



**GREEN  
FOR GOOD**

Powered by Girl Scouts



# GREEN FOR GOOD IS NO ORDINARY EXPO!

It's a life-changing, family-friendly experience to spark innovation, creativity, advocacy, and action to make the world a better place.

Hosted by the Girl Scouts of Greater Chicago and Northwest Indiana (GSGCNWI), Green for Good will feature a wide variety of learning experiences for all youth and their families.

## WHY GREEN FOR GOOD?

It's in Girl Scouts' DNA. Our founder, Juliette Gordon Low, was a famous lover of nature. Today, Girl Scouts honors her legacy by promoting respect and love of the great outdoors far and wide.

Through Girl Scouting, girls learn to value the Earth as their home and are inspired to develop a lasting commitment to the environment through care, conservation, and responsibility.



# GIRL SCOUTS IS NO ORDINARY BRAND!

As one of the top 10 most recognized brands in the world,\* there is no better group to partner with than Girl Scouts. Join us to elevate your brand with our very influential audiences, including:

- Girls (ages 5-18) and their families
- Council staff, CEOs and business leaders
- Alums, troop leaders, and volunteers
- Thought leaders, presenters, and influencers



## GSGCNWI HAS THE REACH.



With more than 55 million alums, and over 2.5 million active members, NO ONE comes close to the worldwide reach the Girl Scouts has!



Girl Scouts of Greater Chicago and Northwest Indiana spans

Two states  
10 counties  
245 communities



Nearly 51,000 Girl Members



Nearly 20,000 Adult Volunteers

### SOCIAL MEDIA

Across all channels of social in the in most recent year we have had:



4.5m impressions  
179.7k engagements  
37.7k link clicks



Follower-base has increased 15% YOY and continues to grow

As of Oct. 2019:

Facebook: 12K+

Twitter: 3K+

Instagram: 1.8K+

LinkedIn: 1.7K+

Email subscribers: 98K+

Annual website visitors: 252,000 on average

## WE WILL IMPLEMENT A CROSS-CHANNEL MARKETING PLAN THAT WILL INCLUDE:

- Organic and paid social
- Written and video content
- Email
- Digital advertising
- Radio
- Print

\*GfK World Value Index, 2018

# EXHIBITING FEATURES AND RATES

Girl Scouts and Chicago... what a winning combination! Reap the benefits of this amazing event and put you, your organization and/or your company in front of diverse audiences and attendees.

Green for Good attendees are there to learn and be inspired through hands-on activities, innovations, and inventions to engage young people, their families and the public-at-large as stewards and advocates for our environment.

The expansive exhibit hall will feature a stage and three main areas of focus:

## MY HOME | MY COMMUNITY | MY WORLD

Size	Early (by 02/29/20)		On Time (by 03/31/20)	
	10x10 Booth	10x20 Booth	10x10 Booth	10x20 Booth
Non-Profit	\$600	\$900	\$700	\$1,000
For-Profit	\$1,700	\$2,000	\$1,800	\$2,100

Individuals – Contact Candice Schaefer at [cschaefer@girlscoutsgcnwi.org](mailto:cschaefer@girlscoutsgcnwi.org)

Additional space is available. Inquire with Candice Schaefer at [cschaefer@girlscoutsgcnwi.org](mailto:cschaefer@girlscoutsgcnwi.org)

### Booth Rental Includes

- Personalized identification sign, 7" x 44"
- Black 8' Back Drape and 3' Side Drape
- One six-foot skirted table
- Two chairs
- One wastebasket
- Three (3) vendor passes per 10' x 10' of booth. Each additional registration is \$25.

*This special opportunity is expected to sell out, so secure your booth early.*

### What Exhibitors Receive

- Your name listed on our website
- Your name listed on event program app
- Reach our existing audiences and new ones
- Interact with an estimated 10,000 attendees
- Get your message out
- Build your audience



### What Exhibitors Should Provide for Attendees

Your exhibit space should be interactive, offering a demonstration or hands-on family activity.

# DETAILS & LOGISTICS

## HOW TO RESERVE YOUR BOOTH

1. Complete the exhibitor interest form at [greenfrogood2020.org](http://greenfrogood2020.org) and pay your booth registration fee. Once completed, Green for Good/Girl Scouts GCNWI staff will contact you to confirm that your planned booth activity is approved or to work with you to ensure it aligns with the goals of the event.
2. Expo staff will connect you to the event management company so you can add any additional décor or services to your booth.

## DECORATOR AND ADDITIONAL SERVICES

You can order any booth fixtures and furniture you may need through our decorator. Creative furniture and lighting, LED interactive screen, TVs of any size... your options are limitless!

## EXHIBITOR OPTIONS

### SPONSORSHIPS ARE AVAILABLE

Secure more visibility for your organization.  
Contact Jill Hudson at [jhudson@girlscoutsgcnwi.org](mailto:jhudson@girlscoutsgcnwi.org)

### PRODUCT SALES

Exhibitors have the option to offer products for sale on consignment in the onsite shop!

How it works:

- Girl Scouts GCNWI will purchase products for sale at wholesale prices. Products offered for sale are at the discretion of Girl Scouts GCNWI.
- Products must be pre-shipped to arrive by April 1, 2020.
- Product would be available to attendees in the Girl Scouts GCNWI/Green for Good retail shop during the event.
- Pricing will be mutually agreed upon.
- Unsold product will be returned to exhibitor at exhibitor's expense.
- Exhibitor must provide adequate inventory and if merchandise sells out, customer can purchase through exhibitor's site.
- If exhibitors are providing giveaways, it shouldn't compete with what we are selling in the on-site shop. i.e. if we are selling water bottles, an exhibitor shouldn't be giving away water bottles.

## SCHEDULE

### EVENT AND EXPO HALL OPEN

Saturday, May 9, 2020  
10:00 a.m.-4:00 p.m.

### EXHIBITOR LOAD-IN AND SET-UP

Friday, May 8  
4 p.m.-8 p.m.  
Saturday, May 9  
8 a.m.-10 a.m.

### EXHIBITOR LOAD-OUT

Saturday, May 9  
4:00 p.m.-8 p.m.

