

Exhibitor Sustainability Tips and Guidelines

SAP is committed to sustainability and reducing our impact on the environment. This is demonstrated by our participation in the Global Reporting Initiative (GRI) since 2012 and by releasing the SAP Integrated Report annually.

SAP asks our partners to join us in our commitment to sustainability by applying the following recommendations/best practices to your own on-site activities at SAPHIRE NOW and ASUG Annual Conference whenever possible. The Exhibitor Sustainability program is a voluntary effort that educates and spreads awareness of eco-friendly best practices to exhibitors. We hope you will join us in this important initiative.

Booth Materials

Flooring

- Reuse flooring.
- Consider renting carpet that is made from at least 25% post-consumer recycled material which is generally reusable.
- If you require a specialty-colored carpet, we encourage you to use it for multiple events.

Booth Graphics and Signage

- Reuse graphics and signage for at least one year.
- If new signage is created, consider a substrate with a minimum of 25% recycled material.
- Avoid foam core, as it is not recyclable.

Booth Structure

- Use new display elements containing a minimum of 25% recycled content.
- Rent booth structures using standard inventory materials used throughout the year.

Communications and Collateral

- Printed collateral produced on 100% recycled paper is significantly more sustainable.
- Paper should be recyclable in a standard municipal recycling stream.
- Many laminated and coated papers are not recyclable and are therefore discouraged.

Exhibitors are asked to work toward the following goals:

- Eliminate or limit the quantity of promotional materials used for attendee distribution including handouts and giveaways.

Indoor Air Quality

It is recommended that booth construction and maintenance follow these guidelines:

- Paints, sealants, coatings or adhesives should be avoided during the show site install.
- If these materials are necessary, low or zero VOC products should be used whenever possible.
- Any new flooring, counters, and paneling should be certified low or zero VOC by their manufacturer.

Energy Conservation

Booth Lighting

- Incandescent bulbs are discouraged for use in any medium screw-based lighting applications. LEDs or compact fluorescent light bulbs (CFLs) are more efficient lighting.
- LED, CFL, T-5 or T-8 tubular fluorescent lighting should be used when possible.

Electronic Display

- All displays, monitors, and booth lighting should be completely powered down each night. Any equipment that cannot be shut down should be put into sleep mode during non-show floor hours.
- Electronic display equipment (i.e. flat screen monitors) should meet criteria for ENERGY STAR qualification or equivalent energy efficiency program if possible.

Exhibitor Sustainability Tips and Guidelines

Waste Management

Waste Diversion and Recyclables

- Exhibitors should participate in SAP's waste management program by properly marking all waste and recycling with labels obtained from the exhibitor service center. Once marked, the cleaning crew will pick up your waste and properly dispose of it.

Donations

- If you plan to leave any items after the show, please consider donating your materials to local charities through the exhibitor donation program.
- Donation forms may be picked up at the exhibitor service center and then returned once completed. A sustainability ambassador will come to your booth to arrange.

Shipping Practices

Energy Conservation Shipping Methods

- Minimize exhibit materials that must be shipped.
- If shipping is required, choose a third-party logistics partner who participates in the U.S. EPA's SmartWay Partnership Program, such as UPS, FedEx, or Freeman Exhibitor Transportation.
- Consolidate materials into only one shipment when possible.

Shipping Materials

- Polystyrene (i.e. packing peanuts, #6 or foam plastic) should be eliminated from booth shipping and operations in favor of more renewable options, such as cornstarch peanuts.
- Reuse all padding materials and exhibit crates when possible.
- Choose exhibit crates made from rapidly renewable materials or 50% recycled content.

Questions?

Contact our sustainability ambassadors at SAPPHIRENOW_sustainability@sap.com.