



Designation: E2742 – 11

Standard Specification for Evaluation and Selection of Exhibits for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences¹

This standard is issued under the fixed designation E2742; the number immediately following the designation indicates the year of original adoption or, in the case of revision, the year of last revision. A number in parentheses indicates the year of last reapproval. A superscript epsilon (ϵ) indicates an editorial change since the last revision or reapproval.

INTRODUCTION

This specification offers a way to address environmental sustainability in the meeting and event industry. It is a tool for event planners and suppliers to understand the attributes of an environmentally sustainable event. The goal in developing this specification is to establish common benchmarks for environmental performance in events for both planner and supplier sectors. This specification considers the creation of an environmentally sustainable event to be a partnership between planners and their suppliers. Each plays a critical role in the effort.

In this specification, options are addressed for minimizing the environmental impact of face-to-face events. The approach of this specification is to focus on measurable outcomes and policies for planners and suppliers. This maximizes the ability of businesses to select the methods best tailored to their needs to achieve benchmarks and measurable outcomes.

1. Scope

1.1 This specification delineates procedural requirements for exhibits and expositions for meetings, events, trade shows, or conferences (hereafter, referred to as *events*). This includes the set up and dismantling of trade shows and the exhibits that are built within the event floor.

1.2 This specification identifies environmental sustainability criteria to be included in exhibits and expositions by planners, general service contractors, exhibitors, exhibit builders, and exhibitor-appointed contractors.

1.3 There are nine specifications covering the following areas of event planning: destination selection, accommodations, food and beverage, audio visual, onsite offices, communication and marketing materials, transportation, exhibits, and venues. Within each specification are eight categories' criteria: staff management policy, communications, waste management, energy, air quality, water, procurement, and community partners. Each category is further split into four progressive levels of achievement. Information within each specification is divided as follows: Main Body—

Scope, Referenced Documents, Terminology, Planner Requirements for Level 1, Supplier Requirements for Level 1, and Keywords; Annexes—Planner Requirements for Levels 2 – 4, and Supplier Requirements for Levels 2 – 4.

1.4 All areas of performance under this specification may not be relevant for each event or for each facility or provider of meeting services. In some cases, an event planner would use this specification in conjunction with other specifications (for example, Specifications E2774, E2743) or this specification may be used individually. In other words, elements of an event may be separated and considered solely or added together and considered as a unit (for example, venues used individually versus transportation, accommodations, and destination selection used in conjunction). Furthermore, this specification applies separately to each supplier for an event. This means that if multiple suppliers are used within the context of a single specification, each supplier shall individually meet the supplier requirements. In cases, where it is incumbent upon planners to consider the activities and responsibilities of all suppliers for an event, not only the primary suppliers addressed in this specification, the term *event supplier* shall be used. The requirements for suppliers do not apply to event suppliers. To be considered an environmentally sustainable event at Level 1, all areas applicable to that event shall be achieved.

¹ This specification is under the jurisdiction of ASTM Committee E60 on Sustainability and is the direct responsibility of Subcommittee E60.90 on Executive. Current edition approved Aug. 15, 2011. Published February 2012. DOI: 10.1520/E2742-11.

1.5 If higher levels are achieved in some sections, the event can only be considered environmentally sustainable at the lowest level achieved.

1.6 The use of levels within this specification recognizes that the path to environmentally sustainable events is a multi-stage effort. The idea behind the levels is to provide a coherent baseline for measuring environmental performance, to be flexible enough to adapt to the needs of more advanced planners and to establish a performance path that encourages further environmental performance improvement. In addition, the evolution of products and services to support events is expected allowing additional advancements and underscoring the dynamic nature of environmental sustainability. This specification primarily focuses on environmental sustainability, while some aspects of economic and social sustainability are included recognizing the complete path toward overall sustainability.

