MANDATORY EXHIBITOR GREEN GUIDELINES (GMEGG)

At Greenbuild, sustainability isn't just a theme, it's part of everything we do, including how we exhibit. That's where the **Greenbuild Mandatory Exhibitor Greening Guidelines (GMEGG)** come in. As an exhibitor, you play a key role in helping us reduce the event's environmental impact.

Exhibitors impact the success of our sustainability efforts on-site and exhibitors who meet all GMEGG requirements are considered for the Exemplary Performance Booth Award and Most Innovative Booth Award, 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 years Sustainability Reports. As an Informa event, Greenbuild also conducts a Better Stands audit, uniting the industry to adopt reusable stands, ensuring smarter, safer and more sustainable solutions globally.

COMPLETE GMEGG
Every exhibitor is required to complete the **Mandatory** Green Exhibitor Guidelines program before you arrive on-site. Please access the GMEGG Survey on the Sponsor and Exhibitor Manual.

ENERGY CONSERVATION

Booth Lighting

Booth lighting will meet one of the following requirements:
- Have booth lighting - lighting is reused, or rented
- Have booth lighting - lighting will be donated after show
- Do not have lighting in the booth

The exhibitor will meet the following requirement:
- The exhibit uses LEDs or compact fluorescent light bulbs (CFLs) where lighting is installed. Incandescent bulbs are prohibited for use in any medium screw-based lighting applications.

Electronic Display

Electronic display equipment (i.e. flat screen displays) will meet one or more of the following requirements:
- Have electronic display - display is rented or will be reused by the company
- Have electronic display - display will be donated after show
- Do not have electronic display in the booth

All displays, monitors and booth lighting meet Energy Star qualifications and 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.

BOOTH MATERIALS

Structure

Booth structural support materials (framework & walls) will meet one or more of the following requirements.
- Booth is new this year, made of new materials and is resigned for reuse for multiple years
- All materials are reused from past exhibitions
- Booth structure is rented from the Greenbuild General Service Contractor or EAC, using standard inventory materials used throughout the year

New booth structural support materials (framework, walls, raised flooring) will be made of FSC or Sustainable Forestry Initiative certified wood.
- Booth structure is made of FSC or Sustainable Forestry Initiative certified wood (no non-certified wood is used)
- Booth structure is made of some FSC or Sustainable Forestry Initiative certified wood

Ceilings & rigged structures (including lighting gantries or other structural elements, or form of ceiling e.g. fabric ceiling, solid ceiling for lights or stand support) will meet one of more of the following standards:
- Structure is reused from past exhibitions or the company has created a plan for reused through future exhibitions for at least one year
- Structure is rented from the Greenbuild GSC or EAC using standard inventory materials used throughout the year

Flooring

Floor structure (raised platform) 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.
- Raised flooring will not be used
- Raised flooring is reused from past exhibitions or the company has created a plan for reused through future exhibitions for at least one year (includes rental)
- Raised flooring is rented from the Greenbuild GSC or EAC using standard inventory materials used throughout the year
- Raised flooring is made of repurposed material from a source other than trade show use and will be reused

Floor covering (carpet, vinyl flooring, etc.) will meet one or more of the following requirements:
Note - general colors (Black, Latte, Red Pepper, Tuxedo, & Midnight Blue) and without specialty cuts it will be reused.
- Flooring will not be used
- All flooring is reused by the company (includes rental)
- Flooring will be donated after the show

New flooring must be comprised of one or more of the following standards:
- 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.
- Reclaimed or repurposed from a source other than trade show use
- Flooring will not be used

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BOOTH MATERIALS *(continued)*

Signage & Décor

Furniture & Equipment (counters, chairs, tables, sofa, coffee table, cabinet, flyer stand, LED walls, TV. AV equipment, etc.) will meet one of more of the following standards:

- Décor is or will be reused by the company (includes rental)
- Décor will be donated after the show
- Do not have decor in the booth

Pop up displays / Display elements will meet one of more of the following standards:

- Display elements are reused from past exhibitions or the company has created a plan for reused 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
- Signage is printed using non-toxic vegetable or water-based inks

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

- No print 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 foamcore, PVC materials, fabric or vinyl
- Graphics on fabric or vinyl material will be used at multiple shows

Communications & Collateral

Communications and collateral will meet one of more of the following standards:

- Use digital version of collateral rather than print
- If printed collateral is used, ALL will be on 100% recyclable paper and will contain 100% post-consumer recycled content or FSC-Certified content
- Exhibitor will eliminate print and promotional giveaways used for attendee distribution

If exhibitor cannot comply with items listed above, the exhibitor will meet one or more of the following requirements:

- Exhibitor will limit the quantity to less than 1,000 giveaways
- Giveaway material contains 30% post-consumer recycled content
- Giveaways do not contain plastic and are reusable, compostable, or is made of organically grown or sustainably harvested materials
- Giveaways are 100% compostable
- Giveaways are being donated to support a social purpose

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 use the U.S. EPA's SmartWay Partnership 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

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

Exhibitor will meet one or more of the following requirements:

- All padding materials and exhibit crate(s) will be reused for all exhibition shipping
- All (recyclable) padding materials and exhibit crate(s) will be properly recycled following the show

ON-SITE OPERATIONS

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 Green Guidelines category (including an 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
- Team Member completed the USGBC Exhibitor Training

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 *(continued)*

The exhibitor will also meet one of the following waste requirements:

- The exhibitor does not plan to ship any materials to the event
- 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 to local offices or partners after the show

Food & Beverages

If Show Management approves food and beverage service, any food and beverage conducted within the booth must be ordered to minimize disposable material use and properly handle waste in accordance with the requirements of the Greenbuild Waste Management Program.

What happens if I don't complete GMEGG?

Sustainability is at the heart of Greenbuild, and your survey responses are vital to our collective efforts. We kindly request that all exhibitors complete the GMEGG survey before arriving on-site to avoid potential delays with booth setup, Freeman orders, and badge printing. We appreciate your cooperation in helping us maintain our sustainability commitments.

The GMEGG is subject to change annually and may vary slightly from the requested listed above.