

X Games EnvironmentalTM
Sponsors and Exhibitors Best Practices Complete Guide



ESPN X Games is committed to environmental stewardship in all facets of event planning. A commitment to waste reduction, recycling, use of environmentally friendly products, renewable resources and reducing emissions are at the forefront of thought when planning, implementing and executing projects related to X Games events.

ESPN X Games encourages employees, vendors, and spectators alike to proactively support X Games Environmental (XGE). The following checklist will assist sponsors and exhibitors in supporting XGE's commitment to protecting the environment. These resources will help you plan more efficiently and effectively, as well as help you celebrate your green achievements, and may even help you save money.

EXHIBIT/BOOTH PRE-PLANNING

Paper/office supplies & practices

Think green when ordering and using office supplies.

- Use 30% or more post-consumer, recycled-content paper in copiers and printers.
- Buy recycled-content office paper products, such as file folders and envelopes.
- Buy remanufactured laser toner and printer cartridges. Recycle used cartridges.
- Print and copy documents double-sided.
- Order supplies electronically or via telephone, not on printed forms.
- Order in bulk to avoid excess packaging.
- Ask suppliers for deliveries to be made in returnable containers.
- Use safe substitutes to hazardous chemicals whenever possible for cleaning, production, etc.

Promotional Products

Please consider the following in selecting any promotional giveaways/handouts to event spectators.

- Choose items that will have long-term use after the event.
- Order items in bulk and not in individual wrappers, whenever possible.
- Always request recycled-content paper from your printers for any printed collateral.
- Choose items made with recycled content. (Please see attached **Resources** list to locate vendors that specialize in "green" promotional products).
- Choose items made from a single, recyclable material; for example, paper signs made from 100 percent paper fiber that do not contain plastic coatings, handles, etc.
- Cardboard boxes and paper wrapping from promotional items should be properly recycled in the bins labeled "cardboard" provided in the X Games logistics area. (Please see recycling section to learn more about recycling opportunities and procedures.)

Food/beverages

Follow these simple steps to align green practices with your food and beverage offerings.

X Games EnvironmentalTM
Sponsors and Exhibitors Best Practices Complete Guide



- To minimize waste, serve beverages or food in one single container/wrapper. For example, avoid serving a hot dog in a foil/paper wrapper that is also placed in a paper boat.
- Use napkins that contain recycled-content paper fibers or other environmental properties like unbleached/natural fibers.
 - o Bulk containers should be recyclable – #1 PET or #2 HDPE plastic
- Serve beverages in #1 or #2 plastic bottles or aluminum cans.
 - o Plastic and all Styrofoam® cups, regardless of the numbers printed on them, are NOT recyclable in the U.S. Both should be avoided if possible.
- Serve beverages or food in biodegradable containers that can be COMPOSTED. All paper products, including waxed paper cups, paper plates and napkins, ARE compostable.
 - o XGE will be collecting and diverting all compostable materials generated at the event.
 - o A new generation of plastics, or “bioware,” made primarily from corn and other agricultural materials, called “PLA,” is now widely available. PLA plastic is designed to break down in a compost facility within 90 days and become a valuable soil amendment. (Conventional plastics never really decompose and can harm sea and land life if littered.) For a complete listing of companies that can supply you with compostable plastic containers, please see **Resources** section.
- Provide stir-sticks for beverages made of wood, *not* plastic—the wood can be composted.
- Provide straws made from paper, or corn-based PLA plastic instead of petroleum based plastic so they can be composted and will not create a hazard for wildlife.
- Food scraps/waste such as banana peels, strawberry stems, coffee grounds or tea bags can be composted.
 - o Please contact XGE if you would like a designated composting container provided for your booth.
- Educate staff about booth products and packaging recyclability/compostability so they will be able to handle materials correctly.
- Donate any food or beverages that cannot be saved to a local food bank for redistribution. (Please see **Resources** section.)
- When ordering catering trays for meetings, etc., try not to over order, and, if refrigeration is available, save extras for later, or encourage staff to take surpluses home.

Booth Décor

- Consider using recycled-content, recyclable and/or sustainably produced promotional materials, such as recycled-content and recyclable display boards, sustainably harvested lumber and recycled PET carpeting.
- Choose larger booth décor items that can be stored and reused from year to year, and make them adaptable so you can change the information—for example, a wooden booth backerboard, which new marketing materials can be overlaid upon each year.
- Consider including environmental messaging in your regular marketing materials, to create synergy with X Games Environmental, and drive awareness of your efforts among event attendees.

X Games EnvironmentalTM
Sponsors and Exhibitors Best Practices Complete Guide



Transportation

Please encourage all booth employees/staff to rideshare by carpooling or by taking public transportation to the event whenever possible.

ON-SITE EVENT RECYCLING

Sponsor and exhibitor cooperation is key to the success of XGE recycling efforts. XGE requests that you ensure waste generated at your exhibit/booth during setup, operation, and strike is placed into proper containers. We also encourage your booth staff to educate spectators about where and how they can sort waste from the items they receive from you.

