

# Earthx2023

## Media Kit

Congress of Conferences: April 19-23, 2023

Expo: April 21- 23, 2023

Fair Park- Dallas, TX

### Event Overview:

Earthx2023 is the world's largest green gathering held annually around Earth Day in Dallas, Texas. Our Congress of Conferences highlights a wide range of environmental & sustainability-related topics.

It has grown to become the largest event of its kind in the world, bringing together environmental organizations, businesses, academic institutions, government agencies, speakers, interactive programming, and subject matter experts.

The Expo also features live music, art and food to help create a fun and engaging atmosphere for thought and experiential learning.

### Full Event Description:

EarthX was founded by businessman and philanthropist Trammell S. Crow in 2010 as an Earth Day celebration in Dallas, TX. Since then, it has grown into one of the world's largest environmental expos and congress of conferences. EarthX is a 501 (c)(3) nonprofit and global environmental organization dedicated to amplifying environmental awareness and accelerating action through all-inclusive community engagement and education as well as conscious business, academic, NGO, and nonpartisan collaboration.

EarthX's mission is to inspire and energize the global community in ways to help create a sustainable world for all living things and to ensure a cleaner, healthier, and more equitable world for future generations. EarthX's vision is to be the world's leading global connector and environmental forum, encouraging open and inclusive dialogue and partnerships across a broad range of disciplines and perspectives that drive positive impact and move the planet towards a sustainable future.

The EarthX International Expo and Congress and Conferences is a major annual public event held around Earth Day in April to celebrate environmental progress, hope, and innovation. It has grown to become one of the largest events in the world of its kind, bringing together environmental organizations, businesses, academic institutions, government agencies, speakers, interactive programming, and subject matter experts in a festival atmosphere. EarthX creates a fun, engaging, and inclusive environment for thought and experiential learning.

### Run of Show:

INSERT LINK - <https://earthx.org/schedules/>

### Approved Assets:

[Brand logo](#)

[Digital & email banners](#)

[Social Graphics](#)

[Promo Trailer](#)

## **Social Content:**

### **Sponsors:**

#### ***Post Copy #1:***

We're proud to be sponsors of Earthx2023, the world's largest green gathering, to better educate and inspire our communities to take action towards a more sustainable future. We strongly believe that when working together, we can make the change to make the earth cleaner and brighter for the generations to come. Thank you to [INSERT ASSOCIATED NON PROFIT HANDLES] for making this event happen. We encourage all who are able to join us at this special event! Find your tickets at LINK

#### ***Post Copy#2:***

Earthx2023 is just around the corner and we could not be more excited as sponsors for the event! We're proud to help provide opportunities for environmental organizations, businesses, speakers, and more to inform and inspire our communities to love the world we live in. We hope you join us at the world's largest green gathering in Dallas this year! Get your tickets at LINK

#### ***Post Copy #3 - During the event:***

We're at Earthx2023! Find us at [INSERT BOOTH # OR LOCATION] to learn more about how we're working to make the earth a better place. INSERT ANY ADDITIONAL RELEVANT INFORMATION

### **Partners/Influencers/Guests of EarthX:**

#### ***Post Copy #1:***

I'm excited to be attending Earthx2023, the world's largest green gathering, to better educate and inspire communities to take action towards a more sustainable future. It's important to love the world we live in, and when we make the effort to educate ourselves, we can make the change to make the earth cleaner and brighter for the generations to come. I'd love for you to join me in this endeavor! You can find more info and purchase your tickets at LINK

#### ***Post Copy#2:***

Earthx2023 is just around the corner and I'm excited to be attending this year's expo! I'm looking forward to hearing and discussing ways to better love the world we live in with the environmental organizations, businesses, and speakers that are scheduled to present. I hope you join us! Get your tickets at LINK

#### ***Post Copy #3:***

I'm here at Earthx2023! Find me at [INSERT BOOTH # OR LOCATION] to learn more about how we're working to make the earth a better place. INSERT ANY ADDITIONAL RELEVANT INFORMATION

