

# CLEANPOWER

## Exhibitor Sustainability Program

### What is it?

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CLEANPOWER is driven to make a positive change in our environment and our world through powering a clean energy future. To reduce our waste and carbon footprints, we need your help. Continuing our efforts from last year, in New Orleans all exhibitors will be subject to certain sustainability requirements. Exhibitors must commit to comply with ALL the PRIMARY REQUIREMENTS, as well as commit to FOUR of the ADDITIONAL OPTIONS listed on page 2 of this document..

### Primary Exhibitor Requirements:

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#### NO SINGLE USE PLASTIC FOR IN-BOOTH CATERING

Use china service ware, compostable service ware, etc. for all in-booth catering.

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#### LIMIT PRINTED COLLATERAL & PROMOTIONAL GIVEAWAYS

Eliminate or significantly reduce print or promotional giveaways. Exhibitor will limit the quantity to less than 1,500 handouts and giveaways COMBINED.

a. Any printed collateral must contain at least 50% post-consumer recycled content OR 30% post-consumer recycled content and be certified as sustainably sourced by a third-party organization

b. Promotional giveaways will meet one or more of the following sustainability criteria: a) are a consumable item (such as candy) b) have 30% post-consumer recycled content, OR, rapidly renewable, OR biodegradable, or c) are made and manufactured in the United States.

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#### SHIP SMART

Ship booth materials using third-party logistics partner that participates in the U.S. EPA's SmartWay Partnership Program or an equivalent program. If you ship booth materials through GES, you meet this requirement.

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#### POWER DOWN

Have a power down plan in place. 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 show/set-up hours.

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#### SPREAD THE WORD!

Include sustainability tips in your pre-conference meetings with your team, and share the CLEANPOWER Sustainability page with your team as well. And not required, but feel free to post pictures of your sustainable leadership using #CLEANPOWER2023!

## Additional Options (4 minimum):

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1. Purchase carbon offsets for employee travel and/or shipping emissions.
2. Opt out of all in-booth bins (including bringing your own) and only use the larger recycle/compost/waste bins provided by the venue and show management.
3. If in booth catering is ordered, a three-bin system (recycle/compost/landfill) is ordered with porter service.
4. Choose a menu with 50% (or more) items that are sourced regionally (within 250 miles of the venue).
5. Any materials or give-a-ways items left over from the booth will be donated to local charity groups.
6. Participate in CLEANPOWER electronic advertising opportunities in lieu of print.
7. Eliminate polystyrene (i.e. packing peanuts) from booth operations.
8. Reuse all padding materials and exhibit crates.
9. Eliminate booth lighting OR use only energy efficient lighting technology (CFL, LED) exclusively throughout the booth.
10. Use electronic display equipment (flat screens, projectors etc.) in lieu of printed signage.
11. Electronic display meets criteria for Energy Star qualification or equivalent energy efficiency program.
12. Reused flooring that has been in use for at least one year.
13. Use flooring composed of one or more of the following: 25% post-consumer recycled material, 100% recyclable material or rapidly renewable material(s)
14. Graphics are designed to be used for multiple shows and for multiple years (2 at minimum).
15. New graphics and signage will be produced on 100% recyclable substrate or be made of 35% of post-consumer materials. Foam core signage is not permitted
16. Graphics and signage contain a minimum 25% recycled material and utilize water- or vegetable-based inks.
17. Display elements are reused, are 100% recyclable or contain a minimum 25% recycled content.
18. Only low- or zero VOC products such as paints, varnishes or glues will be used for new materials or to maintain the booth.

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