Public-Area Recycling: XGE is providing three-way stations to enable X Games spectators to separate discards into the following three categories:

- RECYCLABLES – cans & bottles
- COMPOSTABLES – food waste & paper products
- TRASH – everything else

Backstage Recycling: In addition to recycling in public areas, several recycling opportunities are available to exhibitors, sponsors, vendors, and staff catering. Designated recycling containers for the items below are located in the X Games logistics area. Should you need assistance with large quantities, please contact XGE.

- **CARDBOARD RECYCLING** – Clean and dry cardboard is preferred because it enhances its recycling value; however, wet or dirty cardboard can still be recovered via composting.
- **CONSTRUCTION MATERIALS** – wood, metal, and drywall can be recycled. Hazardous materials, solvents, and paint should not be placed in the bins labeled “construction materials recycling.” Please contact an XGE representative for assistance with hazardous materials disposal procedures.
- **ELECTRONIC WASTE** – Batteries, video tapes, CDs/DVDs, toner cartridges, and other electronic devices can be recycled.
- **PLASTIC WRAP** – Pallet and product shrink wrap can be recycled on site.

RESOURCES

GREEN PRODUCTS

Printed below is a list of recycled-content and environmental resources that you may find helpful. Purchasing environmentally preferred products is key to protecting the environment. Environmentally responsible alternatives exist for virtually every product your company may use. *(The suggestions below are only intended to elicit eco-action; they are not endorsed by ESPN X Games or The Walt Disney Company.)*

GREEN PRINTERS

**X Games Environmentality™
Sponsors and Exhibitors Best Practices Complete Guide**



To help you locate printers who have experience in using high recycled-content papers (and may possess other environmental printing certifications) for your X Games printing needs, the following businesses may be able to assist:

Anderson Printing Tami Hanson Business: 323/460-4115 thanson@andersonprinting.com www.andersonprinting.com	LA Graphico Brandon Gabriel Business: 818/295-6100 BGabriel@lagraphico.com
Adage Graphics Larry Christian Business: 310/607-0200 info@adagegraphics.com	Hennegan Company Carlos Arriola Business: 859/538-3012 carriola@hennegan.com

IMPRINTABLE PROMOTIONAL PRODUCTS

To help you locate promotional products with recycled paper and plastic content or other “green” attributes, the following list of product vendors has been compiled. *(The suggestions below are only intended to elicit eco-action; they are not endorsed by ESPN X Games or The Walt Disney Company.)*

Companies such as those highlighted below can provide a wide range of items, most of which are imprintable with logos/branding, including apparel, bags, bottles, signs, printed materials, badges, trophies, luggage tags, banners, key chains, hats, mugs, toys like mini-snowboard decks, winter sport accessories, jewelry, and more. Please visit their Web sites or contact them to explore opportunities to “green” your product offerings.

Adapt Ad Specialty Yvette Berke 13618 Lemay Street Van Nuys, CA 91401-1114 Business: 888/782-6974 or 818/782-6974 Fax: 818/782-6975 E-mail: yberke@aol.com http://www.adaptadspecialty.com	Amazing Recycled Products Mary Jarrett 3449 S. Halifax Way Aurora, CO 80113 Business: 303/699-0450 Email: amazing@amazingrecycled.com www.amazingrecycled.com	Barker Specialty Company Steven Barker 27 Realty Drive Cheshire, CT 06410 Business: 203/2727-2222 x 209 Email: steven@barkerspecialty.com http://www.barkerspecialty.com/corpsite/default.asp
Beyond Zebra Terri Yamate 333 S. Front Street, #100 Burbank, CA 91502 Business: 818/955-9614 x11 E-mail: terri@beyondzebra.net	Corrugated Art 1685 H Street, #428 Blaine, WA 98230 360/306-5720 Business: 877/213-6451 www.corrugatedart.com	Ecoist Ecoist Customer Service 404 Washington Ave. Suite 120 Miami, FL 33139 Phone Number: 305/674-0433 Email: info@ecoist.com www.ecoist.com
Excellent Packaging Allen King	Fairware Promotional Products	Goldman Promotions Phillip Gencher

**X Games Environmentality™
Sponsors and Exhibitors Best Practices Complete Guide**

<p>3220 Blume Drive Richmond, CA 94806 Business: 800/317-2737 E-mail: allenk@mindspring.com http://www.excellentpackaging.com</p>	<p>3378 W. 15th Street Vancouver, BC V6R 2Y8 Business: 604/732.FAIR (3247) Fax: 604/732.3257 Email: info@fairware.ca http://www.fairware.ca/</p>	<p>431 W. Lambert Rd., Suite 304 Brea, CA 92821 Business: 714/990-8686 x 108 Email: Pgencher@goldmanpromotions.com www.goldmanpromotions.com</p>
<p>Greenfeet 275 Fairchild Ave., Unit #107 Chico, CA 95973 Business: 888/562-8873 Email: service@greenfeet.comhttp://www.greenfeet.com</p>	<p>Green Glass Renee Grul Director of Sales & Marketing Green Glass Inc. 5801 Stella Ave. Schofield, WI 54476, USA Business: 715/355-1897 Fax: 715/355-1697 Email: renee@greenglass.com www.greenglass.com</p>	<p>GREEN CARDS Arthur Blank & Co—Corn Cards 225 Rivermoor Street Boston, MA 02132 Business: 800/776-733; 617/325-9600 Email: abco@abco.com</p>