1.7 *This standard does not purport to address all of the safety concerns, if any, associated with its use. It is the responsibility of the user of this standard to establish appropriate safety, health, and environmental practices and determine the applicability of regulatory limitations prior to use.*

1.8 *This international standard was developed in accordance with internationally recognized principles on standardization established in the Decision on Principles for the Development of International Standards, Guides and Recommendations issued by the World Trade Organization Technical Barriers to Trade (TBT) Committee.*

2. Referenced Documents

2.1 ASTM Standards:²

E2114 Terminology for Sustainability Relative to the Performance of Buildings

E2743 Specification for Evaluation and Selection of Transportation for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences

E2774 Specification for Evaluation and Selection of Venues for Environmentally Sustainable Meetings, Events, Trade Shows, and Conferences

3. Terminology

3.1 Definitions:

3.1.1 *biodegradable, adj*—capable of decomposing under natural conditions into elements found in nature. **E2114**

3.1.2 *diversion rate, n*—the rate or percentage of waste materials diverted from traditional disposal such as landfills or incineration to be recycled, composted, or reused.

3.1.3 *environmentally preferable products, n*—products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose.

² For referenced ASTM standards, visit the ASTM website, www.astm.org, or contact ASTM Customer Service at service@astm.org. For *Annual Book of ASTM Standards* volume information, refer to the standard's Document Summary page on the ASTM website.

3.1.3.1 *Discussion*—This comparison applies to raw materials, manufacturing, packaging, distribution, use, reuse, operation, maintenance, and disposal. These products may possess biodegradable, organic, reusable, recycled, or recyclable attributes.

3.1.4 *environmentally sustainable, adj*—environmental focus on components, functions and systems that meets the needs of the present without compromising the ability of future generations to meet their own needs.

3.1.5 *exhibitor, n*—an exhibitor is someone who organizes an exhibit for others to see.

3.1.6 *exhibitor-appointed contractor, n*—a contractor hired by an exhibitor to perform trade show services independently of show management appointed contractors.

3.1.6.1 *Discussion*—Also called Independent Contractor or EAC.

3.1.7 *general service contractor (GSC), n*—an organization that provides event management and exhibitors with a wide range of services, sometimes including, but not limited to installation and dismantling, creating and hanging signage and banners, laying carpet, freight and material handling (also known as “drayage”), and providing booth/stand furniture; the GSC may handle any union labor management necessary for providing these goods and services.

3.1.8 *local, adj*—relating to or applicable to a city or town or district rather than a larger area.

3.1.8.1 *Discussion*—The exact distance for purposes of sourcing goods (including food and beverage), services, and personnel will be determined by the planner or supplier, or both, and be based upon the event location adjusting for location size and season. No standard definition exists to define local, inherent in this practice is the philosophy to use sources geographically proximate to the event and be practical given wide dispersion of services and products across geographic areas.

3.1.9 *no-idling policy, n*—a written statement that sets limits on the maximum idling time for engines or motors of all vehicles.

3.1.10 *planner, n*—person whose job it is to oversee and arrange every aspect of an event; an employee or hired ad hoc by large companies, professional associations, or trade associations to plan, organize, implement, and control events, conventions, and other events.

3.1.10.1 *Discussion*—Planners may include professionals who work for government, association, corporate, or independent agencies. The planner is the buyer of event services.

3.1.11 *post-consumer, adj*—refers to materials that are reclaimed from products that have already served their intended end-use as consumer items.

3.1.11.1 *Discussion*—Waste from industrial processes are not considered post-consumer. Post-consumer materials are a subset of recovered materials.

3.1.12 *pre-consumer material, adj*—refers to material that are reclaimed from manufacturing and other industrial processes and products which have not served their intended end-use as a consumer item. **E2114**

3.1.12.1 *Discussion*—Pre-consumer materials include: culls, trimmed materials, print overruns, overissue publications, and obsolete inventories.

3.1.13 *recovered materials, n*—waste material and by-products which have been recovered or diverted from the waste stream, but such term does not include those materials and by-products generated from, and commonly used within, an original manufacturer process. **E2114**

3.1.14 *recycle, v*—recovering or reprocessing materials for use in the form of raw materials in the manufacture of new products other than fuel for producing heat or power by combustion. **E2114**

3.1.14.1 *Discussion*—The use of the word recycle used in this specification applies to planners and their suppliers which provide meeting products and services. Recycling, as defined, does not extend to the activities of the suppliers' vendors or suppliers.

3.1.15 *request for proposal (RFP), n*—an invitation for suppliers, often through a bidding process, to submit a proposal on a specific commodity or service.

3.1.16 *stakeholder, n*—individuals, organizations or other entities that directly affect or are directly affected by the planning and execution of a specific event.

