



g³reenexpo

Starting in 2010, Go Green Expo is proud to partner with Greenhome.com, one of the premiere greening establishments in the country, to produce the most environmentally sustainable event possible.

Along with being one of the oldest and most respected online green products retailers, Greenhome.com has greened events such as United Nations World Environment Day, LOHAS and the Governor's Luncheon on Women.

From the beginning, Go Green Expo has always been committed to "walking the talk." By partnering with Green Home, we take another step in the ongoing process of making our event a model of sustainability.

For the Los Angeles event, Green Home conducted a basic review of Go Green Expo's already extensive greening practices. Based on their review and recommendations, here's what we are currently dedicated to achieving:

Waste Streams: Mission: Go Green Expo will ensure that a minimum amount of waste enters the waste stream by emphasizing efforts on reducing, reusing and recycling and commits to:

Paperless Ticketing: Go Green Expo utilizes paperless ticketing. There are no mailed tickets for any Go Green Expo event; everything is electronic. There is never a need to print your confirmation letter and bring it to the show. All attendees IDs are checked at the entrance of each event.

Digital Marketing: Beyond paperless ticketing, Go Green Expo is committed to using soft copy technology rather than printed material for almost all advertising, PR and marketing. We work hard to avoid printing anything we don't have to.

Virtual Brochures: To further reduce printing, Go Green Expo has partnered with Digitalcollateral.com. This new company has created an iPhone application that eliminates exhibitors needing to overprint their catalogs and brochures. All catalogs and brochures at Go Green Expo can be viewed online through a link provided by scanning the bar code at the exhibitors booth. This new technology will be launched at Go Green Expo in Los Angeles.

Tree Free / Recycled Printing: When we do have to print, all Go Green Expo paper usage, whether it be invitations, postcards or brochures, are at all times printed on recycled stock or tree free paper utilizing plant-based, non-toxic inks. Printresponsibly.com is Go Green Expo's printer partner.

Recycled Name Badges & Lanyards:- All exhibitor name badges are printed using recycled plastic materials, typically from water bottles. Collection points are always available at each Go Green Expo so as to reuse all of the plastic badges and lanyards at each event.

Less Carpeting: At most trade shows, after a single event, the carpeting ends up in a landfill. Go Green Expo prides itself in using minimal carpeting and eliminating its carpet footprint. Carpet is only at front entrance and speaker panels.

Reusable Pipe & Draping: Even when inconvenient, Go Green Expo packs, stores and reuses for future events by the show's decorator 100% of all pipes and draping.

Eco Friendly Displays: Exhibitors are encouraged to use eco-friendly display manufacturers.

Waste Reclamation: Go Green Expo is committed to providing clear, well-marked Resource Recovery Stations with Recycling and Trash bins.

Sponsor Waste: Green Home/Go Green Expo engages with sponsors in finding alternatives that will allow them to both minimize waste and market themselves non-wastefully. With respect and a positive attitude, Go Green Expo commits to working with our exhibitors to ensure that they market themselves in ways that do not involve disposables, plastics, sweatshop labor, virgin tree-paper or excessive packaging.

Food and Product Donations - Reusable food and remaining product samples leftover from Go Green Expo will be donated to local food banks and homeless shelters.

Magazine Distribution: Go Green Expo distributes magazines with appropriate levels to insure most of them do not end up in a landfill post event.

Reusing Existing Resources & Materials – Working closely with the venue operators, Green Home/Go Green Expo will ensure that a minimum of disposableware is used. Disposable cups will be replaced with reusable mugs and/or bio-plastic/tree free compostables. Disposable cutlery will be replaced with reusable silverware and/or cornstarch compostables. Virgin napkins will be replaced with cloth napkins and/or 100% recycled paper napkins. Washable glassware, cutlery, plateware and coffee mugs will be used whenever and wherever possible.

Mission: Go Green Expo is dedicated to being carbon neutral.

Alternative Energy Usage: When available, Go Green Expo powers its events by wind, solar or geothermal, depending upon the location. At the Los Angeles event, some of the areas at the event were powered by solar.

Conservation: Green Home/Go Green Expo will actively monitor energy usage throughout the event, turning off lights where they are not being used, and utilizing day lighting whenever possible.

Sponsor, Exhibitor & Attendee Outreach

Mission: Go Green Expo focuses on sponsors who are operating within principles of sustainability and helping them be more so.

Attendee Outreach - Go Green Expo encourages participants to reduce their environmental impact through advocating sustainable practices. Our marketing materials and website encourage all our attendees to bring their own personal reusable mugs and to use public transportation.

Non-Profit Outreach - In an effort to make the conference as accessible as possible, Go Green Expo is offering a discounted booth rate to non-profit organizations.

Community Outreach - Go Green Expo offers to students majoring in green business the opportunity to apply for discounted conference badges. To apply for these badges, please send an email to CEO Brand@gogreenexpo.com.

Vendor Outreach - Go Green Expo encourages exhibitors to bring their own carpet that they can then hand carry in so that it can be reused and recycled for their future trade shows.

Waste Reduction Education - Green Home/Go Green Expo will ensure that minimum waste enters the waste stream by emphasizing to attendees, vendors and sponsors the value of reducing and reusing.

Selective Merchandising - Green Home/Go Green Expo will communicate with vendors, sponsors and exhibitors that all merchandise meant for Go Green Expo must be created with responsible materials and products and must be manufactured in an environmentally responsible fashion and without the use of sweatshop labor. Local resources will be used wherever possible. We pledge to keep packaging and marketing collateral to a minimum, and don't use, and encourage our exhibitors not to use, single-use, disposable, plastic, individually wrapped give-aways and merchandise.

Thanks for being a part of Go Green Expos's Greening Practices.

To read the email we send to our sponsors to help them be green, visit <http://www.greenhome.com>

Green Home Approach & Background -

The Green Home "greening" philosophy is rooted in efficiency, convenience, and education. All the inputs and outputs of an event or venue must be considered in order to create the most comprehensive greening plan, one that is both effective and non-intrusive. Before Green Home began its greening operations, there was no simple and accessible way for events and venues to find trusted, reliable information and "hands on" help to know how to make eco improvements.

Green Home has played a key role in the greening of events throughout California and the rest of the country, greening LOHAS in 2007, Governor and First Lady's Conference on Women and Families (in partnership with the California Integrated Waste Management Board) in 2006, and United Nations World Environment Day Expo in 2005.

Green Home strives to change the consciousness of the greater public one event at a time. We provide the tools to build a green event that is eco-friendly, non-toxic, and waste-free. Our products, signage and entire producer's package traditionally result in a significant reduction of the waste stream. Typical events generate approximately 3 pounds of "trash" per attendee per day. Therefore, Go Green Expo is expected to generate 10 lbs. per attendee, or 5,000 lbs. of trash. Our goal is to produce 1/5th of this.

While such a goal is laudable, even more important is ensuring that the attendees of the event are aware of the environmental and health benefits of such eco-friendly conditions. While each event is temporary, the impressions that they can make on the awareness and behavior of each individual and community is lasting.

Read more about Green Home's greening work by visiting <http://www.greenhome.com>