

GREENBUILD MANDATORY EXHIBITOR GREEN GUIDELINES (GMEGG)

Greenbuild's Mandatory Green Exhibitor Guidelines (GMEGG) is a required sustainability initiative to be completed prior to arriving on-site at Greenbuild.

The idea is to evaluate how your exhibiting practices are impacting the environment via a short 22-question survey. We'll ask you about things like lighting, collateral material in your booth, how you're shipping your booth and transportation while your staff is on-site with the goal of helping you ascertain small changes you can make to reduce your impact on the environment both at Greenbuild and ideally - at all other shows you're exhibiting in.

Exhibitors impact the success of our sustainability efforts on-site and exhibitors who meet all GMEGG requirements are considered for the Greenbuild Green Exhibitor Awards - an excellent way to gain visibility to your organization's sustainable practices and drive traffic to your booth. With each exhibiting company committing to sustainable exhibiting practices and making small changes to the way they exhibit, it adds up to a massive impact (see the results in our previous year [Sustainability Reports](#)).

COMPLETE GMEGG: We require each and every exhibitor complete the Green Exhibitor Guidelines program before you arrive on-site. Access your company's survey using your ecode by signing into your dashboard. We'll help you remember leading up to the show and we'll even have someone call you to assist if you'd like to complete it over the phone.

We'll make every effort to reach you and assist you in completing the survey prior to the show to ensure you have a great exhibiting experience!



ENERGY CONSERVATION

Booth Lighting

The exhibitor will meet the following **mandatory** requirement:

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

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

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

Electronic Display

The exhibitor will meet the following **mandatory** requirement:

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

Electronic display equipment (i.e. flat screen displays) will meet one or more 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 will meet one or more of the following requirements. Flooring that is utilized to demonstrate products that the booth is marketing are exempt from these requirements.

- Flooring will not be used.
- All flooring is reused and has been in use for at least one year.
- Flooring must 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.
 - Meet General Emissions Evaluation (Flooring products must be tested and determined compliant in accordance with California Department of Public Health (CDPH) Standard Method v1.1-2010.

Booth Graphics and Signage

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

- No graphics or signage will be used within the booth.
- Exhibitor will use graphics and signage that have been used or will be used multiple times.
- Graphics and signage will be produced on 100% recyclable substrate and will not be foam core or PVC materials**
- Graphics and signage will contain a minimum of 30% recycled material**
- Graphics are printed on fabric material and will be used at other shows (fabric must contain a minimum of at least 30% recycled content)

Booth Structure

Pop-up displays and booth structural support materials will 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 will be 100% recyclable.

Booth Structure, cont.

- New display elements will contain a minimum 30% recycled content.
- Booth structure is rented from the Greenbuild general service contractor, using standard inventory materials used throughout the year.

Communications & Collateral

The exhibitor will meet the following **mandatory** requirement:

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

In addition, exhibitor will meet one of the following requirements:

- Exhibitor will eliminate print and promotional giveaways used for attendee distribution.
- Exhibitor will limit the quantity to less than 1,000 handouts and giveaways combined.
- Promotional giveaways must 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. -i.e. Forest Stewardship Council certified wood flooring.*)
 - Promotional giveaways are 100% compostable.

Indoor Air Quality

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

- No paints, sealants, coatings or adhesives will be used to maintain the booth.
- All booth flooring, counters, and paneling will be reused from previous shows
- Meet General Emissions Evaluation (paints, sealants, coatings, or adhesives products must be tested and determined compliant in accordance with California Department of Public Health (CDPH) Standard Method v1.1-2010
- Booth materials 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.

** Required for new flooring, graphics, materials; Optional for reused flooring, graphics, materials

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continued



SHIPPING PRACTICES

Energy Conservation Shipping Methods

Exhibitor will meet one or more of the following requirements:

- No exhibit materials will be shipped
- If the exhibitor ships booth materials, the exhibitor will choose a logistics partner that participates in the U.S. EPA's SmartWay Partnership Program or an equivalent program.
- Shipments will be consolidated into only one shipment
- The exhibitor will purchase carbon offsets to cover all emissions resulting from shipping booth materials to and from Greenbuild.

Shipping Materials

Exhibitor will meet the following **mandatory** requirement:

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

Exhibitor will meet one or more of the following requirements:

- All padding materials and exhibit crate(s) will be reused for all exhibition shipping.
- Exhibit crate(s) will 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.



ON-SITE OPERATIONS

Exhibitor Responsibility

Each booth is responsible for all materials brought into their booth at Greenbuild. It is the responsibility of the exhibitor to convey all GMEGG requirements and the exhibitor's sustainable practices to all third-party vendors hired by the exhibitor for show set-up, tear-down and staffing. Greenbuild staff will randomly select 10% of exhibitors for an on-site booth sustainability audit. Those selected will be notified in advance and must participate in the audit.

Staff Training

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

- Exhibitors are encouraged to download and utilize the Greenbuild mobile app on-site instead of the printed Expo Guide whenever possible.
- How the booth complied with each GMEGG 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 will ask booth staff to do at least one of the following:

- Take the public transit to/from the convention center
- Walk or bicycle to/from the convention center
- If Cabs or ridesharing services (Uber/Lyft) are absolutely necessary, every effort will be made to rideshare in lieu of individual trips
- 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 Greenbuild'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 will 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 will meet one of the following requirements:

- If the exhibitor plans on leaving any items after the show, the exhibitor will donate material through the Exhibitor Donation Program using the appropriate forms and labels.
- The exhibitor will 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 Greenbuild, including booth components, giveaways and reusable packing materials will be shipped back to the exhibiting company after the event.
- The exhibitor will return materials back to local offices or partners after the show.

Food and Beverage Service

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

The exhibitor will meet the following **mandatory** requirement:

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

Water Reclamation

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

Exhibitors using EACs

It is the responsibility of the exhibitor to onboard and educate any EAC on Greenbuild's GMEGG and general sustainable exhibiting practices. All EAC companies should be familiar with GMEGG and prepared to speak to it on-site.

Please note, sign-off is required from Exhibitor Appointed Contractors (EACs).

What happens if I don't complete GMEGG? Because sustainability is the heart and soul of Greenbuild and your answers to the survey are critical, we do respectfully ask each exhibitor to complete the survey before you arrive on-site. If your survey is not complete by the time you arrive, you may be unable to set up your booth, receive your orders from Freeman and/or print your badges at registration.