

# Meeting Professionals' Green Guide



## Create your look and feel with green in mind

*Only you can help us to reduce waste at the facility by choosing greener materials for your event's decor*

Your general service contractor's green material inventory is growing by leaps and bounds. Take advantage! Make it your choice whenever you can.

What makes materials "green":

Look for recycled content materials and use materials that can be recycled easily, such as cardboard signage. Even corrugated plastic booth walls, can be made with 65% polyethylene recycled plastic food & soda bottles and are 100% recyclable (*see photo*).

**Carpet** has always been cleaned and reused. Now it is available with recycled



This sign has a cardboard core rather than a nonrecyclable PVC core.

SEMICON's booth used a green form of corrugated plastic.

This carpet is made of 100% recycled fibers.

content that can *also* be recycled.

**Honeycomb / corrugated cardboard** sign board is 100% recyclable. We bale

cardboard signage along with other cardboard. Ask your general service contractor about green options! ▼

## Design reusable graphics to save money and reduce waste

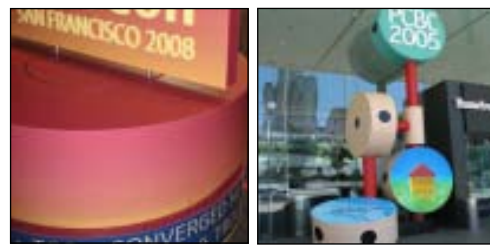
Graphics have a significant impact on the waste stream at move-out.

Specify that all graphic materials be either **certified compostable** or, at the very least, universally recyclable.

Even better than leaving large graphics behind is taking them with you.

**REUSING YOUR GRAPHICS IS BUDGET-WISE!**

Thematic or logo graphics (right) can be reused from year to year if dates and location are left off. ▼



**Example of disposable graphics: Dated!**

Logos like this rotating sign (left) and the outdoor signage (right) could have been annually reused if the city and year were left off from the text appearing on the graphics.



**Example of reusable graphics: Undated!**

These association-logos are illuminated signs designed to be neither date specific nor city specific. Therefore, the association may annually reuse it in their graphics program. *Nice!*

## Encourage exhibitors to order green as well

**SHARE YOUR GREEN GOALS WITH EXHIBITORS**

Encourage them to meet your green standards by asking their EACs (Exhibitor Appointed Contractors) for green options, just as you are doing with your contractor.

**USE OUR EXHIBITOR GUIDE**

Written by Moscone Center's staff, the guide helps your effort to promote green goals.

Exhibitors learn how to recycle and donate left-

over product while exhibiting at Moscone Center.

Exhibitors also learn about San Francisco's ban on plastic bags and styrofoam serveware, and about Moscone's sustainable programs. We invite you to include this guide in your exhibitor materials. Moscone Center's Exhibitor Green Guide is conveniently formatted as a PDF. ▼

**[Exhibitor Green Guide](#)**>



## Promote events' green goals to your partners early on

The City and County of San Francisco and the Moscone Center are green pioneers both nationally and in the hospitality industry. The U.S. EPA awarded Moscone Center as a sustainable venue in April 2009. Take advantage of our expertise and check out our green meeting tools, from videos on our website to the Exhibitor's Green Guide. If your program is held in Moscone West June-July 2010, ask your Event manager about our 3-



*SFCVB's Green Meetings Program* highlights services like green transportation. [Click here](#)>

bin recycling program, which is testing compost collection in lobbies.

Set, specify and share your green goals with your partners, such as tracking and measuring diversion, increasing donation or reducing trash. This helps everyone to plan ahead and purchase materials that can be diverted from trash into recycling. Green choices will require advance planning by everyone.



## Ask for green options from your SAVOR Catering Manager

Convey in advance your interest in greening your event to your SAVOR CATERING Manager. Your large seated event can be as green as possible if we are given lead time to package food with all the zero waste trimmings. Communicate early to your SAVOR

CATERING Manager and we can help your event make your large seated event as green as can be. Since the Moscone Center does not use disposable (plastic or styrofoam) products, only **certified compostable serveware** is used at concession locations.

Even our sandwich wrapping is compostable, made from a corn resin, PLA. Our chefs also source locally grown foods, and SMG's SAVOR has made the commitment to sustainable catering choices.



### Advance notice

All large seated catered functions can be packaged a variety of ways. To green these large events, convey in advance your green goals.



*Compostable serveware used since 2007* SAVOR...San Francisco concessions have served delicious fresh salads in corn-resin compostable serveware. [Watch the video!](#)>



### We collect bottles & cans!

Help us capture bottles and cans for recycling in the building by using the bins provided in lobbies, exhibit halls, and at all catered functions.

