



## 2012 Gulf Coast Green Conference and Professional Expo

### REQUEST FOR PRODUCT VENDORS AND SERVICE PROVIDERS QUALIFICATIONS

Gulf Coast Green 2012 Conference and Professional Expo is the leading green building conference on the Texas Gulf Coast, a collaboration among building industry professionals committed to a more sustainable built environment.

#### **Gulf Coast Green 2012: A Delicate Balance**

**Location: United Way of Greater Houston  
Houston, Texas 77007**

**Event Date: Tuesday, May 1, 2012 7 am -6 pm**

**After 6 successful years, Gulf Coast Green Symposium and Expo has proven to be the leading green building conference in the Gulf Coast region.** This year the symposium will again be a jam-packed single day. Having pioneered the first regional green building consumer expo in GCG 2008, GCG 2012 refines a fully integrated professional expo featuring certified green building products, materials, and service providers. This collaboration effort will raise the bar for professional interaction leading to improving performance across all the metrics that matter in the region's built environment.

The dual setting of the symposium and green building professional expo will provide the opportunity to showcase your products and services to leading professionals who are seeking to enrich their knowledge of cutting edge practices of sustainable design. Demonstrate your company's environmental leadership in resource conservation by offering only usable samples of your products in place of throw-away samples, excessive brochures, plastic give-aways, etc. Challenge your visitors to embrace an energy efficient and environmentally conscious lifestyle and design approach with thoughtful information and answers to their questions. Lead by example with an exhibit that shows advancement and innovation of non-toxic materials with high recycled content that you intend to reuse.

Due to space limitations, the *2012 Gulf Coast Green Professional Expo* will only select a limited number of qualified and diverse companies to display their products and services at this event. A total of **16** tables will be offered. Please review the plan of the conference later in the package.

Information provided to us on the following topics will ensure that the *2012 Gulf Coast Green Professional Expo* will host a professional event free of green misinformation. This is based on the Green Guidelines, which have been a part of Gulf Coast Green from its inception. Please review later in the package.

**All exhibitors must submit the completed following Green Guideline SOQ Worksheet to the Expo Chair by April 13, 2012 and if selected, submit the two-page contract by April 20, 2012. The *Gulf Coast Green Professional Expo* reserves the right to select specific vendors based on perceived qualifications and benefits to the attendees. This information will be used to develop the Little Green Book for the attendees, which will promote and achieve a level of communication even better than last year.**

Visit [www.gulfcoastgreen.org](http://www.gulfcoastgreen.org) to sign up for our newsletter or email [info@gulfcoastgreen.org](mailto:info@gulfcoastgreen.org) with questions or for information on sponsorship opportunities.



## EXPO PRICING AND SCHEDULE

### PRICING

Exhibit Table (5'X 27") w/ 2 chairs: \$600.00  
Electrical Outlets: Very Few Available

### SCHEDULE:

Green Guideline SOQ Submittal: Friday, April 13, 2012  
Please review this insert later in this information package.

Contract Submittal: Friday, April 20, 2012  
Please review this insert later in this information package.

Event: Tuesday, May 1, 2012  
Set Up 6:30 AM  
Please check in at registration table located outside the Atrium entrance. You will receive your name badges at this time.

Attendees Registration/Expo	7:00 to 8:00 AM
Expo/Coffee Break	9:30 – 10:15 AM
Keynote Lunch	Noon – 2:00PM
Expo (no sessions)	2:00 PM – 2:30 PM
Expo/Coffee Break	3:30 PM – 4:00 PM
Exhibitor Awards	6:00 PM
Move Out	6:30 -7:30 PM

## GREEN GUIDELINE STATEMENT OF QUALIFICATIONS (SOQ) WORKSHEET

1. List your company name and full contact information.
2. List standards that your displayed products and materials comply with (Energy Star, Green Seal, GreenGuard, FSC, GreenSpec, Green-e, others).
3. List your company's current memberships/affiliations with relevant governing agencies and organizations (USGBC, Greenguard, C2C, SMART, etc).
4. Submit the written sustainability policy for your organization documenting processes and objectives.
5. List full contact information and credentials of your company representative(s) expected to attend the Expo (LEED AP, etc).
6. Describe any additional factors that may have an impact on your company being selected to participate as an exhibitor (NABCEP certified PV installer, etc).
7. Include a brief narrative outlining **sustainable** data and characteristics of your product or services.
8. List best practices information about the materials used in your display, such as recycled content of paper and poster board.
9. List all items that may be handed out to attendees.

