

# ABX SUGGESTED EXHIBITION GREEN GUIDELINES



## ENERGY CONSERVATION

### Booth Lighting

- Incandescent bulbs are strongly discouraged for use in any medium screw-based lighting applications. LEDs or compact fluorescent light bulbs (CFLs) should be used instead.

**Booth lighting should meet one or more of the following additional requirements:**

- Exhibitor should not purchase new bulbs; bulbs should be reused from prior exhibitions. The organization should create a policy that would only replace bulbs upon burnout.
- LED, CFL, T-5 or T-8 tubular fluorescent lighting should be used exclusively in at least one of the following:
  - Accent lighting
  - Backlighting
  - Overhead signage

- General lighting
- Booth Lighting is not used.

### Electronic Display

- All displays, monitors and booth lighting should be completely powered down each night after show/set-up hours. Any equipment that cannot be shut down should be put into sleep mode during non-expo hours.

**Electronic display equipment (i.e. flat screen displays) should meet one of the following requirements:**

- Display is reused from previous shows.
- Display meets criteria for ENERGY STAR qualification or equivalent energy efficiency program.



## BOOTH MATERIALS

### Flooring

**Flooring should meet one or more of the suggested following requirements. Flooring that is utilized to demonstrate products that the booth is marketing are exempt from these suggestions.**

- All flooring is reused and has been in use for at least one year.
- New flooring should be comprised of one or more of the following:
  - Carpet and Rug Institute (CRI) Green Label Plus Certified Carpet
  - 25% post-consumer recycled material
  - 100% recyclable material
  - 100% rapidly renewable material(s). Rapidly renewable building materials and products are made from agricultural products that are typically harvested within a 10-year or shorter cycle.
  - Forest Stewardship Council certified wood flooring.

### Booth Graphics and Signage

**Graphics and signage should meet one or more of the following requirements:**

- Exhibitor should use graphics and signage that have been used or will be used multiple times.
- New graphics and signage should be produced on 100% recyclable substrate and will not be foam core or PVC materials.
- New graphics and signage should contain a minimum of 25% recycled material
- Graphics should be printed on fabric material and should be used at other shows (fabric should contain a minimum of at least 25% recycled content).

### Booth Structure

**Pop-up displays and booth structural support materials should meet one or more of the following requirements.**

- Display elements are reused from past exhibitions or the company has created a plan for reuse through future exhibitions for at least one year.
- New display elements should be 100% recyclable.
- New display elements should contain a minimum 25% recycled content.
- Booth structure is rented from the ABX general service contractor, using standard inventory materials used throughout the year.

### Communications & Collateral

**The exhibitor should meet the following suggested requirement:**

- All printed collateral, if used, should be on 100% recyclable paper and should contain 100% post-consumer recycled content or FSC-Certified content. Paper should be recyclable in a standard municipal recycling stream. Many laminated and coated papers are not recyclable and are strongly discouraged.

**In addition, exhibitor should meet one of the following requirements:**

- Exhibitor should eliminate print and promotional giveaways used for attendee distribution.
- Exhibitor should limit the quantity to less than 1,000 handouts and giveaways combined.
- Exhibitor should distribute handouts and giveaways that match the sustainability criteria below and quantity is limited to 2,000 pieces combined.
  - Paper Handouts: all paper handouts should contain 100% post-consumer recycled content or FSC-Certified content.
- Promotional giveaways should match one of the following options:
  - Giveaway material contains 30% post-consumer recycled content.
  - Giveaways are made from rapidly renewable materials (*Rapidly renewable building materials and products are made from agricultural products that are typically harvested within a 10-year or shorter cycle. -ie. Forest Stewardship Council certified wood flooring.*)
  - Promotional giveaways should be 100% compostable.

### Indoor Air Quality

**The booth construction and maintenance should meet one or more of the following requirements:**

- No paints, sealants, coatings or adhesives should be used to maintain the booth.
- All booth flooring, counters, and paneling should be reused from previous shows
- Booth materials are new and meet one of the following criteria:
  - Materials contain third-party certified low- or zero VOC paints, sealants, coatings or adhesives.
  - New flooring, counters and paneling is third-party certified low or zero VOC.

