

# Exhibitors' Green Guide

VOLUME 4 ISSUE 1



SAN FRANCISCO'S MOSCONE CENTER



NOVEMBER 2019

Comply with these laws of the State of California and the City of San Francisco



Smoking is prohibited both inside and within 25 feet of all Moscone Center entry doors, back of house and dock areas. No smoking also applies to vaping or e-cigarette usage.

**Action ► Smoke only outside the building, and make sure that you are located at least 25 feet from entry doors, back of house areas and dock areas.**



SF's Mandatory Recycling & Composting Ordinance requires everyone to properly separate discards into recyclables, compostables and trash to keep materials out of landfill. "Zero Waste" stations like this (photo left) are in all lobbies, corridors and public spaces campwide. [Click here to visit SFRecycles.org](http://SFRecycles.org) and learn which material goes where>

**Action ► Deposit your compostable serveware in the green bins, your paper, glass and plastic in the blue bins; and your potato chip bags and trash into the black bins.**



**No More Single Use Plastic Bags!** San Francisco's Plastic Bag Reduction Ordinance seeks to reduce all single-use checkout bags. Planning to run a bookstore at the show? The ordinance requires a 25¢ minimum charge on all compliant checkout bags which must be either paper with 40% minimum recycled content, certified compostable, or reusable. [Click to review the Plastic Bag Reduction Ordinance](#)>

**Action ► Purchase bags which are either paper with 40% minimum recycled content, certified compostable, or reusable. Charge 25¢ on all compliant checkout bags at bookstore.**



**No polystyrene foam, aka Styrofoam packaging!** The Food Service Waste Reduction Ordinance prohibits the sale in San Francisco of packing materials made from polystyrene foam or packing materials which are non-recyclable and non-compostable. If Styrofoam polystyrene materials are found in your packing, then pack it out! [Click to review the Food Service Waste and Packaging Reduction Law factsheet](#)>

**Action ► Select recyclable or certified compostable packaging materials.**



**No polystyrene foam or Styrofoam or single use food serveware!** All food serveware provided by Moscone Center caterer SAVOR is *certified compostable*. SAVOR's "looks like plastic" items (photo left) are actually made from plant-based resins. The Food Service Waste Reduction Ordinance requires the elimination of food serveware made of polystyrene foam. Plan to bring your own serveware to your booth? Serveware is required to be recyclable or compostable - its the law.. [Click here to review a list of compostable serveware vendors](#)>

**Action ► Use only and purchase only certified compostable food serveware!**

## Exhibitor Initiatives: You can exhibit sustainably by taking these steps

How can you find ways to make your displays as sustainable as possible? Ask your general service contractor for greener options, such as components that allow for disassembly, reconfiguration and reuse. Select materials that can be recycled, reused and are certified compostable. Go for durability and low maintenance. The tips below will help you further green your exhibit:

### Materials



Reduce demand for virgin materials by using materials for a longer time. Keep exhibits longer before replacing them, cut pollution and save natural resources. Ask your contractor for greener options:

- ▶ Go for post-consumer content materials which are recyclable.
- ▶ Choose material like bamboo or wheat board. These so-called “rapid renewables” grow in less than 10 years.
- ▶ Improve indoor air quality for workers and your staff by choosing materials that have low volatile organic compounds.
- ▶ Flooring that meets CRI, FSC standards, or is reclaimed and repurposed.
- ▶ Use nontoxic inks on graphic panels, such as soy or vegetable-based printing inks.
- ▶ Avoid PVC, polystyrene foam materials with formaldehyde and Sintra.
- ▶ Choose zero-VOC or low-VOC paints, sealants, coatings, adhesives and finishes.



### Lighting & digital displays

Choose lighting that reduces your power consumption:

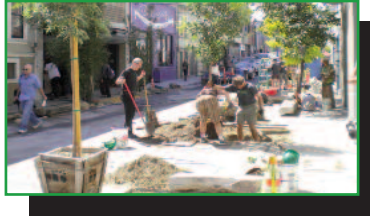
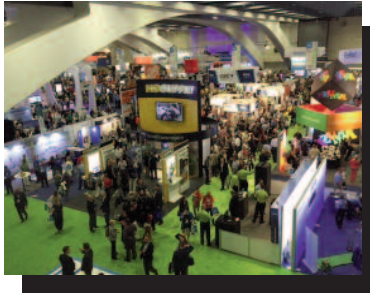
- ▶ Upgrade to compact fluorescent (CFL) bulbs or LEDs for superior energy efficiency.
- ▶ Determine if some booth lighting can be eliminated.
- ▶ Wait until bulbs burn out before replacing them. Don't automatically replace them at every exhibition.



