



FACTSHEET

What: Hosted by Sweetwater Brewing Co, Atlanta INtown, GreenPlate, Inc, and HalfOffGreen.com, **Eat Green, Drink Local** is an afternoon/evening event consisting of two components: a food service industry focused educational event and tasting and a party for the restaurateurs and the general public.

Purpose: The event will introduce restaurants interested in being sustainable to ideas on how to green, sustainable resources and products, and other local/organic food providers

We will be presenting GreenPlate, Inc. a Georgia based non profit, who provides assistance to restaurants wanting to go green in a cost neutral way; www.HalfOffGreen.com which sells ½ off gift cards and promotes local businesses and restaurants committed to sustainability; Atlanta INtown's Farm to Table November Issue and Sweetwater's latest brews. There will be door prizes for the attendees and "speed booting" to introduce the sustainable service and product providers and the food service members.

The party, starting at 6:00-9:00 is open to the general public. Tickets are \$15 in advance and \$20 at the door. There will be music by Smokey's Farmland Band followed by Jeff Hix and the Heretics, appetizers by local chefs, Bionade sodas, fun give-aways and beer by Sweetwater. Funds raised will support GreenPlate, Inc.

Where: Sweetwater Brewery Company
195 Ottley Drive
Atlanta GA 30324

When: Monday, November 2nd from 4-9pm.
Restaurants, Caterers and other food service providers ONLY 4-6 pm
Party 6-9 pm

Estimated Attendance: 100+ food service reps from 4-6: 350+ for open public portion.

Exhibitor Information: Booths from 4:00 to 6:00 pm are \$50.00
Booths from 4:00 to 9:00 are \$75.00

What is Speed Booting?

Speed Booting is like speed dating but you add in a cowbell and a guaranteed match. Don't get stuck somewhere without the connection – we'll ring that bell and you can mooove right on!



SCHEDULE

Eat Green, Drink Local is an event targeted to Atlanta's restaurant industry and a party for the public!

Introducing:

- GreenPlate's program to help restaurants go green and reduce their environmental impact
- Sweetwater's newest beers
- HalfOffGreen.com - a website promoting restaurants and businesses who have committed to sustainability
- Atlanta INtown's Farm to Table Issue
- Restaurateurs to sustainable service and product provider exhibitors

Two distinctive audiences:

Restaurant industry event

4:00 - 6:00 pm

- 4:00 Check in
- 4:15 Introductions
- 4:30 Program information
- 4:45 Speed Boothing – farmers, products and restaurateurs
- 5:30 Sweetwater Tasting/Networking and music of Smokey's Farmland Band

A Party for the Public

6:00 - 9:00 pm

- Music from the Farmland Band
- Music by Jeff Hix and the Heretics
- Celebrate our city's great green Chef's - autographed menus...etc.
- Prizes



Media

Media Partner:	Atlanta INtown October, November, December Issues 40,000 issues each month, throughout Atlanta	120,000
Email/Web	GreenPlate newsletter database www.HalfOffGreen viewing by Atlanta INtown website www.GeorgiaGreenDiningGuide.com www.SoutheastGreen.com Bang! Arts and Media Productions Atlanta DayBook listing (2x)	4,000 1,000 5,000 22,000 7500
Social Media	Facebook postings Atlanta INtown twitter postings Half Off Green twitter posts	1500+ friends 3,500 1500+
Other Print:	Promotional posters	

Eat Green, Drink Local

To secure your Eat Green, Drink Local exhibiting space, please fill out the form below and email to polly@greenplate.org or fax to 404-658-9203.

For questions, please call Polly Sattler at 404-550-4481 or GreenPlate at 404-862-2228.

Company Name _____

Contact Person _____

Email _____

Phone Number _____

Address _____

City, State, Zip _____

4:00 – 6:00 pm Exhibitor Fee \$50 _____

OR

4:00 – 9:00 pm Exhibitor Fee \$75 _____

You will need to be able to provide a 6 ft table or order one from Sweetwater for \$15.00
To arrange a table, please contact kerin@sweetlifeevents.com or 404.434.3399.

- We are mailing a check to the GreenPlate Inc., P O Box 5928, Atlanta, GA 31107.
- Please invoice me.
- Please charge my credit card.

Circle one: AmEx Visa MasterCard

Name on Credit Card _____

Credit Card Number _____ Exp Date _____

Signature _____