## Form advance partnership with an S.F. nonprofit for a win-win

**PARTNERING WITH A NONPROFIT AND ENDORSING EXHIBITOR DONATION** is a proven strategy to leave a lighter footprint on the environment and help the local host community. Annual events San Francisco International Gift Fair and National Specialty Food Trade's Fancy Food regularly send large donations to a chosen local charity. Assisted by Moscone's Recycling Program, the process is efficient and direct. Go behind the scenes on NASFT's Winter Fancy Food last month and see this donation in action! [Watch the](#)



*Donation offers you benefits too...* Send a signal to your industry, gain a sense of achievement and satisfaction, be a part of the community, build team spirit on your show and bonding with your professional organization. Above, exhibitors from NASFT's Fancy Food Show are pleased to be recognized for their donation of leftover booth product.



*Endorse exhibitor donation and partner with a nonprofit to benefit the local host community.* Above, an exhibitor from last year's San Francisco International Gift Fair poses with a team of volunteers from nonprofit Under One Roof during moveout and donation collection.

## Choose recyclable bags for registration to save energy

San Francisco bans plastic bags at grocery and pharmacy chain stores. Adopt the same high standard of green at your event since many **alternatives to new plastic** bags are now available. Want to know where you can purchase these bags? Here are some online resources! ▼

**COMPOSTABLE BAGS:** [www.sfenvironment.org](http://www.sfenvironment.org)

**RECYCLED PET BAGS:** [www.callpms.com](http://www.callpms.com)

**RECYCLABLE BAGS:** [www.ecobags.com](http://www.ecobags.com)

**GREEN PRODUCTS IN SF:** [www.sfenvironment.org](http://www.sfenvironment.org)



**Recycled content saves energy!**  
“Cloth-feel” bags like this are made from recycled PET plastic water bottles or from compostable fibers. See suppliers at left.



**Durable cloth bags or backpacks last longest**  
Durable cloth is the next best green option. These have a longer life, will be reusable or can be given away to nonprofits to reuse.

## Minimize diesel emissions from transportation to your meeting

Over 20,000 hotel rooms are within walking distance from Moscone Center. Some hotels also have green features. Green transportation options are plentiful in the City. Check out the **Green Meetings Program** sponsored by the S.F. Convention & Visitors Bureau.

**Alternative Fuel Vehicles: Over half SF's taxicabs**

Currently, 57% of the taxi fleet is comprised of hybrid or compressed natural gas (CNG) vehicles.

**Request alternative fuel taxicabs.**

Moscone's Event Manager will be happy to make the arrangements. ▼



**San Francisco's Clean Air Taxi Program** Aims to eliminate greenhouse gas emissions (GHG) in taxis by 2020, requiring that by 2011, the city's taxi industry reduce its total greenhouse gas emissions by 50 percent from the current levels and by 20 percent from 1990 levels. [More info](#)>



**The City has a robust public transit system.** AirTrain connects SFO Airport directly to the public transit subway system at Powell and Montgomery street stations, only steps away from the Moscone Center. [AirTrain info](#)> [SFCVB offers free digital maps of SF](#)>

## SFO Airport offers nation's first green car rental program

**Green Car Rental-** Customers who rent hybrid cars at SFO, such as the Honda Civic Hybrid, Nissan Altima Hybrid or Toyota PRIUS will receive a \$15 discount at the counter. [More info](#)>

**Climate Passport Offers Carbon Credits-**

Individuals can calculate the carbon footprint of any given flight, and purchase offsets that currently support the Garcia River Forest, a forest management project in California. Three new Climate Passport kiosks are available post-security on both sides of the Int'l Terminal and in Terminal 3 at the San Francisco Airport (SFO). ▼

**SFO's GREEN PROGRAMS** [www.flysfo.com](http://www.flysfo.com)



**Green rental car program at SFO's**  
SFO now offers the nation's first Green Rental Car program that rewards customers for renting “green” alternative-fueled vehicles such as the Honda Civic Hybrid (left) or Nissan Altima Hybrid (right). **Check site for participating rental firms.**>



**Climate Offset Kiosk in SFO's Terminal 3**  
For every ton of offsets that you purchase, an equivalent amount of greenhouse gases will be reduced. Climate Passport also allocates \$1.50 per ton to the SFCarbon Fund, which invests in greenhouse gas reduction projects within San Francisco. *Photo courtesy of flysfo.com*