

GREENBUILD MANDATORY EXHIBITION GREEN GUIDELINES (GMEGG)

Greenbuild's Mandatory Exhibition Green Guidelines (GMEGG) is a **required sustainability initiative** that exhibitors must comply with for the construction and operation of a Greenbuild exhibit. All exhibitors must this agreement with their exhibitor application, design their booth(s) to the requirements outlined in GMEGG, and document their compliance.

DOCUMENTATION: All documentation must be submitted **prior to Greenbuild**. USGBC staff will randomly select 10% of exhibitors to meet with onsite at Greenbuild to ensure requirements have been met. Companies failing to submit or comply with the mandatory documentation outlined below will be subject to penalties, up to and including forfeiture of exhibit space at future Greenbuilds.

To confirm compliance with GMEGG, the exhibitor will complete an online survey collecting information about booth design, construction and operations. Exhibitors will be notified when the survey is available on the Exhibitor Dashboard.

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 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.
- New 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.

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.
- New graphics and signage will be produced on 100% recyclable substrate and will not be foam core or PVC materials.
- New graphics and signage will contain a minimum of 25% recycled material
- Graphics are printed on fabric material and will be used at other shows (fabric must contain a minimum of at least 25% 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.
- New display elements will contain a minimum 25% 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.
- Exhibitor will distribute handouts and giveaways that match the sustainability criteria below and quantity is limited to 2,000 pieces combined.
 - Paper Handouts: all paper handouts will contain 100% post-consumer recycled content or FSC-Certified content.
- 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. -ie. 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
- 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.

GREENBUILD MANDATORY EXHIBITION GREEN GUIDELINES (GMEGG), CONT.



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 requirements:

- No polystyrene will be used in booth shipment (i.e. packing peanuts, #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



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.



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:

- 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 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 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, compostable service ware, or recyclable service ware. The exhibitor will inform attendees of the compostability/recyclability of the products (if applicable), directing them to the proper disposal stream onsite.