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AV, Décor, Exhibit
Booth Guidelines
Reuse or rent most equipment

Prioritize using local equipment to minimize the need to ship materials to/from the event

Did You Know?

Storing and shipping a reusable asset can reduce emissions by 30% over building it new each time!
Use reusable decor where possible

- Lighting and graphics for wall designs

- Floral centerpieces - Use local/seasonal trees, ferns, and non-cut flowers instead of imported or air freighted flowers
Reuse furnishings, rent where possible, and avoid heavily customized builds

Emphasize modular assets that can be reused at multiple events

After reduction, rental materials are the most sustainable option! Renting just 4 chairs saves 139 kg CO2e over buying new. That’s like taking a car off the road for 345 miles!

Did You Know?

Most exhibit walls are made of durable non-recyclable plastic! Ask about rentable wall systems that can be repurposed. If you want to add graphics to your wall, ask if recyclable cardboard panels can be used, instead of plastic.
F&B Guidelines
Offer at least one plant-based menu item

Changing the foods that you serve can have a significant impact on your event’s carbon footprint.

*If a 500-person event served one vegetarian meal instead of beef, the emission savings would have been upwards of 11,140 kg CO2e.*

*That’s the equivalent of driving a car around the Earth twice!*

The budget is 1 Metric Ton of Carbon

How many people can we feed?

Resources:
- [Event Food Carbon Calculator](#)

Beef: 87 Meals  
Chicken: 787 Meals  
Vegetarian: 1,110 Meals  
Vegan: 4,000 Meals
Provide at least one of the following sustainable food options:

- Local
  Foods grown or produced within 250 miles of an event are fresher and require less transport

- Organic certified
  Food chemical free, grown naturally, and animals fed organically with access to pastures

- Seasonal
  Fruits and veggies grown according to their geographic growing season

- Fairly traded
  Higher standards of verified performance, accountability, and transparency from supply chain to employee well-being

- Imperfect produce
  Produce that is not cosmetically pleasing to the eye but can be incorporated into menus and kept out of landfills

- Sourced from a minority owned business/farm
  Supporting local businesses and broadening attendees’ exposure to other cuisines

Resources:
- B Corp
- Fairtrade International & Fair Trade Certified
- Monterey Bay Aquarium Seafood Watch
Use reusable service ware

If not possible, choose options that won't be landfilled, such as:

1. Compostable service ware (*where commercial composting is available)
   - Wood-based flatware
   - BPI Certified Products

2. Recyclable options are the next best alternative
   - Paper-based products, aluminum, #1 PET plastic

* Before purchasing, check with your waste hauler to find out if the products you have selected are accepted and processed at your event’s regional composting facility

Resources:
- Compostable Plastics Toolkit
- Reusable vs Disposable White Paper
- Upstream Solutions Resources
Americans purchase about 50 billion water bottles per year, averaging about 13 bottles per month for every person in the US!

The amount of CO2 saved by one person switching to reusable water bottles would be enough to fill 2,580 balloons per year!

Resources:
- Fill It Forward
- Grand View Research Study

Did You Know?
Roughly 77% of disposable plastic water bottles are never recycled!
Donate unserved food where possible

Coordinate with the event & venue staff to support local organizations, schools, and communities

Resources:
- Feeding America Affiliates by Zip Code
- Good Samaritan Act

Did You Know?
30-40% of the food supply in the US is waste, approximately $161 billion and 144 billions pounds of uneaten food every year (USDA)
Avoid individually packaged food, especially plastic where possible

Depending on event function, encourage buffet-style meal spreads to provide items in varied portion sizes
Marketing & Giveaways Guidelines
Eliminate giveaways where possible

If not possible, ensure giveaways are one of the following:

- Durable and reusable
- Charitable
- Produced by a minority-owned and/or social enterprise
- Made of recycled content materials
- Organic or free of harmful chemicals like BPA
- Locally sourced

Did You Know?