Choose equipment that meets **Energy Star** efficiency standards:

- ▶ Use Energy Star certified equipment whenever available for guaranteed energy savings.
- ▶ Power down all electronics nightly or at least switch to sleep mode during non-exhibit hours.
- ▶ Use auto-timed shutoff on electronic components to meet show timeframes.





### Shipping methods

For larger exhibits especially, the weight is less important than how it is constructed and shipped. Design the exhibit so that it can be crated and shipped in as few shipments as possible. For smaller and lighter exhibit displays, less fuel is used in transport, translating to lower carbon emissions, and faster easier setup and takedown.



- ▶ Choose a third party logistics partner that complies with U.S. EPA's Smart Way Partnership ▶ or a comparable sustainable program.
- ▶ Look for opportunities to buy or rent components of your exhibit booth in each destination city.
- ▶ Further reduce your carbon footprint by purchasing carbon offsets for shipping freight or for your own air travel carbon footprint. Consider San Francisco's own SF Carbon Fund ▶
- ▶ Have crates made from rapidly renewable materials, 50% recycled content, or have crates made from FSC-certified wood ▶.
- ▶ Eliminate polystyrene foam peanuts or #6 foam plastic and use recyclable/compostable packing materials instead.
- ▶ Reuse your packing materials instead of throwing them into trash.
- ▶ Don't dispose of any polystyrene foam materials in San Francisco.

### Signage

Signage made of polystyrene foam/Styrofoam is no longer the only choice. **Recyclable corrugated cardboard signage material is available now and is cost competitive.** Ask your contractor for sustainable signage!

- ▶ Eliminate dates and cities on your signage and graphics so it can be reused year to year.
- ▶ Layering new signage over old signage. Reuse signs whenever possible.
- ▶ **Offer a "digital swag bag" for attendees rather than on-site merchandise** ▶
- ▶ If you must give away merchandise, donate the leftovers to nonprofits for reuse.

### Collateral

- ▶ Eliminate paper literature!
- ▶ Invest in digital information, mobile app or website.



**During move-in and during show days:**



- Recycle your cardboard boxes by placing in large blue carts marked "CARDBOARD ONLY"**  
 ▶ Boxes may only contain cardboard and paper. Boxes may NOT contain polystyrene foam packing materials.

Throughout the show, staff will collect cardboard boxes in the large blue carts marked "Cardboard Only" located around the perimeter of the exhibit hall floor. Boxes may not contain polystyrene foam, Styrofoam or plastic packing materials such as peanuts or sheets or cubes.



- Separate materials properly and deposit into the "Zero Waste" stations in lobbies and corridors**  
 ▶ Deposit your recyclable paper and bottles into the blue bin, compostable serveware and food in the green bin, and landfill-bound trash like foil potato chip bags into the black bin.

Use the 3 color coded diversion stations provided in lower lobbies (see photo left). All City businesses are required to properly separate materials into these three streams - recyclables, compostables, and landfill-bound trash.



- Use only certified compostable food serveware.**  
 ▶ Avoid polystyrene foam or non-recyclable serveware!

Giving out food samples? Arrange with Moscone Center caterer SAVOR to provide you with 100% compostable serveware. San Francisco bans the use of polystyrene foam and Styrofoam serveware. All to-go serveware used by SAVOR is 100% certified compostable. Some items look like plastic but are actually made from plant-based resins called PLA (see photo left). For list of compostable serveware vendors, click here > <http://www.sfapproved.org/foodware>

**After the show exhibit floor closes and move-out begins:**



- Place a recycling label on unwanted show literature and paper brochures.**  
 Why pay to ship out boxes of unwanted literature and handouts? Instead, you can recycle them here at Moscone Center! At show close, place a green recycling label on all unwanted boxes of paper - even pallet-loads full. We recycle all types of paper, including magazines, catalogues, brochures and pamphlets.



- Label any leftover reusable promotional merchandise or materials for donation.**  
 At show close, recycling labels will be available at the Contractors Service Desk on the exhibit level. Any of your leftover merchandise or giveaways can be reused if donated. Reusable items are pens, knapsacks, magnets, chairs, --and tables. Even couches can be labeled for donation to local nonprofits (and have!). Affix a blue donation label and set aside the items during move out. We'll make sure your donation benefits the community.



- Where can exhibitors get recycling & donation labels?**  
 Pick these up at the show's General Service Contractor's Service Desk.