

2017 Sustainable Brands Detroit

Vendor Guidelines for Acceptable Materials & Zero Waste Participation Agreement

Thank you for your participation in the Sustainable Brands 2017 Detroit (SB'17 Detroit) conference! Thank you to all of the Vendors, Sponsors, and Activation Hub booth operators who worked with us last year to achieve outstanding success in our zero waste initiative.

We want to continue along this path in 2017 and ask that our exhibitors take it to the next level. These set of guidelines will help you in designing an onsite participation with the least amount of environmental impact and waste. The SB team is able to help with any questions you may have about adhering to these guidelines and ideating around your space.

Messaging and signage for the 2017 conference will continue to reflect the policy that your presence onsite will leave as little footprint as possible and all items given away or sold must be reusable, recyclable or compostable. It is imperative that you adhere to the guidelines. As a participant, **you are the key** to the success of our event!

After reading through this packet, please sign and return the agreement form (last page) to Riley Scherer by May 16th, 2017.

We are looking forward to another successful Sustainable Brands conference!

Sustainable Brands



Guidelines for Acceptable Materials

| Green Guidelines | |
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| Energy Conservation | <ul style="list-style-type: none"> • Incandescent bulbs are prohibited for use in any medium screw-based lighting applications. LEDs or compact fluorescent light bulbs (CFLs) must be used instead. • All displays, monitors and booth lighting must be completely powered down each night after show/setup hours. Any equipment that cannot be shut down must be put into sleep mode during non-expo hours. • Electronic display equipment should be ENERGY STAR certified or meet equivalent energy efficiency program criteria. |
| Flooring | <ul style="list-style-type: none"> • Flooring will already be provided for the Activation Hub • If a participant chooses to purchase additional flooring through Freeman, please prioritize sustainable flooring options such as: <ul style="list-style-type: none"> -25% post-consumer recycled material -100% recyclable material -FSC/PEFC certified wood -100% rapidly renewable material(s): made from agriculture products that is typically harvested within a 10yr cycle. |
| Graphics/Signage | <ul style="list-style-type: none"> • New graphics and signage will use 100% recyclable materials and will not be foam core, PVC or laminated stickers. • All signage printed using non-toxic vegetable water-based inks or UV curable inks. • Reduce usage of event-specific vinyl banners by creating non-dated signage that can be used for multiple years at events. • Recommended: use signage from previous event and/or a printing facility certified by the Sustainable Green Printing Partnership (www.sgpppartnership.org) |
| Booth Structure | <ul style="list-style-type: none"> • New display elements will be 100% recyclable, and/or will contain a minimum 25% recycled content • OR display elements can be rented by Freeman to ensure reuse. • Only low-or zero VOC paints, sealants, coatings or adhesives will be used within the show. • Any new flooring, counters, paneling will be certified low-or zero VOC by their manufacturer. • Recommended: booth structure/materials reused from past exhibitions or create a plan for reuse through future exhibitions; or booth structure/materials rented from general service contractor - Freeman. |
| Communications & Collateral | <ul style="list-style-type: none"> • All printed collateral, if used, will be on 100% recyclable paper. Paper must be recyclable in a standard municipal recycling stream. Many laminated and coated papers are not recyclable and are prohibited. • Recommended: <ul style="list-style-type: none"> -Eliminate print and promotional giveaways used for attendee distribution. Can be achieved by emailing booth attendees collateral |

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| | <p>material and/or handing out USB's with collateral saved on it. -Paper handouts will contain 100% post-consumer recycled content or FSC/PEFC certified content.</p> |
| <p>Shipping practices</p> | <ul style="list-style-type: none"> • Shipments will be consolidated into only one shipment • Polystyrene (i.e. packing peanuts, #6 or foam plastic) will be eliminated from booth shipping and operations • Exhibit crate(s) will be made from one of the following: <ul style="list-style-type: none"> -rapidly renewable materials (defined above) -50% recycled content -Be comprised of FSC/PEFC certified wood • Recommended: purchase carbon offsets to cover all emissions resulting from shipping booth materials to and from SB'17 Detroit |
| <p>Onsite Operations</p> | <ul style="list-style-type: none"> • Staff training: onsite staff will be familiar with operations such as waste management, energy management, shutdown plans, and transportation. • Onsite transportation: participants are encouraged to take public transportation or a ride-sharing option to get to the conference venue. Estimated carbon emissions from attendee travel to/from SB'17 Detroit will be offset from our Carbon Offset Partner, NatureBank. • Waste Management: participants will properly dispose of all waste and utilize available recycling and composting opportunities throughout the show, including during set-up/move-out. <ul style="list-style-type: none"> -Additional waste streams will be provided by TerraCycle for special exhibition-related materials. Participants will not be provided with/will not use individual waste containers in the Activation Hub. -Our waste team will be sorting and weighing waste throughout and post event. -Any extra promotional materials can be featured in the SB'17 Detroit Gift Lounge available to all attendees -SB is interested in working with your team to ideate plans for donating additional materials to local non-profit organizations. For a list of potential materials and donation outlets, refer to the Donation Form in the Exhibitor Services Kit. |
| <p>Food and Beverage Service</p> | <ul style="list-style-type: none"> • All food/beverage served must be approved by the SB team before arriving onsite. • Participants will be provided with an order form for option to order beverages and/or hors d'oeuvres during evening receptions. • All beverages sampled must be sample serving size of 2oz. • All glassware/serviceware must be either reusable or 100% recyclable or compostable. Glassware/serviceware can be rented from the onsite venue upon request. <i>See accepted materials/alternatives list below.</i> |

