



down:2:earth

Boston's sustainable living festival

Down:2:Earth is Boston's destination for those people seeking smart, environmentally friendly and socially responsible consumer choices. Fair trade, local and organic are all a part of D2E, and our audience patronizes companies that are committed to progressive business practices. D2E is a marketplace for eco-friendly products, a public stage for community organizations, and a festival celebrating creative solutions.

Why Exhibit

With consumers demanding products that leave a lighter footprint on the environment, D2E is an ideal opportunity for businesses to meet these potential customers face-to-face. At D2E, you can accomplish a variety of marketing goals at once:

- Sample and sell your products
- Develop an email list
- Conduct market research
- Communicate your brand's fit with sustainability
- Acquire new customers
- Connect with like-minded and loyal customers



Who You Can Reach

Anyone who is interested in where their food comes from, how much energy they use, or where their garbage goes is interested in D2E, and this population is only growing in the face of climate change and economic realities. Key demographic segments that attend the show include:

- conscious urban-dwellers
- homeowners
- young families
- college students
- foodies



Four of five consumers continue to buy products that claim to be easy on Mother Earth. In a phone survey of 1,000 consumers, half said they purchased just as many green products as they did before the economy went into decline, while 19 percent say they are buying even more.

— The Washington Times, Feb 2009



When and Where

Friday, April 9	5:00 pm – 9:00 pm	Hynes Convention Center
Saturday, April 10	11:00 am – 7:00 pm	900 Boylston St.
Sunday, April 11	11:00 am – 5:00 pm	Boston, MA 02115



How D2E Is Promoted

D2E is promoted through a media campaign that includes partnerships with The Boston Metro, WBUR-FM, Edible Boston and Yelp.com. In addition, we utilize online media and social networking to build our audience. Sixty percent of our attendees heard about D2E through the internet last year.

D2E will also be hosting satellite promotional events throughout the year with some of our partners; join us on Facebook or check out our blog to ensure that you are kept current with our ongoing activities. (Facebook Group: Down:2:Earth Boston / Blog: www.d2eboston.com/blog)

Activities

D2E educates, entertains and empowers our audience to make better choices. Speakers, panel discussions, cooking demos and fashion shows draw capacity audiences, and attendees are able to transfer what they learn into real-life interactions with exhibitors.

Previous D2E Show Highlights:

- Keynote speakers: Bill McKibben and Frances Moore Lappé
- Local Bites – a preview party of D2E exhibitors with a sampling of local, green restaurants
- Pitch the City Contest – produced with support of Mayor Menino and the City of Boston
- The Future of Cars
- Foraging for Native Plants
- Green Building for Your Home
- Eco-Fashion Shows
- D2E Video Project Showcase
- Planting a Home Veggie Garden



“We have participated in many green shows and found D2E among the best. The space was stylish, they drew a steady crowd, and the programmed content and fellow exhibitors were fantastic.”

– Preserve by Recycline, 2008 and 2009 exhibitor

Exhibiting Options & Rates

- **Standard Booth** \$1,300
10' x 10' (open in front)
- **Table Location** \$650
6' table
(full space: 6' x 7')

Categories Represented

- Transportation
- Renewable Energy
- Home & Garden
- Fashion & Beauty
- Food & Beverage
- Finance & Investing
- Travel & Leisure
- Kids & Family

Criteria for discounted rates

In our effort to support small businesses and non-profits we are offering the above discounted rates. National brands and larger businesses do not qualify for these special rates. In order to qualify, you must fit two of the following four criteria.

- Organization is located in New England. (No national brand recognition.)
- If retail, you have three or fewer locations. If you have four or more stores, you do not qualify.
- Annual Revenue is less than \$2 Million.
- Registered 501(c)(3) Non-Profit

