibit visitors, but business cards and brochures may be distributed among those expressing interest.
- No product / service pricing may be distributed; follow-up contact OK for details.
- Products may be exhibited; not opened except by prior SUBASE OK.
- Performance comparisons, if permitted, cannot generate any hazardous waste.
- Any product residue must be bagged and removed from the Base by the exhibitor.
- Refuse receptacles and paper recycle bins will be provided in the exhibition area.
- All signage and left-over literature must be removed by the exhibitor.
- Exhibitors must confirm participation at least 3 weeks in advance; sufficient time to arrange for any unexpected provisions and SUBASE security clearance.
- Date is 23 July 09; rain or shine.

**BASIC RULES:**

- As competitive products will be promoted in the same space, exhibitors will show mutual recognition for competitors' offerings.
- Exhibitors will remain in the **Green Fair** space and service environs, until 16:00 closing time, or unless specifically escorted by an authorized official.
- Products exhibited as "**Green**" will have authentication by a recognized authority.
- "Environmentally Friendly" products are likewise encouraged at SUBASE, but should not be promoted as "**Green**" without certification.

**Going GREEN:**

- Exhibitors may emphasize inter-relationships among **GREEN** products, eco-awareness, good nutrition, preventive medicine and healthy lifestyle.
- Exhibitors are requested to provide updates re. developing **GREEN** products.
- Affiliated **GREEN** product suppliers are invited to send advance promotions by e-mail.
- Exhibitors are requested to demonstrate cost savings by use of their products.
- Exhibitors are encouraged to procure National Stock Numbers (NSN's) before actively marketing **GREEN** products to SUBASE New London.
- Current users of **GREEN** products exhibited should be made known as references.