The following guidelines serve as the governing policy for all materials that can be brought on site for use and distribution during the SB '17 Detroit conference. **Only food waste and thin fibers (e.g., napkin, newspaper, office paper, etc.) must be compostable.** Please note that any alternative materials or substitutions purchased other than those listed in *will not be allowed without prior approval.*

The items listed in the left column ARE NOT PERMITTED for use at SB'17 Detroit.

Their alternatives, listed in the right column, ARE PERMITTED for use at SB'17 Detroit.

| PROHIBITED MATERIALS | |
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| PROHIBITED ITEM | ALTERNATIVES |
| Any Styrofoam or polystyrene | See Acceptable Materials table below |
| Individual condiment packets (ketchup, mustard, relish, mayonnaise, soy sauce, hot sauce, etc.) | Condiment pumps with reusable, washable cups |
| Individually wrapped snack food items (chips, candy, cookies, granola bars, etc.) | Bulk food items served in paper sleeves, bags, wraps, plates, cups, boats, etc. |
| Individually wrapped plastic utensil kits | Loose, reusable utensils |

Below is a full list of acceptable materials:

| RECYCLE | COMPOST |
|---|---|
| <ul style="list-style-type: none"> • Cardboard • Glass: green, brown, clear • Plastic: #1 polyethylene (PET) plastic , #2 high density polyethylene (HDPE), #5 polypropylene (PP) cups/containers, water/ soda bottles, plastic film (clean and separated) • Metal: Aluminum/tin/steel cans • Paper: flyers, brochures, programs, tickets, office paper, newspaper, magazines, paperboard | <ul style="list-style-type: none"> • Food of any kind: fruit, vegetables, meat, fish, bones, baked goods, coffee grounds, tea bags, etc. • Liquids • Wood toothpicks, stir sticks, chopsticks • Compostable food service products (plates, bowls, cups, utensils, etc.) Paper napkins |

Sustainable Giveaways Guidelines

Sustainable Brands strives to ensure that all product giveaways reflect the ideals and content of the conference sessions. With that in mind, please work with us by only selecting products and other giveaways that have *at least two* of the sustainability characteristics below.

Sustainable Fiber:

- Recycled polyester (rPET)
- Certified organic cotton
- Fair Trade cotton
- Better Cotton Initiative cotton
- Upcycled materials
- Hemp
- Tencel
- Soy
- Coconut

Sustainable Materials (for non-wearables):

- Recycled glass, metal or plastic
- Reclaimed or repurposed items
- FSC certified and reclaimed wood
- BPA free
- Locally made
- Hand-crafted, made from recycled materials
- Employing local artisans
- Made from local/organic materials

Sustainable Manufacturing:

- Global Organic Textile Standard (www.global-standard.org)
- Fair Trade Certified (www.fairtradecertified.org)
- PEFC Certified (<http://pefc.org/>)
- Knotty Pine (<http://www.knottypine.co/>)
- Bluesign (www.bluesign.com)
- Sustainable Green Printing Partnership (<http://www.sgpppartnership.org/>)

Sustainable Substrates: Substrates, such as note pads, playing cards, material signs are printed on, that are environmentally responsible, socially beneficial and economically viable. Examples include but are not limited to those made from recycled material (at least 30% post-consumer), FSC/PEFC certified paper, and 100% recyclable materials.

The purpose of any giveaway is to promote your products and, ideally, will go home with the recipient. As a zero waste event, only materials that can be recycled or composted are allowed on site. If your items do not meet these criteria, please ensure that they are of value to the recipient. Should you have leftover giveaway items that are not recyclable or compostable, please take them with you.

Our goal of becoming a truly zero waste event involves all of us - and it's a process that touches every aspect of the conference. We thank you in advance for embracing the challenge and your role in making it a reality.

Sustainable Brands 2017 Detroit Zero Waste Participation Agreement

Signature Page

As a participant in the Sustainable Brands 2017 Detroit conference, I have read the Acceptable Materials Guidelines and I agree adhere to the guidelines listed and to distribute only locally recyclable, compostable or reusable items, per these guidelines. I will purchase appropriate zero waste materials for the event. I agree to arrange training for my staff for adhering to these guidelines before, during and after the event.

Business Name

Booth Number/Area

Employee (print name)

Title

Signature

Date

Please sign and return this form to Riley Scherer by May 16th, 2017

Riley Scherer

Sponsorship & Expo Manager

415.626.2212

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For questions or suggestions, please contact our Sustainability Manager, Lindsay Arell at:

Larell@hcsustainability.com or 303.681.1768