For further information, contact: [expo@gulfcoastgreen.org](mailto:expo@gulfcoastgreen.org)

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## GREEN GUIDELINES

The 2012 Gulf Coast Green Professional Expo has established a series of green building criteria for the vendors, service firms, and non-profits exhibiting at the Expo.

The following criteria will ensure that the Expo hosts a professional marketplace free of green misinformation.

All exhibitors must submit the **Green Guideline SOQ** worksheet to [expo@gulfcoastgreen.org](mailto:expo@gulfcoastgreen.org) by Friday, April 13, 2012. The Gulf Coast Green Professional Expo reserves the right to remove exhibitors that do not meet the green criteria.

### Green Guidelines for Products & Materials

All products & materials exhibited at the *Gulf Coast Green Expo: Sustainable Energy and Green Building Professional Event* must meet at least one of the following standards:

- **ENERGY STAR®** – ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices, [www.energystar.gov](http://www.energystar.gov).
- **Green Seal** – Green Seal is an independent non-profit organization dedicated to safeguarding the environment and transforming the marketplace by promoting the manufacture, purchase, and use of environmentally responsible products and services, [www.greenseal.org](http://www.greenseal.org).
- **Forest Stewardship Council (FSC)** – FSC standards represent the world's strongest system for guiding forest management toward sustainable outcomes, [www.fscus.org](http://www.fscus.org).
- **California Section 01350 Specification** – Section 01350 contains specification language on environmental and public health considerations for building projects, including product selection guidelines and emission-testing protocols to distinguish low-emitting materials, [California Section 01350 Specification](#).
- **BuildingGreen GreenSpec®** – BuildingGreen's premiere product information service, GreenSpec contains detailed listings for more than 2,000 environmentally preferable building products, [www.buildinggreen.com](http://www.buildinggreen.com).
- **Low Emitting and Alternative Fuel Vehicles** - Vehicles that are either classified as Zero Emission Vehicles (ZEV) by the California Air Resources Board or have achieved a minimum green score of 40 on the American Council for an Energy Efficient Economy (ACEEE) annual rating guide. New model vehicles unable to achieve the above certification prior to the event qualify if they comply with either the U.S. EPA Smartway Elite certification standard or the Smartway standard AND city/highway fuel mileage of 28/30 or higher.
- **Green-e** - All renewable energy certificates (RECs) must meet Green-e products certification criteria. [www.green-e.org](http://www.green-e.org).

### Green Guidelines for Service Firms and Non-Profits

All service companies (e.g., Architects, Builders, Contractors, Engineers, Commissioning Agents, Contractors, Green Building Consultants, etc.) and non-profits purchasing booths at the **Gulf Coast Green Expo: Sustainable Energy and Green Building Professional Event** must meet at least one of the following criteria:

- Minimum 10% FTEs (Full Time Employees) are LEED® Accredited Professionals, [www.usgbc.org](http://www.usgbc.org).
- Company is a current member of the U.S. Green Building Council, [www.usgbc.org](http://www.usgbc.org).
- Company is affiliated with a local Green Building Program (ie., Austin Energy Green Building Program, Build San Antonio Green, etc.).

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## GREEN GUIDELINES (continued)

- Company is an Energy Star Partner: Home Builder or Developer, Manufactured Home Builder, Home Energy Rater, Utility/Sponsor, or Lender, [www.energystar.gov](http://www.energystar.gov).
- Company has completed at least one project certified by LEED, Energy Star, or a local Green Building Program.
- Transportation services and means other than single-occupant, conventionally-powered, conventionally-fueled vehicles such as public transit, bicycles or other human-powered means, carpools, vanpools, and telecommuting.
- Company has committed to the 2030 Challenge/ AIA 2030 Commitment ( please attach commitment letter)

