



How to Exhibit Sustainability at CLEANPOWER

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Our Sustainability Philosophy

American Wind Energy Association is proud to continue to build upon our Sustainability Program at CLEANPOWER 2020. We recognize our trade show has an impact on the environment. Through our Sustainability Program, we are striving to identify, understand, and address these impacts to achieve continual improvement year after year.

In 2019 we achieved some notable sustainability successes. Check out our sustainability report [here](#).

This year we are excited to support a local Colorado clean water initiative, support wind energy projects to offset our carbon footprint and of course to expand our [Green Team Exhibitor program](#). If all of our exhibiting partners supported even just a few of these ideas listed in this guide, together we will leave a positive legacy in Denver and reduce our environmental event footprint.

Thank you taking the time and effort to helping us reach our sustainability goals and leaving each city better than we found it.

1. Pre-planning

- a. Join the CLEANPOWER Exhibitor Green Team
- b. Opt in to offset your travel during registration or if you have already registered add it to your registration in the resource center.
- c. Use the **Sustainability Summary** to determine where you book housing for you and your team.
- d. **Booth Construction –**
 - i. Plan to use your booth for more than one year. Graphics and signage should be produced on 100% recyclable substrate such as falcon board and not be made foam core or PVC materials. Ask GES about your options!
 - ii. Choose flooring that can be reused or recycled such as Plush or Ultra Plush Carpet or avoid carpet all together with a more sustainable flooring option! Please note with Plush or Ultra Plush carpet GES provides your first night vacuuming in the package at no additional cost. This is to avoid the plastic covering waste.
 - iii. Design the booth where you can easily access switches to turn things off at the end of the day to conserve energy.
 - iv. Work with your booth builder to select lighter weight construction materials to lower the carbon footprint from shipping.
- e. **Booth Décor**
 - i. Rental options are the most sustainable options as they can be reused multiple times across many different shows. If you are buying furniture to bring, please save it for reuse or be sure clearly mark it for donation at the end of the show.
 - ii. You can even rent plants! <https://www.littleeden.com> This vendor is local and will provide potted plants and floral for use during the show pick them up when the show breaks.
- f. **Promotional Materials**
 - i. Eliminate or significantly reduce print or promotional giveaways. Go digital or go delectable by offering edible giveaways which are a great draw for traffic at your booth.
 - ii. Source sustainably, avoid items that are made of plastics or have a lot of packaging. Whenever possible buy items that are made in the USA.
 1. <https://fairware.com>
 2. <https://superiorinkprinting.com/>
 3. <https://www.planetearthpromotions.com/>

2. Packing and Shipping

- a. Eliminate polystyrene (i.e. packing peanuts) from booth operations
- b. Ship in reusable crates. Reuse any padding or packaging wherever possible.
- c. Request that your shipping carrier use clear plastic (if shrink wrap must be used) rather than colored. The Colorado Convention Center can recycle clear. However, colored plastic wrap goes in the landfill.



**Top Tip - Use the
SmartWay Partner List
to find an environmentally
friendly shipping carrier**

3. Onsite in Denver

- a. **BYOB! This year we are eliminating single use cups throughout the Colorado Convention Center.**

We're encouraging **everyone** attending the show to bring their re-usable water bottle or coffee cups to cut down on single use cups. Why not brand your own re-usable cups with your company name (for your team to use throughout the show) or even to use as a giveaway? Better yet, be our sponsor and we'll give them away throughout the show.

- b. Transportation – Take the A-Line from Denver International Airport to Downtown Denver for just \$10.50! **Tell your team!**
- c. Use the FREE Mall Ride to get up and down the bustling 16th Street Mall. The bus runs from the train station within blocks of the convention center and many hotels. <https://www.denver.org/about-denver/transportation/public-transportation/>



**If you buy just one cup of
coffee or tea in a
disposable cup every day,
you'll end up creating
about 23 lbs. of waste in
one year!
(www.carryyourcup.org).**

4. Event Day Decisions

- a. Bins systems – eliminate contamination of the waste streams by using the large bins provided for compost, recycling and landfill. Train your team and help your booth visitors comply. *Recycling is available for ALL paper, aluminum and tin, glass (all colors), and plastic containers with the numbers 1-6 on the bottom. We will provide these readily available in the aisles. Please let us know if you'd like to request placement in your booth.*
- b. Request reusable serviceware for catering if possible. If you do use disposables, be happy knowing they will be 100% compostable in Denver.
- c. Support the CLEANPOWER CSR Project by opting to donate during registration or add it to your current registration via the resource center. We will be announcing our volunteer activities this spring.
- d. Bring your own Bottle! – we are doing our part to eliminate single use disposables. We will be eliminating cups at all the water refill stations. Encourage your team to bring their own bottle. Together we can fill it forward.



5. End of Show

- **Pack in Pack out** – by thoughtful planning you should be able to reuse everything you bring with you. If that isn't an option, then donate.
- **Use the donation flyer to label all items you'd like to donate.**
- **Require your team to put all badges in the collection bins so that we can reuse holders and lanyards as well as recycle the badge stock.**

HOW TO DONATE

At the end of the show you may have items you don't want to ship back, so please leave them with us and we'll donate them to a network of local charities. This will reduce your shipping costs and carbon emissions from transportation.

WHAT CAN YOU DONATE?

- Make arrangements for your vinyl banner to be donated or turn it into a reusable product with this local vendor <http://www.milehighworkshop.org>.
- Visit the GES Service Desk or AWEA Booth to pick up donation flyers to place on the items for donation. This makes it obvious for the Colorado Convention Center to know what to pick up.
- **Small booth items:** Take smaller items to donation bins around the show floor (things like pens, paper, office equipment, promotional give away items)
- **Badges:** On your last day at the show place your badge and lanyard in the badge collection bins by the exit to the hall.
- Larger items like tables and shelves, furniture and household items (Booth structures needs prior agreement), booth graphics, can be donated by placing a flyer on the items and pick up will be coordinated by the Colorado Convention Center.