

Green Exhibiting Guide

Tips to make your booth more sustainable



GBTA Goes Green!

With the help of our suppliers, vendors, and partners, GBTA is on a journey to make Convention as green as possible. We will be calculating our emissions related to this annual event so that we can benchmark our progress.

Green Highlights:

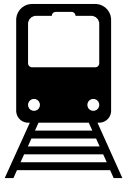
- Working with Thrust Carbon to calculate emissions related to Convention and offsetting a portion of those emissions
- During Convention, encouraging staff and attendees to walk, seek out hybrid or electric vehicle options, or utilize public transport
- Offering shuttle routes for attendees and detailed shuttle info to drive usage
- Providing an option for exhibitors to [donate used materials to a local charity](#) through the [Good Neighbor Program](#)
- Similar to 2022, we are not placing aisle carpet on the Expo Floor to cut down on waste
- Using suppliers with sustainable policies/practices in place as much as possible
- Utilizing a Green Badge to encourage attendees to commit to reducing their emissions and waste during Convention (see last slide)

How Can Exhibitors Help?



Pre-Convention:

- Consider rail or electric/ hybrid car rental options if possible
- If flying, book direct flights in economy class
- During registration, calculate and offset your emissions using our [offsetting tool](#)



Getting to Convention:

- Utilize public transport or green options during travel to and from Convention



Promotional Materials:

- Use digital options over printed materials where possible
- Don't bring more brochures than you need
- Choose reusable and useful giveaways that people are likely to keep using
- Use post-consumer recycled paper and vegetable-based inks for any printing needs
- Make printed materials timeless (without dates) so they can be reused

How Can Exhibitors Help?

Packaging & Shipping:

- Avoid Styrofoam packing peanuts (not recyclable)
- Choose biodegradable/ reusable packing materials
- Use recyclable/ recycled packaging

Food & Beverage:

- Order sustainable (locally produced, and/ or vegetarian) food for your booth catering
- Avoid single-use cups and cutlery
- Ask your team to bring their own reusable water bottle (water stations will be available)

Post-Convention Actions:

- Donate used materials via the Convention Center's [Good Neighbor Program](#). [Fill in this form](#) and send it to Lisa.Strom@oakviewgroup.com **by August 13th**
- Calculate and offset your carbon emissions during your travel to GBTA Events [here](#).

Earn your Green Badge

Do you want to help make Convention more sustainable?

Commit to at least three out of these five actions, and add a green marker to your badge:

1. Walk, bike, scooter or shuttle to and from all GBTA programming
2. Bring a water bottle to all programming
3. Separate your waste thoughtfully and use the correct bins
4. Take the GREEN GBTA quiz via our app to learn about GBTA's sustainability efforts at Convention
5. Try an [all-vegan or all-vegetarian meal](#) during your trip to Dallas
6. Calculate and offset your carbon emissions during your travel to Convention [here](#)

We also encourage you to attend an [Education](#) session to learn about sustainability in the business travel sector.