



## WELCOME

We are thrilled to be partnering with you for the upcoming 2018 GoGreen Conference in Seattle, WA on April 4! As a sponsor/exhibitor, your organization will be an integral aspect of the Conference. Please review the entire document below as it contains important information for your exhibitor set-up at the upcoming Conference.

## EXHIBIT + TRADESHOW HOURS

### Location:

The Conference Center at the Washington State Convention Center  
Eighth Avenue at Pike St. | 3rd floor

### Exhibitor Hours

8:00am | Registration and Sponsor Foyer  
9:00am-5pm | Sessions, Lunch and Networking  
5pm | Networking Reception

\*Exhibit break-down will not be allowed until after Evening Reception concludes at 6:00pm.

### Exhibitor Set-up – Wednesday, April 4

Set up will occur from 6:30-8:00am. If you have any questions regarding setup, please contact Savannah Mallo at [savannah@gogreenconference.net](mailto:savannah@gogreenconference.net) or 503-226-2377.

*For onsite support (beginning Tuesday, April 3) please call Savannah Mallo on her cell phone at 906-458-4431.*

Your exhibitor space must be completely set up no later than **8:00am Wednesday, April 4**

### Breakdown Time – Wednesday, April 4

Exhibitors must remain set up during the Evening Reception until 6:00pm on April 4. Exhibitors are expected to clear out of the Trade Show floor by 7:00 pm. If you need additional time for breakdown, please work with Savannah Mallo on timing.

### Exhibitor Passport

- The GoGreen Exhibitor Passport is designed to drive attendees to stop by your exhibitor area and get credit for prizes for visiting as many exhibitors as possible.
- Please bring a stamp with your logo or a marker to indicate attendees have visited your booth.

## TRAVEL/TRANSPORTATION

Washington State Convention Center  
Eighth Avenue at Pike St. | 3rd floor

TAKE PUBLIC TRANSIT! Figure out your route [here](#)

Ride Your Bike! There are bicycle racks located at the Washington State Convention Center on the first floor of the main building (where 9th Avenue runs under the Convention Center at Union)

[Parking](#) located at Washington State Convention Center across the street - entrance located on eighth and pike.

## EVENT SCHEDULE

### Wednesday, April 4

8:00-9:00am Registration and Networking  
9:00-10:15am Opening Segment  
10:15-11:00am Break  
11:00am-12:00pm Sessions  
12:00-12:45pm Lunch  
12:45-1:45pm Sessions  
1:45-2:15pm Break  
2:15-3:15pm Sessions  
3:15-3:45pm Break  
4:00-5:00pm Closing Segment  
5:00-6:00pm Hosted Networking Reception

<http://seattle.gogreenconference.net/program/>



### **EXHIBIT SPACE**

Please stay within the dimensions of your allotted exhibitor space. All sponsors/exhibitors are allowed to have free standing pop-up banner signage.

#### **Each exhibitor will be supplied with the following:**

- One (1) 6 ft. display table with linen
- Two (2) chairs

Please let us know if you do NOT need these included exhibitor area items.

#### **What is NOT included with your exhibit space:**

These items are not included/provided, but can be arranged for an additional cost: Electricity, Wi-Fi, electrical cords, cables or other hardware, materials handling, spot/task lighting, dedicated internet connections, additional chairs and tables, signage, etc.

- Please contain your display area to your allotted space unless otherwise approved in advance. Free-standing pop-up signage recommended.
- No tents allowed.
- Our exhibit area is designed for table-top displays. If your display is more extensive (requires storage of crates or a loading dock), please let us know by Friday, March 30.

### **ELECTRICITY/ EQUIPMENT ORDER FORM**

Electricity is not included with your exhibitor booth. If you need power for your exhibit space, [please click here to order](#).

- Scroll down and select the GoGreen Conference - 2018 event
- In Booth Number field, enter **TBD**

To order any additional equipment and/or furniture please use the same link provided.  
To ensure advanced pricing options, **you must order before Wednesday, March 14.**

### **EXHIBITOR REGISTRATION**

As an exhibitor/sponsor, complimentary passes to attend are included in your sponsorship terms. Please refer to your Registration Instructions email for details on how to register. Everyone attending/exhibiting must be registered by Monday, April 2. Please contact Savannah Mallo at [savannah@gogreenconference.net](mailto:savannah@gogreenconference.net) for any questions regarding sponsor/exhibitor passes as part of your sponsorship package.

### **PARKING**

[Parking](#) located at Washington State Convention Center across the street - entrance located on eighth and pike.

### **TRADESHOW DETAILS**

We encourage you to use sustainable materials and limit handouts for the Trade Show, bearing in mind that the GoGreen Seattle Conference aspires to produce environmentally and socially responsible events.