### Green Guidelines for Renewable Energy Firms

All renewable energy firms must meet at least one of the following criteria:

- Meets one of the above services criteria
- Company affiliated with local Renewable association (TXSES, local chapters)
- Company has at least one NABCEP certified installer or professional on-staff

### Green Guidelines for Table/Display Area

In addition to the materials, products and services exhibited at the expo, the Gulf Coast Green 2011 expo would like to ensure sustainable trade show practices and a zero-waste event. The GCG Professional Expo wants to diminish materials from the Expo that will ultimately end up in the landfill instead of responsibly recycled. The Expo is simply “raising the bar”. For this reason the following criteria must be met by all selected exhibitors:

- All Table graphics & signage will integrate sustainable elements 30% minimum post-consumer recycled content, responsibly grown/harvested, natural/renewable fiber, non-toxic, biodegradable, compostable
- Exhibitors will not bring to distribute plastic and non- recyclable promotional giveaways that look like toys, non-data electronics or vehicles for your logo. No plastic cups, utensil, self-adhesive stickers or items wrapped in anything other than paper shall be distributed.
- If exhibitors plan to distribute anything (literature, sample products, or promotional materials), it should meet at least one of the following criteria: 100% post-consumer recycled content, responsibly grown/harvested, natural/renewable fiber, non-toxic, biodegradable, compostable, and electronic data.
- Do not bring Polystyrene( packing peanuts) to Gulf Coast Green.
- All packaging for materials/products is made of certified sustainable or compostable material.
- To promote better indoor air quality, if any additional flooring, signage, counters, paneling will be used for booth construction, the exhibitor will submit a written material usage report which includes information on all materials used. Any new material will only incorporate zero-VOC or low VOC materials such as paints, varnishes and glues.
- Gulf Coast Green has advocated minimizing waste from the onset, with the goal to become a **Zero Waste Event.**: Exhibitors are expected to lead by example and follow the disposal protocol for the event: recycle and compost every recyclable and compostable item in the proper containers; and not contribute to the trash (landfill) containers. Any surplus materials/ products will be taken back by the exhibitor for reuse.

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### CONTRACT FORM

**The 2012 Gulf Coast Green Conference and Professional Expo will take place at the United Way Houston. To participate as an exhibitor you must complete this form and register with payment by the dates listed below.**

Complete this three-page form and email to [expo@gulfcoastgreen.org](mailto:expo@gulfcoastgreen.org), fax to 713-520-5134 or mail to AIA Houston, 315 Capitol, Suite 120, Houston, TX 77006, attn: GCG / Courtney Tutt.

<b>Company Name</b>	
<b>Primary Contact</b>	
<b>Primary Phone</b>	
<b>Primary Email</b>	
<b>cc Email</b>	
<b>Copy for ID Sign</b>	
<b>Address (not PO box)</b>	
<b>City, State Zip</b>	

Gulf Coast Green has established a series of green building criteria for the vendors and service firms exhibiting at the Expo. All exhibitors must submit the list of products to be exhibited at Gulf Coast Green 2012 and their associated green building standard. Gulf Coast Green reserves the right to remove exhibitors that do not meet the green building criteria.

**Please read the GREEN GUIDELINES and initial here \_\_\_\_\_ Please attach the Green Guideline SOQ.**

Please make your booth selection(s) below. View the enclosed floor plan (see website for latest) to check availability before making your selections and listing preferences. This form is for exhibitor registration only. Please visit [www.gulfcoastgreen.org](http://www.gulfcoastgreen.org) for information about sponsorship opportunities and symposium registration.

