



Exhibitor Guidelines

We recommend implementing the following procedures and practices during the trade show:

- Participate in the facility's recycling efforts by recycling cardboard, freight boxes, plastic wrappings and other recyclable items during move-in and move-out.
- Make a conscious effort to minimize packing materials. Whenever possible, use environmentally responsible packing materials that are reusable, recyclable or biodegradable.
- Avoid large quantities of collateral and offer to send information upon request. Avoid dated material and use electronic methods.
- Print materials and signage using soy/vegetable-based ink and post-consumer, recycled products (minimum 30%).
- Provide promotional items made of recycled, responsibly grown natural fiber, and non-toxic and biodegradable materials. Ensure items are useful, not merely promotional in nature. Any food (candy, etc.) should be sustainably grown, processed and packaged. Giveaways with some imagination could also be electronic:
 - free music downloads
 - free online subscriptions
 - free internet access
 - free satellite TV
 - free satellite radio
- Instead of a giveaway, consider a donation to a special cause in the name of your booth visitor.
- Do not provide gift items made from endangered or threatened species. Consider gifts made by indigenous people who are fairly compensated.
- Design booths and displays using environmentally responsible materials and energy efficient lighting if applicable.
- Avoid use of difficult to divert and less sustainable materials such as shrink wrap, vinyl and foam core.
- Be sure to shut off any electronic devices outside of show hours to conserve power.
- Use local staff in booth if possible.
- Minimize transportation to and from show site. Use biodiesel or alternative fuel shipping methods, or a SmartWay hauler.
- Inform and train staff about the environmentally responsible practices to be implemented during the show.