

## KEEP GULF COAST GREEN

# GREEN

### 2018 Gulf Coast Green *Exponential* Guidelines program

The idea is to evaluate how you - as an exhibitor - are impacting the environment through your exhibiting practices through a short 7-question survey below. We'll ask you about things like credentials, collateral material in your booth with the goal of helping you ascertain small changes you can make to reduce your impact on the environment both at Gulf Coast Green and ideally - at all other shows you're exhibiting in.

Exhibitors play a HUGE role in the sustainability initiatives behind GCG and you not only help us stay green, but you help us walk the walk and not just talk the talk. Exhibitors also have a huge impact on the success of our sustainability efforts on-site. With each exhibiting company committing to sustainable exhibiting practices and making small changes to the way they exhibit, it adds up to a massive effort.

**We do ask that each and every exhibitor complete and sign the Exponential Guidelines survey before you arrive on-site.** We'll help you remember throughout the spring and leading up to the event and we'll even have someone call you and you can complete it over the phone. Seriously.

### GCG 2018 *Exponential* Exhibitors

1. List standards that your displayed products, equipment, and materials comply with (Energy Star, Green Seal, GreenGuard, FSC, GreenSpec, Green-e, etc):
2. List your company's current memberships pertaining to sustainability of the built environment (USGBC, ASHRAE, IFMA, ASLA, etc):
3. List pertinent sustainable credentials of your representatives expected to attend the Expo (LEED AP, etc):
4. 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.

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- 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).

List materials used in the display graphics and Signage Graphics:

5. Collateral material will meet one or more of the following requirements:
  - Communications & Collateral shall meet the following mandatory requirements:
    - 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 including food or candy wrappers are not recyclable and are prohibited. Disposable non-compostable plastic giveaways (such as pens, squishies, magnets, etc.) 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 distribute handouts and giveaways that match the sustainability criteria.
    - 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.

List all items that may be handed out to attendees:

6. Describe any additional factors that may have an impact on your company being selected to participate as an exhibitor (NABCEP certified PV installer, etc). Include a few paragraphs describing the **sustainable** character of your product or services:
7. Waste Management: Exhibitor will utilize all available recycling opportunities throughout the show, including set-up and move-out. No additional waste streams will be provided for special exhibition-related materials. The exhibitor will not bring individual waste containers for use in exhibit booths. The venue will provide recycling stations throughout the exhibit area for attendee and exhibitor use during show hours. Each exhibitor is responsible for disposing of recyclables at these stations and will take all of exhibitor's non-recyclable or non-compostable waste with them upon move out.

\_\_\_\_\_ Initials

As a participant in the GCG Exponential, I have read these Guidelines and I agree to distribute only locally recyclable, compostable or reusable items, per these guidelines. I will purchase appropriate

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materials for the event. I agree to arrange training for my staff for sorting waste before, during and after the event.

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Business Name

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Employee (print name)

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Title

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Signature

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Date