*For office use only:*

Date Rec'd	Approved	Payment		
<b>Company Name</b>				
BOOTH Number	Standard	Booth Preference		
		1st	2nd	3rd
Lobby Table 5' x 27"	\$600			

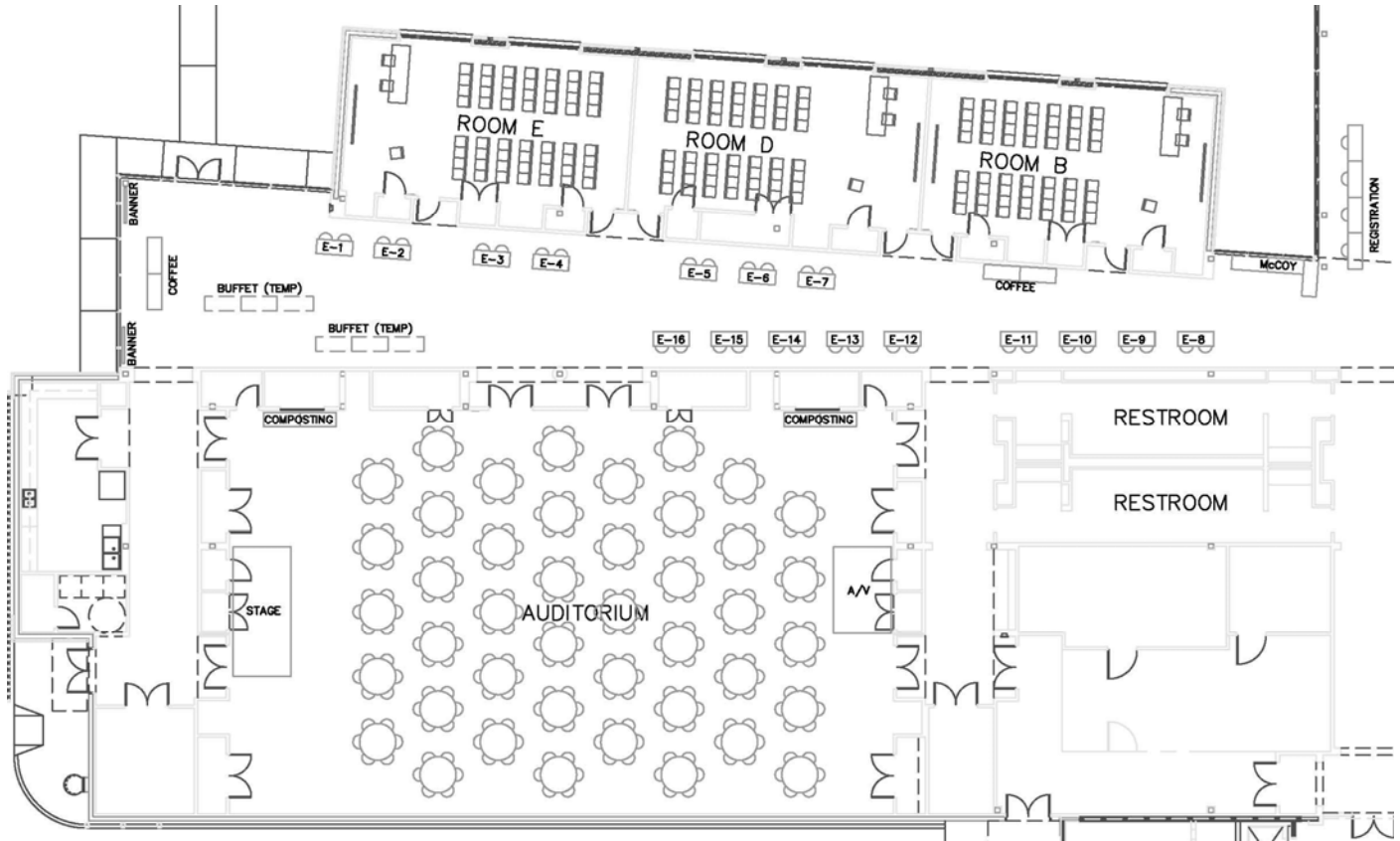
If you have questions or wish to make special arrangements for a booth of more than 2 combined please contact [expo@gulfcoastgreen.org](mailto:expo@gulfcoastgreen.org) or call 713-520-0155 for pricing and availability.

