

EPIC PRESENTS

A silhouette of a person with curly hair, facing left, positioned on the right side of the red banner.

THE SUSTAINABLE LIVING EXPO™

MARCH 16,17,18, 2007 | VANCOUVER, BRITISH COLUMBIA

VANCOUVER CONVENTION & EXHIBITION CENTRE AT CANADA PLACE



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What is EPIC 2007?

- March 16, 17, 18 at Vancouver
- This inspirational exhibition is for people who want to make smarter decisions but don't want to sacrifice on design, quality or price. It's an event for consumers to find new products and companies they can believe in.
- Where style meets sustainability and vision meets practice - a celebration of producers and consumers coming together to support a better world.

Today's ethical consumers know
they have the power to create change.

Who is attending?

- 20,000+ people!!
 - Big players in eco-business, media, technology, government and fashion designers
 - 18 – 49 years of age (median of 25 – 40)
 - 67% will be female
 - 82% will have an individual income over \$60,000
 - 73% to hold some level of post-secondary education
- Provided by EPIC organizers
- Plus the always formidable Dr. David Suzuki is coming

Who is attending?

MEDIA PARTNERS:

THE VANCOUVER SUN

treehugger

 WORLDCHANGING

inhabitat


A TWENTYONE ONLINE

ssf*

PLENTY

modern
urban
guides.com

SHARED**vision**

green@work

EXHIBITORS:

vancouver
aquarium™ 


terasen
Gas

Vancity

 MOUNTAIN
EQUIPMENT
CO-OP


Bring Your Own Bag
reusable shopping bags

M-13

jorg&olif

JOHN FLUEVOG


TWICE SHY



FRESH HANDMADE COSMETICS

Green
Table

 **RED
FLAG
DESIGN**

SPONSORS:

EasyPark
Vancouver


open your mind.


Greater Vancouver
Transportation Authority


RHINO PRINT SOLUTIONS
A PASSION FOR QUALITY

EARTH WATER



**SALT SPRING
COFFEE**

and more...

Where does SAGA fit in?

- Initially SAGA wanted to be an Exhibitor (pay ~\$2000)
- But then Alex called EPIC and got a sweet compromise!!
- **What SAGA Gets:**
Free table to sell/promote t-shirts; free food; free parking; and possibly free access to some conference shows!!
- **What EPIC Wants:**
Volunteers for the 3-day event
Roles likely to be handing out free bottles of Earth Water, staging shows, customer relations, greeting attendees, etc...
- **What is not included:** Travel and Accommodation
(SAGA volunteers will each likely end up paying ~\$100)

SAGA's goals for EPIC

Goal #1: Sell over \$6000 in t-shirts

Goal #2: Get 10 CEO's interested in SAGA

Goal #3: Get 10 Media sources interested in SAGA

Goal #4: Get someone to say "I want to start a SAGA chapter at UBC/SFU/UofVic"

Goal #5: Watch the sunrise and sunset by the ocean

- The audience (smart females with disposable income) is perfect for SAGA. If we look cool, act professionally, be smart, & behave beyond our age we can be extremely successful.
- Females are more likely to shop and support non-profits.

SAGA's Plans

- Take 10 SAGA volunteers
- Travel: Airplane (Westjet is \$199 for return flights)
- Accommodation: hotel or billeting (still unsure)
- Apply for SU grants (total \$1500)
- Make a giant banner beforehand
- Make business cards beforehand
- Show photo gallery/powerpoint slideshow on laptops
- Sell t-shirts and promote online store
- Ask successful business/media/design people to give advice and/or help SAGA's future

Timeline

- Jan 15: SU Grants Deadline
- Jan 15: Volunteer Names Deadline
- Jan 19: Volunteers Names Chosen
- Jan 22: Book airplane tickets and hotel rooms
- Feb 26: Workshop - What should I say about SAGA?
- Mar 5: Workshop - Who are these eco-companies?
What are the current sustainability issues?
- Mar 7: Banner and Slideshow are complete

Mar 16-18 EPIC Conference Hours

Fri: 4 - 10pm Sat: 11 - 10pm Sun: 11 - 5pm

Appendix

A sampling of some of the people/companies attending
EPIC 2007: The Sustainable Living Expo

David Suzuki – Geneticist, CBC Personality, voted 5th Greatest Canadian

Mountain Equipment Co-op - A Canadian outdoor clothing and equipment company founded in 1971. You have already been in their stores and have bought something



Smart – A car company under the Daimler/Mercedes Benz family that sells compact, fuel efficient cars.



Vancity - The largest Credit Union in Canada. It has over 2000 employees and also a mutual fund called "Shared World" that is funds micro-credit in developing countries



Vancity

TreeHugger.com – An New-York based Web magazine that focuses on aesthetic environmental consumerism. It was founded in 2004 and has huge reach into the "eco-world".

The logo for TreeHugger.com, featuring the word "treehugger" in a lowercase, sans-serif font.

The Vancouver Sun - BC's second most-read newspaper. Owned by the CanWest Global Conglomerate (not part of Edmonton Sun, Calgary Sun, Toronto Sun, etc but instead the same as the Edmonton Journal)

The logo for The Vancouver Sun, featuring the words "THE VANCOUVER SUN" in a serif font, with "THE" in smaller letters.

Lush - Started out in the UK making hand-made bath products and now they have more than 400 stores in 30 countries

The Lush logo, featuring the word "LUSH" in a bold, white, sans-serif font inside a green oval, with the tagline "FRESH HANDMADE COSMETICS" below it.

Earth Water – An Edmonton based bottle water company that donates 100% of its profits to the UN Refugee Agency

The Earth Water logo, featuring the words "EARTH WATER" in a blue, sans-serif font, with a small globe icon below the text.

Twice Shy - A high-end fashion company in Vancouver that uses organic cotton in its killer designs.

The Twice Shy logo, featuring the words "TWICE SHY" in a bold, sans-serif font, with a green leaf icon below the text.