3.1.16.1 *Discussion*—Stakeholders in the event industry include but are not limited to: event organizer, event planner, surrounding community, convention and visitors bureau, labor unions, news media, government, attendees, hotels, airlines, maintenance personnel, material handlers, local transportation companies and warehouses, florists, photographers, security companies, medical facilities, registration companies, restaurants, gas stations, recycling facilities, utility companies, caterers, audio visual providers, printers, ad specialty brokers, laundries, grocery stores, farmers, fisheries, fisherman, pharmacies, and bakeries.

3.1.17 *supplier, n*—purveyor, provider, vendor, or contractor offering facilities, products, or services, or combination thereof.

3.1.18 *sustainable development, n*—development that meets the needs of the present without compromising the ability of future generations to meet their own needs. **E2114**

3.1.19 *sustainability, n*—the maintenance of environmental, economic, and social components, functions and systems for future generations. **E2114**

3.1.20 *waste, n*—discarded residue for disposal or recovery.

4. Level 1 Requirements

4.1 Planner Performance Requirements:

4.1.1 Staff Management Policy:

4.1.1.1 The planner shall maintain a written environmental sustainability policy for its organization, available for stakeholder review, documenting a vision, objectives, and goals for sustainability that addresses all the applicable environmental characteristics as described in this specification (staff management policy, communications, waste management, energy, air quality, water, procurement, and community partners).

4.1.1.2 The planner shall have written environmental objectives and performance criteria related to the specific event that address all the applicable environmental characteristics as described in this specification (staff policy, communications, waste management, energy, air quality, water, procurement, and community partners) related to the specific event and include these objectives in the RFPs.

4.1.1.3 The planner shall designate one or more staff members to implement the environmental sustainability initiatives related to the exhibits components of the event.

4.1.1.4 The planner shall consider whether the planned exhibit facility meets the sustainable qualifications set for the exposition and document a policy that includes a definition of expectations, requirements, and goals.

4.1.1.5 The planner shall implement a no-idling policy of no more than five minutes of idling every hour in the dock/yard.

4.1.2 Communications:

4.1.2.1 The planner shall maintain records of all environmental efforts, and shall make those records available to stakeholders and for reference for planning future events.

4.1.2.2 The planner shall ensure all appropriate personnel are made aware of, and can communicate effectively, the environmental policy of both the planner and the supplier.

4.1.2.3 The planner shall distribute a written environmental sustainability policy with guidelines and objectives to exhibitors by at least one or more of the following methods: exhibitor prospectus, e-newsletter, or website.

4.1.2.4 The planner shall communicate necessary information about attendance and estimated sample needs in order for exhibitors to appropriately supply their booths onsite.

4.1.3 Waste Management:

4.1.3.1 The planner shall include a clause in the RFP and the contract for the supplier's services requiring suppliers to meet a minimum of supplier Level 1 waste management practices and environmental performance outcome measures as defined within this specification.

4.1.3.2 The planner shall communicate necessary information to exhibitors, vendors and suppliers in an environmentally responsible manner using at least one or more of the listed methods: exposition micro-site, online ordering, email, digital brochure, or website.

4.1.3.3 The planner shall achieve a minimum diversion rate of 40 % for the event for the exhibit floor.

4.1.4 Energy:

4.1.4.1 The planner shall include a clause in the RFP and the contract for supplier's services requiring suppliers to meet a minimum of supplier Level 1 energy management practices and environmental performance outcome measures as defined within this specification.

4.1.4.2 The planner shall require the facility to operate exhibit hall working lights at less than maximum power during move-in and move-out activity, taking advantage of natural daylight while not sacrificing safety.

4.1.4.3 The planner shall require exhibitors/exhibit hall to turn off booth electricity (with an exception for perishable products) and show lights after show hours.

4.1.4.4 The planner shall provide an accurate and detailed schedule of events to allow supplier to adequately schedule lights, heating/ventilation/air-conditioning (HVAC) systems, and escalators.

4.1.4.5 The planner shall require all show areas in the exhibit hall to turn off and unplug equipment.

4.1.4.6 The planner shall request provisions in the contract to reduce the lighting and ensure limited escalator operation during move-in/move-out.

4.1.5 Air Quality:

4.1.5.1 The planner shall include a clause in the RFP and the contract for supplier's services requiring suppliers to meet a minimum of supplier Level 1 air quality management practices and environmental performance outcome measures as defined within this specification.