# ABX SUGGESTED EXHIBITION GREEN GUIDELINES, CONT.



## SHIPPING PRACTICES

### Energy Conservation Shipping Methods

Exhibitor should meet one or more of the following requirements:

- If the exhibitor ships booth materials, the exhibitor should choose a logistics partner that participates in the U.S. EPA's SmartWay Partnership Program or an equivalent program.
- Shipments should be consolidated into only one shipment
- The exhibitor should purchase carbon offsets to cover all emissions resulting from shipping booth materials to and from ABX.

### Shipping Materials

Exhibitor should meet the following requirements:

- No polystyrene should be used in booth shipment (i.e. packing peanuts, #6 or foam plastic).

Exhibitor should meet one or more of the following:

- All padding materials and exhibit crate(s) should be reused for all exhibition shipping.
- Exhibit crate(s) should meet one of the following options:
  - Made from rapidly renewable materials (*Rapidly renewable building materials and products are made from agricultural products that are typically harvested within a 10-year or shorter cycle.* - Forest Stewardship Council certified wood flooring.)
  - Contain 50% recycled content and can be easily recycled in the conference city.
  - Be comprised of FSC-certified wood



## WATER RECLAMATION

If using water for display purposes, the exhibitor should use water reclamation/recycling (i.e. holding tanks). After show, water should be recycled and not dumped down drain.



## ON-SITE OPERATIONS

### Exhibitor Responsibility

Each booth is responsible for all materials brought into their booth at ABX. It is the responsibility of the exhibitor to convey all Suggested Green Guidelines and the exhibitor's sustainable practices to all third-party vendors hired by the exhibitor for show set-up, tear-down and staffing.

### Staff Training

The exhibitor should discuss and make all on-site booth staff aware of the following, prior to the show opening:

- How the booth complied with each Suggested Green Guidelines category (including a printed or electronic copy of the booth's unique responses).
- Baseline knowledge of any other sustainable practices to be conducted within the exhibit booth, including plans for responsible waste management, food & beverage service, nightly shutdown and transportation.

### On-Site Transportation

The exhibitor should ask booth staff to do at least one of the following:

- Take the provided conference shuttles or public transit to/from the convention center
- Walk or bicycle to/from the convention center
- If cabs are absolutely necessary, use of shared cabs: no individual cab trips should be taken
- If public transit and/or walking are not an option, the exhibitor should offset travel to and from the convention center by purchasing carbon offsets.

### Waste Management

The Exhibitor will participate in ABX's Waste Management program, by properly disposing of all waste and utilizing all available recycling opportunities throughout the show, including set-up and move-out. Additional waste streams will be provided for special exhibition-related materials.

The exhibitor should not use individual waste containers in exhibit booths. The venue and show management will provide recycling stations throughout the exhibit area for attendee and exhibitor use during show hours. Each exhibitor is responsible for disposing of waste and recyclables at these stations.

### Waste Management, cont.

The exhibitor should meet one of the following requirements:

- If the exhibitor plans on leaving any items after the show, the exhibitor should donate material through the Exhibitor Donation Program using the appropriate forms and labels.
- The exhibitor should have in place a "pack in/pack out" policy to minimize any waste left behind at the end of the show. All materials brought to ABX, including booth components, giveaways and reusable packing materials will be shipped back to the exhibiting company after the event.
- The exhibitor should return materials back to local offices or partners after the show.

### Food and Beverage Service

Any food and beverage service conducted within the booth should be ordered to minimize disposable material use and properly handle waste in accordance of the requirements of the ABX Waste Management Program.

The exhibitor should meet the following mandatory requirement:

- The only food service ware used in the booth will be China service, compostable service ware, or recyclable service ware. The exhibitor should inform attendees of the compostability/recyclability of the products (if applicable), directing them to the proper disposal stream onsite.