

## Sustainable Exhibitor Program

**Informa Markets West, in conjunction with FREEMAN, will be coordinating sustainability efforts at Informa Markets West.**

Why participate: By recycling, repurposing, and reducing your exhibit material we can work together to prevent goods from going to waste or entering landfills.

The most sustainable exhibitor will win:

- \$250 service credit from FREEMAN for 2023.
- One (1) 22x28 sustainable graphic honoring winning company for 2023 provided by FREEMAN.
- One (1) Conference Pass for IME East 2023
- One (1) \$300 Marriott Hotel gift card
- Notation in the IME East 2023 Digital Event Guide as the 2022 Sustainable Exhibitor Award Recipient

If your company is interested in participating in this year's Sustainable Exhibitor Program, please [» Click here](#) to submit your entry.

The most sustainable exhibitor will be determined by exhibitor application. The following items will be taken into consideration:

- Booth build
  - Recycling items, repurposing build items, reducing build size or materials year over year
  - We want to encourage exhibitors to remove 100% of their display property and flooring. Often elements are left behind or discarded at the end of the show.
  - Only use LED lighting or other energy efficient power
  - Consider renting a booth property
  - If building exhibits, only use Forest Stewardship Council (FSC) wood.
  - Consider going with bare flooring
  - Using local suppliers
- Shipping
  - Reducing or consolidating shipping to and from event
- Employee travel
  - Choosing the most sustainable option
- Promotional item & handouts
  - Reducing paper handouts
  - When purchasing promotional items, consider the amount you order, the environmental credentials of the materials they are made from, as well as whether they are useful giveaways that will be used long after the event is over.
- Assessment on-site

*Please reference the Informa Sustainability Checklist for more ways you can increase your sustainability at the Informa Markets Engineering West event.*

*By filling out an application, all entrants in the IME West Sustainable Exhibitor Program acknowledge and agree to the contest Official Rules, which can be found via this link: <https://www.imengineeringwest.com/content/dam/Informa/amg/ime-west/2023/docs/IMEWest-Sustainability-Contest-Rules.pdf>*

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### Exhibitor Tips

Reduce signage waste by:

- Encourage less printing and provide more information digitally when it comes to booth literature, fulfilling requests via email, and website referrals
- When you print, create reusable, non-dated signs that can be used year after year
- Avoid foam core signs and request recyclable material such as cardboard

Reduce booth waste by:

- Requesting sustainable options from FREEMAN or your EAC
- Avoid carpet and bring your own flooring, like puzzle foam flooring that can be reused at all your shows
- Break down ALL cardboard boxes and put in the correct recycling bin
- Request additional booth bins for recycling and compost collection
- Use only compostable or recyclable service ware for samples and giveaways
- Use the stickers provided at the Exhibitor Services desk to mark your materials for recycling
- Set a goal to leave no trace behind by shipping out all booth properties and packing materials and donating extra giveaways