

APPLIED MATERIALS
SILICON VALLEY

**Turkey
Trot 2011**



**SILICON VALLEY TURKEY TROT
THURSDAY, NOVEMBER 24TH 2011
FITTEST FIRM INSTRUCTIONS**

Gobble, Gobble!

And welcome to the Applied Materials "Silicon Valley Turkey Trot"! Congratulations on winning a tent at the Fairchild Semiconductor "Fittest Firm Competition". In this packet you will find instructions for load in and out as well as directions. If you have problems the morning of the event, please call Brett Barley at (408) 489-3906.

Time & Location:

The Applied Materials Silicon Valley Turkey Trot will take place on Thursday, November 24th from 6:30am to Noon at Arena Green Park located on the corners of St. John and Autumn in downtown San Jose near the HP Pavilion. The Fittest Firms location is outdoors on the grass of the park.

Load In & Out:

Vendor load-in will take place on Thursday, November 24th from 5:00am to 6:00am if you would like to drive in the park to drop off your stuff. Otherwise, you will need to handcart or carry your items to your booth. You can hand walk out at any time, but load out by driving into the park will be Thursday, November 24th from noon - 2pm.

Vehicles will be allowed to drive on the path to deliver items to their booth.

All vehicles will need to enter the path from St John St and exit the path on Julian Street. Please do not block the path while unloading your booth items for more than 10 minutes. Please unload your equipment and then move your vehicle to one of the near by parking lots.

Canopies, Tables, Chairs and Banners:

Canopies will be provided and set up by Wednesday, November 23rd. Extra Small to Midsize companies will receive a 10' x 10' canopy with one table and 5 chairs. Large and Extra Large companies will receive a 10' x 20' canopy with 2 tables and 10 chairs. If you ordered a banner with Zaavy, we will have it on your canopy before you arrive. If you would like to provide your own banner and need us to hang it, please drop it off at our office (224 Airport Parkway, Suite 620, SJ) by Tuesday, November 22.

We are a Zero Waste Event:

In applying to be recognized as a Zero Waste Event, we will be required to reduce the garbage that is produced by 60%. Please be sure to follow the listing below in order to comply with our waste reduction program goal(s):

- Please dispose of any waste that you create (e.g.: Cardboard, empty plastic bottles, food scraps, compostable food serveware) in the proper collection container.
- Please reduce the amount of single serving items in which the package cannot be recycled. (e.g.: energy bars, chips, etc.)
- **All firms that are serving food and/or beverages must serve on compostable or**

recyclable food serviceware (e.g.: plates, bowls, cups, utensils, etc.).

- All recyclable plastic products must be Plastic #1 (PETE). This also includes all sauce containers.
- All Styrofoam™ products are **prohibited**.
- All plastic utensils are **prohibited**.
- Foil and paper based products are allowed. This includes napkins, plates and cups.

Got Coffee?

Starbuck's located at 145 W. Santa Clara Street @ San Pedro is opening early just for the Trot! To place an order, please call (408) 288-8803. Give them your company name and indicate you are with the Silicon Valley Turkey Trot. Let them know the quantity and type of beverages and/or pastries you'd like, time of pick up and a credit card number to secure the order. You can pay ahead of time or day of. You can pick up as early as 6am.

Street Closures:

- Santa Clara St. will be closed from Autumn St. to Hwy 87 over cross from 4:00am to Noon
- Autumn St. will be closed from Santa Clara St. to St John St. from 6:00am to Noon
- St John St. will be closed from Autumn St. to N. Almaden from 6:00am to Noon
- Hwy 87 Northbound ramp at Santa Clara St. from 7:15am to Noon with right turn only
- Hwy 87 Southbound Ramp at Julian St. from 7:15am to Noon with right turn only

Parking:

Parking is available in the HP Pavilion lots and surrounding areas.

Directions to the Event:

- **Southbound 280** - Exit at Bird Avenue. Turn left onto Bird Avenue and continue as it becomes Autumn Street.
- **Northbound 280** - Exit onto Route 87 (Guadalupe Pkwy) northbound.
- **Southbound Route 87** - Exit at Julian Street.
- **Northbound Route 87** - Exit either at Santa Clara Street or Julian Street.
- **Southbound 101** - Exit onto Route 87 (Guadalupe Pkwy) then exit at Julian Street.
- **Northbound 101** - Exit onto Interstate 280 northbound. Then exit onto Route 87 (Guadalupe Pkwy) northbound. Exit either at Santa Clara Street or Julian Street.
- **Southbound 880** - Exit at Coleman Avenue. Turn left onto Coleman Avenue (crossing over the freeway). Proceed on Coleman Avenue to Julian Street or Market Street.
- **Northbound 17** - Exit onto Interstate 280 southbound and exit at Bird Avenue. Turn left onto Bird Avenue and continue as it becomes Autumn Street.

Tent Banners:

If you would like a company banner made for your tent, please visit <http://svtt.zaavy.com/> to create a custom eco-friendly banner (made from recycled materials and bio-degradable) and we will install it for you. It only costs \$100. You can take the banner and display poles in a bag home with you after the race. They also have custom team jerseys they can make in 3 days as well.

If you have your own banner already made (10 feet wide) and would like us to hang it for you before race day, please get the banner to us by Friday, November 18. You are responsible for taking it down.

Questions on Race Day:

There will be a Fittest Firm Info Booth if you need to locate your booth, need zip ties, tape, etc.