4.1.6 Water:

4.1.6.1 No requirements.

4.1.7 Procurement:

4.1.7.1 The planner shall include a clause in the RFP and the contract for the supplier's services requiring suppliers to meet a minimum of supplier Level 1 procurement practices and environmental performance outcome measures as defined within this specification.

4.1.7.2 The planner shall contract with suppliers that actively follow and purchase according to the supplier's documented environmental procurement policies, specify the environmental sustainability attributes of products to be purchased, or meet the environmental sustainability specification in the planner's RFP, or combination thereof. These suppliers shall represent a minimum of 25 % of the planner's total supplier base for the event.

4.1.7.3 The planner shall include a clause in the RFP and the contract for the supplier's services requiring suppliers to purchase environmentally preferable products a minimum of 20 % of the time.

4.1.8 Community Partners:

4.1.8.1 The planner shall create a list of participating organizations for an onsite donation program and include it in the exhibitor kit.

4.2 Supplier (GSC/Venue) Performance Requirements:

4.2.1 Staff Management Policy:

4.2.1.1 The supplier shall have a written environmental sustainability policy, available for stakeholder review, for its organization documenting a vision, objectives and goals for sustainability that address the applicable environmental characteristics as described in this specification (staff management policy, communications, waste management, energy, air quality, water, procurement, and community partners).

4.2.1.2 The supplier's sustainability policy shall have general manager or executive support as indicated by a signed statement.

4.2.1.3 The supplier shall designate one or more staff members to implement the supplier's sustainability initiatives.

4.2.1.4 The supplier shall, in collaboration with the planner, set defined environmental performance goals for the specific event, and shall provide to the planner a post-event report of the event's environmental achievements relative to the stated goals.

4.2.2 Communications:

4.2.2.1 The supplier shall communicate the planner's written environmental objectives and performance criteria to its staff.

4.2.2.2 The supplier shall communicate to the planner and exhibitors the supplier's sustainability policies and include the policy in the supplier's sales and marketing materials and exhibitor kits, as appropriate.

4.2.2.3 The supplier shall post signs on property regarding the no-idling policy in the marshalling yards and in other areas. The supplier shall also post signs in other areas as identified by the planner.

4.2.3 Waste Management:

4.2.3.1 The supplier shall achieve a minimum diversion rate of 40 % for the event for the exhibit floor.

4.2.3.2 The supplier shall implement a pack-in/pack-out policy that requires exhibitors and ancillary vendors to divert all possible waste into available recycling streams, then pack all other unavoidable material into crates/pack-out items.

4.2.4 Energy:

4.2.4.1 No requirements.

4.2.5 Air Quality:

4.2.5.1 The supplier shall have a strategy in place to enforce a no-idling policy on the exhibit hall docks.

4.2.5.2 The supplier shall have a strategy in place to enforce a no-idling policy in the marshalling yard. The supplier shall use a SmartWay Transport (or a similar governmental-verified and -approved program that addresses reduction of fuel consumption for trucks and rail, and reduction of emissions of carbon dioxide (CO₂), nitrogen oxide (NO_x), sulfur oxide (SO_x), particulate matter, and air toxins) partner a minimum of 20 % of the time.

4.2.6 Water:

4.2.6.1 No requirements.

4.2.7 Procurement:

4.2.7.1 The supplier shall establish criteria for purchasing environmentally preferable products, which shall be outlined in a sustainable procurement policy. The criteria shall consider price and quality, environmental impact, and ethics/reputation of the vendor.

4.2.7.2 The supplier shall have a plan in place to reduce packaging of all purchases to a minimum and ensure this plan is being implemented.

4.2.7.3 The supplier shall source a minimum of 20 % of event materials locally.

4.2.8 Community Partners:

4.2.8.1 The supplier shall partner with community organizations to reuse or repurpose, or both, reusable, surplus materials left from events that cannot otherwise be reused by the supplier.

4.2.8.2 The supplier shall track and document by weight, volume, or count the amount of materials donated per event. For example, materials considered for donation may include: steel/metals, plumbing/hardware, vinyl, shrink wrap, badges, badge holders, bags, lanyards, exhibitor sets and giveaways, carpeting/padding, and furniture.