**X Games Environmentalty™
Sponsors and Exhibitors Best Practices Complete Guide**

<p>GreenHome Inc. 850 24th Ave. San Francisco, CA 94121 Business: 877/282-6400 Fax: 415/752-6389 Email: help@greenhome.com www.greenhome.com</p>	<p>Home & Planet 25 East 3rd Street, Bethlehem, PA 18015 Business: 610/866-7370 Toll free: 877/966-1009 Email: homeandplanet@fast.net www.homeandplanet.com</p>	<p>Impressions Marketing 46 LePage Court, Toronto, Ontario, M3J 1Z9, Canada Business: 416/638.9895 www.recycled.ca</p>
<p>Recycle Store California Integrated Waste Management Board www.ciwmb.ca.gov/RCP</p>	<p>Recycled Products Cooperative 137 N. El Camino Real Encinitas, CA 92024 Business: 800/694-8355 Email: information@recycledproducts.org http://www.recycledproducts.org/</p>	<p>Resource Revival PO Box 440 Mosier, OR 97040 Business: 800/866-8823 Fax: 800/736-0984 Email: answers@resourcerevival.com www.resourcerevival.com</p>
<p>Signature Marketing 134 West Street, Simsbury, CT 06070 Toll Free: 877-658-7172 or 800/841-7826 Fax: 860-651-8376 fax Email: sigcycle@aol.com www.signaturemarketing.com</p>	<p>Weisenbach Specialty Printing 437 Holtzman Avenue Columbus, OH 43205-1604 Business: 800/778-5420; 614/251-8585 Fax: 614/251-8440 E-mail: sales@weisenbach.com www.recycledproducts.com</p>	<p>Western Badge & Trophy 1716 West Washington Blvd Los Angeles, CA 90007 Business: 323/735-1201 x204 Fax: 323/735-8571 Email: MarisolB@wbtpromotional.com</p>

COMPOSTABLE PRODUCTS

Many regular food service suppliers carry paper plates, paper boats and paper cups, all of which are COMPOSTABLE and preferred over non-recyclable, non-compostable petroleum plastics and Styrofoam®. Please contact your regular food service suppliers such as Jordano's, US Food, and Sysco to inquire about availability. Specify that you would like products with recycled content whenever possible.

To locate products made from new, biodegradable materials like PLA and other bio-ware compostable plastics, please contact the following vendors:

<p>Eco Products Luke Vernon 3655 Frontier Ave Boulder, CO 80301 303/449-1876 ext. 107 lvernon@ecoproducts.com http://www.ecoproducts.com/</p>	<p>Excellent Packaging Allen King 3220 Blume Drive Richmond, CA 94806 (800) 317-2737 allenk@mindspring.com http://www.excellentpackaging.com/pages/1/</p>
<p>Cereplast Amy Peterson (310) 676-5000 x 129 apeterson@cereplast.com</p>	<p>Kevin Cordova American Paper & Plastics, Inc (626) 444-0000 x132 (626) 444-1000 Fax Kcordova@appinc.com</p>

**X Games EnvironmentalTM
Sponsors and Exhibitors Best Practices Complete Guide**



CorpIT Image 7/23/08 10:24 AM
Formatted: Font:11 pt, Bold

OFFICE SUPPLIES, BUILDING MATERIALS, FURNITURE, AND MORE

The California Integrated Waste Management Board provides a comprehensive list of all commercially available recycled-content products. You can find a wide range of promotional product companies, as well as office supplies, furniture, building materials, and more at <http://www.ciwmb.ca.gov/RCP>.

FOOD BANK

We encourage booth sponsors and exhibitors to donate surplus (uneaten) food items to a local food distribution (bank) program. (A national "Good Samaritan" law protects donors from liability.) An organization serving the Los Angeles area is:

Los Angeles Regional Foodbank
1734 East 41st Street
Los Angeles CA 90058-1052
323/234-3030
<http://www.lafoodbank.org>

OTHER DONATIONS

Reusable surplus items, such as extra booth giveaways, shelving, clothing, etc. can be donated. Please contact XGE staff to arrange pickup of items.

For more information about any of these initiatives, please contact:

Disney's Environmental

Marialyce Pedersen
818/553-7259 office
805/390-9610 cell
marialyce.pedersen@disney.com
<http://www.disneysenvironmentality.com>

ESPN X Games

Michelle Plotkin
860/559-3707
Michelle.M.Plotkin@espn.com
<http://www.xgamesenvironmentality.com>

ENVIRONMENTALTM