### **Exhibitors:**

#### ***Post Copy #1:***

We're coming to EarthX! We're proud to be exhibiting at Earthx2023, the world's largest green gathering, and share our [message/product] with those who, like us, want to make the earth cleaner and brighter for the generations to come. Stay tuned for more details! We encourage all who are able to join us at this special event! Find your tickets at LINK

#### ***Post Copy#2:***

Earthx2023 is just around the corner and we can't wait to see you all there! We're looking forward to showing you all what [INSERT BRAND NAME] has to offer, and how we're working to make the Earth a better place. Want to join us at the world's largest green gathering? Get your tickets at LINK

#### ***Post Copy #3 - During the event:***

We're at Earthx2023! Find us at [INSERT BOOTH # OR LOCATION] to learn more about how...[INSERT ANY ADDITIONAL RELEVANT INFORMATION]

## Social Content:

### Speakers:

#### *Post Copy #1:*

I'm excited to be speaking at Earthx2023, the world's largest green gathering, about [INSERT TOPIC]. [INSERT 1-2 SENTENCES ABOUT TOPIC]. I'd love for you to join me! You can find more info and purchase your tickets at LINK

#### *Post Copy#2:*

Earthx2023 is just around the corner and I'm looking forward to speaking about [INSERT TOPIC & RELEVANT DETAILS] on [INSERT DATE, TIME & LOCATION] Will I see you there?Get your tickets at LINK

#### *Post Copy #3:*

I'm here at Earthx2023 and will be taking the stage shortly! Find me at [INSERT BOOTH # OR LOCATION] to learn more about [INSERT TOPIC DETAILS AND ANY ADDITIONAL RELEVANT INFORMATION]

### Event Posting:

It is requested that all sponsors, exhibitors, speakers, and other event partners and guests post at least two times during the event, twice on Instagram stories, and once more on the account's main feed. Details should include any information about the contributor's booth, activity in any scheduled events, etc.

Presenting sponsor accounts to tag in **EVERY POST**:  
**@earthxorg**

Additional partners to mention (not tag) if relevant:

#### *Hashtags:*

#Earthx2023  
#lovetheworldwelvein

Trackable URL for tickets:

[2023 FREE EXPO | EarthX 2023 \(eventive.org\)](https://eventive.org/2023-free-expo-earthx-2023)

### Additional Information for Sponsors:

By sponsoring Earthx2023, you give EarthX all permissions and rights to reuse all content shared in promoting the event as well as any activity performed while at the event. This includes all written content and any video or photography taken and shared at the expo. The platforms that this content can be shared to include:

Future marketing materials such as media kits, brochure, and email marketing.  
Social media platforms including Facebook, Instagram, Twitter, LinkedIn, and YouTube

### Meeting with Marketing Personnel:

The EarthX team would love to meet with your team's marketing and/or social media team to further collaborate on ways to cross promote our partnership. Upon receiving this kit, please send an email to [marketing@earthx.org](mailto:marketing@earthx.org) with the subject line:

"EarthX and SPONSOR NAME Marketing Plan". Our team will reply with further information.

## **EarthX Contacts:**

Kelly Hunter, PR- Sunwest Communications (Represents PR for EarthX)  
[khunter@sunwestpr.com](mailto:khunter@sunwestpr.com)

Brent Hauver, Head of Marketing, EarthX  
[brent@global.saraya.com](mailto:brent@global.saraya.com)

Kyle Shurtz, Avalaunch Marketing  
[kyle@avalaunchmedia.com](mailto:kyle@avalaunchmedia.com)

Kelsie Key, Creative Director, EarthX  
[kelsie.key@earthx.org](mailto:kelsie.key@earthx.org)

Alyxes Martinez, Director of Operations, EarthX  
[alyxes.martinez@earthx.org](mailto:alyxes.martinez@earthx.org)

Keith Bass, Executive Vice President, Business Development, EarthX  
[keith.bass@earthx.org](mailto:keith.bass@earthx.org)

## **Organization websites with more info:**

<https://earthx.org/expo/>

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