

# 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 Phoenix all exhibitors will be subject to certain sustainability requirements.

### Primary Exhibitor Requirements:

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

Use compostable service ware, or silverware that is not plastic for all in-booth catering.

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#### LIMIT PRINTED COLLATERAL & PROMOTIONAL GIVEAWAYS

Limiting non-sustainable print and promo giveaways to under 1,500 items total or eliminating them entirely.

a. Use printed materials with at least 50% post-consumer recycled content or 30% with third-party sustainable certification.

b. Promotional giveaways must meet one or more of the following criteria: 1) reducing waste by offering consumable products (e.g., candy), 2) offering products that are 30% post-consumer recycled, renewable, or biodegradable, 3) or offering items made in the USA.

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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!

Build sustainability awareness by including talking points in your pre-conference communications and on social with the hashtag #CLEANPOWER25

# Suggestions:

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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. Electronic display meets criteria for Energy Star qualification or equivalent energy efficiency program.
11. Reused flooring that has been in use for at least one year.
12. Use flooring composed of one or more of the following: 25% post-consumer recycled material, 100% recyclable material or rapidly renewable material(s)
13. Designing your graphics to be used for multiple shows and for multiple years (2 at minimum).
14. 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
15. Graphics and signage contain a minimum 25% recycled material and utilize water- or vegetable-based inks.
16. Display elements are reused, are 100% recyclable or contain a minimum 25% recycled content.
17. 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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