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**CONTRACT FORM (continued)**

**FLOOR PLAN OF GULF COAST GREEN 2012 AT UNITED WAY HOUSTON**



**Payment must be received by April 20, 2012 or the registration is void. Registrations filed after April 20, 2012 must be accompanied by payment. Exhibitors will not be allowed to set up without payment.**

Make checks payable to *AIA Houston* or provide information below for MasterCard, Visa or American Express.

amount due			
credit card		exp	
name on card		cvv2	
signature			

**EVENT PARKING:** One parking space provided in garage per table,

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## CONTRACT FORM (continued)

### CONDITIONS OF CONTRACT

1. **Exhibitor agrees to abide by all rules** and regulations adopted by AIA Houston in the best interests of Gulf Coast Green Professional Expo and agrees that AIA Houston shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show. Exhibitor also assumes responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local and federal governing bodies concerning fire, safety and health, together with rules and regulations of the operators and/ or owner of the Reliant Center.
2. **All products exhibited** will be certified or compliant with ENERGY STAR, Green Seal, FSC, California 1350 Standard, or BuildingGreen.
3. **All service companies** (e.g., Architects, Builders, Contractors, Engineers, Commissioning Agents, Contractors, Green Building Consultants, etc.) and non-profits purchasing booths at the GCG Consumer Expo will be compliant with at least one of the following: Minimum 10% FTEs (Full Time Employees) are LEED® Accredited Professionals; company is a current member of the U.S. Green Building Council; company is affiliated with a local green building program; company is an Energy Star Partner; company has completed at least one project certified by LEED, Energy Star, or a local Green Building Program.
4. **All renewable energy firms** will be compliant with at least one of the following: meets one of criteria listed in item 3; company affiliated with a local Renewables association; company has at least one NABCEP certified installer or professional on-staff.
5. **Sales on show floor** – Without prior written permission, the sale of any goods to be carried away are prohibited on the show floor. There are no restrictions on retail sales via the internet or on the taking of wholesale orders.
6. **Subletting** – Under no circumstances shall space be sublet or shared without the written permission of AIA Houston.
7. **Cross-Selling** – Exhibitors are restricted from cross-selling among other exhibitors to the times prior to, and after, the exhibit hall is open to the public.
8. **Removal of Exhibit** – Exhibitor agrees that no displays may be dismantled or goods removed during the entire run of the Show but must remain intact until the closing hour of the last day. Exhibitor also agrees to remove the exhibit and equipment from the show building by the end of the official move-out period, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred. AIA COTE reserves the right to remove, store or dispose of the exhibit as it sees fit without liability.
9. **The small print** – With the best interests of the show in mind, AIA Houston reserves the right to alter or change the space assigned to the Exhibitor; to change the dates of the event; to revoke or change space assignments at any time if the minimum payment schedule is not met; to alter space assignments in order to create an effective exposition; to require alterations to proposed or existing exhibit designs; to reject or prohibit or remove exhibits or any part thereof at any time and to expel Exhibitors or their personnel if, in AIA Houston's opinion, their conduct or presentation is objectionable to attendees or other Exhibitors. AIA COTE also reserves the right to withhold possession of exhibit space if the Exhibitor has not paid the rental cost of the space in full, or has failed to perform any material condition of this contract or refuses to abide by Gulf Coast Green Symposium rules and regulations. Contract is not binding until accepted by AIA Houston.
10. **Loss or Damage** – The Exhibitor will be liable for and will indemnify and hold harmless AIA Houston from any loss of damages whatsoever suffered by the Show as a result of any loss of damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors, the Show, the owners of the building, their respective agents, servants and employees, and attendees of the show, either on the said space or elsewhere if said loss of damages arose from or were in any way connected with Exhibitors' occupancy of said space. AIA Houston assumes no responsibility for loss of damage of goods before, during the period of the show, or after its closing.
11. **Cancellations** – This contract may be cancelled by the Exhibitor up to 90 days prior to the Show, in which case the Exhibitor accepts responsibility for paying 50% of the amount of the contract. Any Exhibitor who cancels within 90 days prior to the Show will be liable for 100% of the amount of the contract. Exhibit space not claimed by 6:00 p.m. on the final move-in day will revert back to the Show to be utilized at the discretion of AIA Houston. By canceling this contract, the Exhibitor forfeits all rights or claims to the allocated space and AIA Houston is free to rent it to others and collect the cancellation charge as liquidated damages and not as a penalty.

**Please read the CONDITIONS OF CONTRACT and initial here \_\_\_\_\_.**

Last updated December 5, 2011