

Green Living Festival

Sustainable solutions for you!

Virtually Hosted by EarthWays Center of the Missouri Botanical Garden
June 2, 3, and 4, 2021

Go to www.mobot.org/glfregistration for general information about the event.

EXHIBITOR AND SPONSORSHIP MANAGEMENT

EARTHWAYS CENTER IS THRILLED TO PARTNER WITH NIX CONFERENCE AND MEETING MANAGEMENT – to provide an enhanced virtual exhibitor booth experience in 2021 including:

- **A unique virtual platform** - for visitors to easily visit all event exhibitors
- **Gamification to encourage attendees to visit EACH booth** - in order to be eligible to register to win exciting prizes donated by our exhibitors
- **Live chat with interested individuals in real time** – on Friday, June 4 from 10:30 a.m. to noon guests can virtually visit with a representative from each exhibitor booth to ask their individual questions via video or chat. We feel this will lift the experience for both attendees and our exhibitors!
- **Better ability to track booth visits** – and share how many guests visited a booth
- **Sign-ups** – guests will have the option to click to follow your organization on social media

EXHIBITOR AND SPONSORSHIP RESOURCES

The following support will be available for all exhibitors.

- A booth specific tutorial for exhibitor uploads for all June 2, 3, and 4 virtual booths
- Real-time video and text chat tools for the live exhibition hall on June 4 from 10:30 a.m. to noon (not mandatory but strongly encouraged)
- Assistance with the upload of the virtual booth video, collateral, and branding. Each booth will include – one Video, two “Resources” collateral pieces, website link, sponsorship level branding (if applicable), company description, company logo, and text chat / video chat (for live event on June 4).

AFTER REGISTRATION IS COMPLETE:

We will connect you with a member of the Nix team who will guide you through content choices and sharing them for your booth. They are excited to assist!

Thank you again for your participation in the 2021 Virtual Green Living Festival! Feel free to contact me with any questions or to pass along any important updates.

Sincerely,

Joyce Gorrell, Sustainability Projects Manager & Green Living Festival Coordinator
Phone: (314) 577-0220 or Email: joyce.gorrell@mobot.org

The screenshot shows a virtual booth interface for the U.S. Green Building Council (USGBC) Missouri Gateway Chapter. At the top, the USGBC logo is displayed. Below it, there is a 'Welcome Video' section with a video player showing a presentation titled 'Green Living Festival 2020 Exhibitor'. To the right of the video, the booth's name and description are provided. The description states: 'St. Louis is a place of confluence: of rivers and streetscapes, expanding suburbs and historic neighborhoods, a panoramic downtown filled with parks and gardens. Yet ours is also a region of contrasts and change – where tradition meets innovation and where homes, schools and businesses are redefining a new shade of green. Since it was founded in 2001 the Missouri Gateway Chapter of the U.S. Green Building Council, membership has grown to more than 600 individuals representing a wide array of companies and organizations, all sharing a common vision to create a more sustainable Metro area.' Below the description, there is a 'Join Our LIVE Video Chat on June 4th' button with a 'Click Here to Join' link. A 'Gamification Password' field is also present with the password 'Green'. At the bottom, there is a 'Resources' section featuring a card for 'Heapy Engineering' and another card titled 'A Citizen's Guide to LEED for Neighborhood Development: How to Tell if Development is Smart and Green'.