### **WI-FI**

There will **NOT** be complimentary access to Wi-Fi; however, it is available to purchase if you'd like Wi-Fi access at your booth. To order additional Internet access, [please click here to order](#).

- Scroll down and select the GoGreen Conference - 2018 event
- In Booth Number field, enter **TBD**

### **SHIPPING & MATERIAL HANDLING –**

Items may be shipped to the Conference Center if they do not arrive earlier than Monday, April 2. Items received prior to Monday, April 2 may be returned. Please address packages as follows:

Company Name – Box 1 of \_  
c/o GoGreen Conference April 4, 2018  
Washington State Convention Center  
705 Pike Street, Seattle, WA 98101

### **LOAD-IN/OUT**

- Hand Carry-able items can be loaded in through the Conference Center's main entrance on Pike Street between 8th and 9th Avenue. Please click [here](#) for a map.

If you need to use a loading dock please contact us directly to schedule.

### **GREEN PLEDGE PROGRAM**

This year we are excited to harness the sustainability power of the Northwest to produce an event that exemplifies our regional commitment to sustainability. In order to achieve this goal, we need your help! We are introducing the start of our Green Pledge Program for conference exhibitors and community partners.

This pledge explores your commitment to sustainable practices as a business and highlights your efforts while at the conference. Those who meet the minimum requirements are awarded a "Green Star" and will receive formal and public recognition through-out the event.

1. Confirm as a sponsor or community partner with the GoGreen Conference.
2. Complete this [short pledge form](#) outlining which actions you will commit:
  - a. Each action has a point value, there is a minimum requirement of 30 points to secure the Green Exhibitor designation
  - b. Pledge forms must be submitted by **Wednesday, March 28** to be featured on printed materials
3. Verify your pledged actions:
  - a. Email documentation or photos to show how you met your pledge action
  - b. Photos can be featured on our social media platforms, or share on your social media accounts using the hashtag **#GoGreenSEA**
4. Get ready to showcase your actions at the conference!
  - a. Green Exhibitors will be highlighted at the conference, and attendees will be encouraged to hear more from you about your commitments!
5. Sign up for the GoGreen Conference 2019 Green Exhibitor program!
  - a. Get on our email list to hear more news about our Green Exhibitor program as we grow



## **GREEN EXHIBITOR GUIDE**

In keeping with the sustainable mission of the GoGreen Conference in Seattle, we ask that you follow the guidelines below to help us lower the impact of the Conference.

### **Preparation:**

- Limit brochures and paper handouts. Most attendees will review materials at your booth and leave them for the next person.
- Use non-dated event neutral designs so leftover items may be used at future events
- Print signage and handouts through FSC-certified printers and/or paper made of post-consumer content
- Use non-chlorine inks such as vegetable or soy
- Print and or purchase what you can in the host city to reduce shipping. When shipping, only send what you need and avoid using packing peanuts (polystyrene) or other difficult to recycle toxic materials
- In lieu of printed materials, offer to send information via email or display electronically at your booth
- If you wish to hand out swag to attendees please choose utilitarian items that are sustainably made and recyclable.
- Use sustainable and/or recycled materials in your exhibit booth

### **During the Conference:**

- During set-up, save packing materials from shipments to reuse at the end of the Conference
- Remember to power off and unplug any electronic items at your booth when not in use to save energy

### **Break-Down:**

- During break-down, use waste stations to properly recycle any items that cannot be reused
- Pack up your reusable materials and take them with you to use at future events
- All paper handouts should be recycled

Please contact us directly if you would like additional resources or guidance in greening your exhibitor space.

## **PROMOTE YOUR INVOLVEMENT**

Help us spread the word about your partnership with the 2018 GoGreen Conference in Seattle through your promotional outlets – email lists, newsletters, blogs, social media and press contacts. Our [2018 Promo Kit](#) includes resources to help you spread the word. We can create custom emails for your use, please reply to this email to request custom designed promotion for your use.

## **SECURITY**

While every reasonable precaution is taken to ensure the safety and security of personnel and equipment, GoGreen Conference in Seattle or its subcontractors cannot accept any responsibility for any injury, loss or damage to personnel and their property. We recommend that valuables not be left unattended in your booth at any time. Please ensure that any incident involving the loss or damage of property is reported immediately. Failure to do so could result in an insurance company's refusal to meet claims.



April 4, 2018

**THE FINE PRINT**

The organizers of the Conference have sole discretion as to the location and placement of all exhibitor tables and booth spaces. The organizers of the Conference are not responsible for theft, loss or breakage of personal or exhibit materials.

Thank you for your support of the 2018 GoGreen Conference in Seattle!

Sincerely,  
Savannah Mallo | Senior Partnership Coordinator  
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Cell: 906-458-4431  
[savannah@gogreenconference.net](mailto:savannah@gogreenconference.net)