A $5,000 gift to Solar Aid can buy 266 solar lights for people living without electricity! What if instead of buying a physical item, attendees were gifted stories of people whose lives had been changed by AMS’s gift?
Share event sustainability practices with participants

Propose action from attendees and vendors - The message we share can inspire the impact people can make

- Event signage
- Know Before You Go communication
- Mobile app

i.e. AMS is taking ambitious steps to operate more sustainably to create a healthier future for everyone.

Join us in choosing a vegetarian meal option for at least one meal during the event!

Resources:
- IMEX America Sustainability Page
Eliminate paper handouts where possible

If not possible, ensure paper products are printed and recycled sustainably
- Forest Stewardship Council-certified papers and/or Chlorine-free paper > Regular paper
- Water-based inks > Solvent-based inks

Resources:
- Forest Stewardship Council (FSC)
- FSC Paper Use Playbook

Did You Know?
You can curb paper use by avoiding designs with common bleeds
Prioritize signs that are reusable

If single-use signage is necessary, consider the following options which are more sustainable than disposable foamcore or vinyl:

1) Digital signage
2) Smart boards with paper inserts
3) Cardboard (also referred to as Falcon Board or Honeycomb)

Did You Know?

Ask the printer if the material that is being used is paper-based and able to be recycled!
Travel Guidelines
Prioritize low carbon travel for staff when possible

To lower your individual carbon footprint, it’s best to travel like a...

**New** - Newer aircrafts like the Boeing 787-8 have ~15% lower fuel burn than older designs

**Economy** - More seats, and fewer unfilled seats, means lower fuel burn per passenger

**Regular** - Regional jets and larger aircrafts with four engines are fuel intensive; regular, medium-sized jets tend to be more fuel efficient

**Direct** - Fly direct, without layovers, where possible to reduce fuel burn due to circuitous routes

Resources:
- [Google Flights](https://www.google.com/flights) - [How carbon emissions are estimated](https://www.google.com/flights)
- [The International Council on Clean Transportation (ICCT)](https://www.theicct.org)
If ground transfers are provided, prioritize at least one of the following where possible:

- Utilize an all-electric fleet
- Use newer, more fuel-efficient vehicles
- Promote ride share
- Minimize and optimize the number of vehicles

How far can you travel on 1 Metric Ton of Carbon?

Resources:
- UK Department for Business, Energy & Industrial Strategy

Plane: 2,437 miles
Gas Car: 3,236 miles
Bus: 5,918 miles
Electric Vehicle: 11,724 miles
Train: 15,155 miles
Encourage use of public transit and/or walking between venues

Publish public transit, carpool, and/or walking options between venues where possible

Graphic signage at the hotel, airport, and venue can emphasize the Association’s brand and empower attendees to make more sustainable choices
Venue Operations Guidelines
Provide recycling throughout all event spaces

Did You Know?

Paired placement of waste & recycling receptacles have shown to improve an event’s waste diversion from landfill, where the national average is 32.1% as of 2018 (EPA)
Donate leftover event supplies where possible

If not reused, explore local options to donate furniture, office supplies, and other items to local organizations.

Resources:
- Habitat for Humanity ReStores
- Local school donations

Did You Know?
Some venues have partnerships with charities that accept donations from events! Ask your venue or event manager if they can help you donate items locally.
Prioritize venues that have existing sustainability practices and certifications where possible

Resources:
- The Building Owners and Managers Association (BOMA)
- Green Globes
- US Green Building Council (USGBC) LEED Certification
Avoid excessive flooring, carpeting, and furnishing where possible

- Minimize carpet to walkways and common ingress & egress areas
- Utilize existing carpet if event space already has carpet within the rooms
Power off lights and electrical equipment when not in use

Did You Know?

When the exhibit hall is closed, powering down all electronics at the booth can save the amount of energy needed to power the average home for an entire month!
Event Checklist

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