



Electronics Event Information

Submitted by Kimberly J Johnston

Hosting an Electronics Recycling Event (Colorado Springs Area)

\$250 per hour with a two-hour minimum (\$500.00)

This includes the recycling of universal/small electronic waste and computers/laptops, hard drive shredding, (does not include cost of TVs or monitors), informational enviro-signs for traffic lanes, traffic cones, labor of 2 E-Tech Recyclers staff members, totes-Gaylord boxes, wrap and pallets for items, one 20' Box truck with lift gate, and 1 commercial weight scale.

Insurance:

Your location and organization will be added as a certificate holder on our general liability insurance for the event date.

Extra fees:

\$275.00 per extra 26' box truck

\$375.00 Forklift fee if required (not necessary for under 650 vehicles)

\$15.00 per hour per additional manpower required

Possible Fee's to Host:

You may choose to pay the TV & Monitor fees for your visitors, so the event is completely free for your visitors. If you choose to do so, the fee is \$0.47 per pound. If you choose not to pay for the TV's and Monitors, then each customer will pay for their individual sets.



Fundraising:

You can charge an entrance fee (no more than \$20.00 per car, no less than \$5.00) and 100% of these funds collected will remain with you.

Request a Donation and 100% of these donations remain with you.

If you choose for guests to pay for TV's and monitors on their own, we can charge up to \$0.59 per pound, (asking more than this amount can upset your visitors), and you would receive the \$0.14 cents over our event rate of \$0.45 per lb. 1000 lbs brought in would bring you \$140.00.

Ask local businesses to sponsor your event for \$50.00 to \$100.00 each. For this they should receive their logo on all marketing pieces you create. The more sponsors you have, the less out of pocket you pay which keeps funding in your mission!

You may choose to charge up to \$0.35 per pound for Universal/Small electronics and 100% of this amount would remain with you. (Be careful not to make your visitors feel gouged with pricing)



Advertise – Advertise – Advertise!

We'll be placing your event on our website and Facebook page. You can enhance your marketing efforts through any one of the below formats:

Local newspapers, Local Church Boards, Cable Commercials, Membership Clubs, Your company website, Grocery Store Bulletins, Internet Marketing, Business Partners, Promotional Fliers, Event Posters, Radio Commercials, Email Marketing, On-site Banners/Flags.

Timing is Everything!

Nobody wants to be sitting in line on a really hot day, and they're not going to visit on a rainy or snowy day either! It's best to try and schedule your event between June and November during the mid-morning hours to early-afternoon hours 8:00am through 1:00pm. Saturdays are usually best. Be sure you don't schedule your event within the same week as a county event or other corporate event and stay clear of major holidays.



Suggestions for a Successful Event

E-Tech Recyclers is hired by YOU to make YOU look great to your visitors. By hosting the event, we are assisting in your environmental stewardship. It is important that your event is set up to showcase YOU!

Different events need different plans.

Larger events require the recycling customer to pre-register. This helps us know exactly how many trucks and personnel will be required in order to keep your event successful. If you expect more than 200 vehicles to go through, then your event is considered a large event. We do require the chosen timeframe is reinforced by your staff and/or volunteers as events are incredibly labor intensive on our staff and more hours require staff turn-over.

Meet and Greet: If you are wanting to get the chance to meet your visitors and promote your organization one-on-one, then set up a food and drink area under tents next to a large parking area which encourages the visitors to park and visit with you before going through the recycling line. The E-Tech Recyclers truck will be the last stop before leaving.

Greet and Go!: You may choose to fill decorative bags with your information, such as business cards, brochures, coupons, educational material, promotional pens or magnets. Then you simply hand a bag to each driver while we're removing their electronics. They get to meet you, keep your information, recycle responsibly, and they're on to their way to a fantastic day.



Where will the electronics go?

We recycle with only R2 and e-Stewards certified down-cyclers.

- Televisions will be responsibly recycled at Com2 Recycling in Peoria Illinois the day after the event.
- Computers/laptops and servers will be delivered to our E-Tech Learning Center where they will be used to train secondary transition students and people with developmental disabilities for the workforce, and then sent on to IRT Recycling in Minnesota.
- LCD monitors will be sent to IQA Metals in California for refurbishment and re-use.
- Universal Waste will be sent to All Recycling in Denver (items without circuit boards such as plastic) Certification not required for these items.
- Hard-drives and data items will be shredded at our location immediately upon returning to our warehouse. Your organization will receive a Certification of Recycling and a Certification of Destruction.