

The Eco Experience

Presented by the Minnesota State Fair and
the Minnesota Pollution Control Agency



Minnesota Pollution
Control Agency

What is the Eco Experience?

The 2007 Eco Experience, presented by the Minnesota State Fair and Minnesota Pollution Control Agency, will be a showcase of environmentally friendly, sustainable services and products in an atmosphere that is innovative, interactive and educational and represents a unique opportunity to inspire Minnesotans to take direct actions that will help them live more sustainable lives, improve the environment and enhance our quality of life.

The Eco Experience is an indoor green space with lush rain gardens, an eco home, a live stage, and cutting-edge displays on renewable energy, new fuels and vehicles, and organic farming. Perfect for do-it-yourselfers, techies, gardeners and nature-lovers, the space features a children's area with fun for kids of all ages. The Eco Experience is presented by the Minnesota State Fair and the Minnesota Pollution Control Agency, helping Minnesotans protect the environment since 1967.

Why are the MPCA and the State Fair involved in the Eco Experience?

Exhibitors within the Eco Experience will share and demonstrate their expertise with estimated tens of thousands of Minnesota State Fair visitors per day. This helps the MPCA in its mission to work with Minnesotans to protect, conserve and improve our environment and enhance our quality of life. The Eco Experience also moves the MPCA toward achieving three of its important strategic goals:

- Encouraging Minnesotans to buy more green products and services
- Providing support for Minnesota businesses that produce and provide green products and/or services by eliminating the use of environmentally harmful substances
- Helping Minnesotans attain and act on environmental knowledge to support healthy ecosystems

As an Eco Experience partner, the Minnesota State Fair is proud to support the creation of an interactive experience that raises awareness of the critical need for green technologies, sustainability and renewable energies in our environment. The exhibit is in line with the fair's mission to educate and involve our guests by presenting an unparalleled forum for knowledge and ideas.

2007 Program Partner Opportunities

The Eco Experience invites organizations that support our effort to educate and inspire the nearly 1.7 million visitors who attend the state fair each year to live a more environmentally friendly lifestyle to join us in helping produce this unique event. Program partnership is a mutually beneficial relationship and provides "green" businesses, organizations, products and services with enhanced visibility among those who attend the Eco Experience, as well as to a much larger audience before and after the event. At the same time, program partners provide the in-kind exhibit support necessary for us to reach a broad audience and offer a quality experience.

Who can be a program partner?

Program partners can include companies and organizations willing to share and demonstrate expertise in areas such as renewable energy and energy efficiency, air and water conservation and protection, waste reduction, recycling and reuse, pollution reduction, transportation, low impact, organic and environmentally favorable agriculture and whose products, operations and activities have significantly reduced environmental impacts and move in the direction of long-term sustainability.

Examples include biofuels, wind, geothermal and solar energy, fuel cells, hybrid and alternative fuel vehicles, composting, green power, conservation landscaping, green building products and construction methods, as well as other sustainable, energy positive and environmentally amiable products and services. Companies with a specific product line or service with significantly reduced environmental impacts are also eligible, as long as the partnership features the

specific product or service. Government or nonprofit organizations whose objectives are consistent with the Eco Experience are also invited to be program partners.

Program partners must demonstrate a commitment to the Eco Experience's purpose, provide innovative, experiential, educational opportunities that compliment the Eco Experience, promote healthier, more ecologically sound lifestyles and educate fair guests about the environmental effects of consumer actions and choices. The Eco Experience coordinating committee invites and accepts program partners based upon its interpretation of the criteria stated herein.

Program partnership benefits

Eco Experience program partners benefit in many ways, including the acknowledgement of their commitment to a better environment, and exposure at a widely publicized, heavily attended statewide event. Contributions can include staff time (including overhead) for pre-event planning such as event logistics and topic expertise, donation of equipment or supplies to the Eco Experience, promotional assistance time and other mutually agreed upon in-kind or material contributions. Program partners will also receive the following specific benefits:

Contributions valued over \$10,000

- Listing with logo (in alphabetical order) as a program partner in the Eco Experience program, listed on the program partner recognition event sign inside and outside the building, and listed on ecoexperience.org with description and link. Those organizations supporting specific topical areas will be listed on the topical information hub sign. Organizations may provide own sign near exhibit stating contribution/identification, however, sign must be approved by the MPCA and the Minnesota State Fair and must conform to the educational mission and style of the Eco Experience.
- Opportunity to run video on the Sustainability Stage between presentations/performances. Videos must be pre-approved with a focus on educational topics within the Eco Experience.

Contributions valued between \$1,000 – \$9,999

- Listing (in alphabetical order) as a program partner in the Eco Experience program, listed on the program partner recognition sign inside and outside the building, and listed on ecoexperience.org with description and link. Those organizations supporting specific topical areas will be listed on the topical information hub sign. Organizations may provide own sign near exhibit stating contribution/identification, however, sign must be approved by the MPCA and the Minnesota State Fair and must conform to the educational mission and style of the Eco Experience.

Contributions valued under \$1,000 and supporters of performances on the Sustainability Stage

- Signage may be posted as close as possible to the contributed item, no larger than 4" x 11" and organization will be listed on ecoexperience.org with link.
- Performer may provide poster-sized sign to acknowledge support, to be displayed during performance.
- Performer supporters may be listed next to the supported performance on posted schedule at the building and on-line schedule.

General guidelines

With prior approval by the Minnesota State Fair and Minnesota Pollution Control Agency, program partners may promote their involvement in the Eco Experience to their constituencies, members and/or customers through newsletters, mailings, e-mail communications, events, flyer distribution and other pre-approved mediums. The Minnesota Pollution Control Agency and the Minnesota State Fair mutually reserve the right to make all decisions regarding program partnership for the Eco Experience.

Program Partner Proposal

Organizations interested in being a 2007 Eco Experience program partner are invited to complete the accompanying proposal form and send it to Jennifer Anthony at the address below. The deadline for ensuring on-site and program partner benefits is June 22, 2007. After June 22, 2007, all of the program partner benefits described above (e.g. listing in publications, etc.) can not be guaranteed, but every effort will be made to include program partners in publications and provide other stated benefits based on when a program partner proposal form is received and accepted. For more information on program partnership, contact: Jennifer Anthony, Minnesota Pollution Control Agency, 520 Lafayette Rd., St. Paul, MN 55155, Jennifer.Anthony@state.mn.us, 651-297-8472. For Solar Area questions, contact Doug Shoemaker, Minnesota Renewable Energy Society, mnrenewables@gmail.com, at 612-308-4757.