



Our Commitment

At Shepard, we are committed to conducting our business in a manner that at all times pays particular attention to our environmental responsibilities. Shepard has developed environmental management principles and will promote environmental conservation measures in correspondence with local & national environmental regulations, emphasizing coexistence with the natural environment in the local communities in which we serve. For Shepard to improve our performance year-on-year, we have set in place strategies and processes against which we can measure our performance.

Client Connections

Develop and offer alternative solutions for show organizers and exhibiting companies that accompany the business practices of diminishing the environmental footprint.

1. Green Meeting: Making a difference, one meeting at a time

Shepard has teamed up with MeetGreen® (formerly Meeting Strategies Worldwide), a management, consulting and training firm that works with associations and corporate organizations to produce sustainable, green conferences and corporate social responsibility programs. They are the recognized world leader in green meetings, events, and cutting-edge environmental practices for the meetings industry. They are dedicated to making your conference a premier industry event while using their world-class knowledge of environmentally friendly processes to your advantage. For more information, please visit www.meetgreen.com.

2. Technology

- ❖ EZ Portal for event managers to manage their events and proof the graphics and offerings in a paperless environment utilizing the web
- ❖ EZ Floor Planning, with standard templates to all convention centers and hotels hosted on the web as well as hosting client floor plans in a real time atmosphere
- ❖ EZ Online Ordering for Exhibitors
- ❖ E-Receipts provide the ability to email all order confirmations and receipts to exhibitors, which eliminates the need for hard copies

3. Products & Services

On-site Recycling: 70% of waste generated from a conference and exposition occurs on-site. Therefore, Shepard offers an on-site recycle / donation center for clients at facilities where recycling and removal programs exist. If desired, Shepard will provide staff at the cleaning fee rates to canvas the exhibition hall and gather items labeled as recyclable material. It is the responsibility of the facility to arrange for removal of recycled goods from the property and all fees associated with the removal.

- ❖ **Graphic Products:** Currently Shepard offers graphic products produced with eco-friendly inks on recycled substrates. Due to the process, the graphics are not recyclable through conventional programs. Shepard utilizes the substrates either for reproduction for additional event graphics or in the construction of other products.
- ❖ **Carpet:** Shepard offers three unique blended carpet options made from 70% post consumer recycled materials that are 100% recyclable post-show. All of our carpets are used more than four times and, after the useful life has ended, they are recycled into PVC piping.
- ❖ **Furnishings:** Shepard offers an environmentally friendly exhibiting alternative in the use of booth carpets and floorings, tables, chairs and other display products.

Associate Connections

1. Training:

Shepard provides periodic education and training to foster employees' environmental awareness and concern and to integrate environmental management into training. Shepard promotes the achievement of environmental awards and accreditation by our company and divisions. For an efficient environmental protection, we need motivated and environmentally conscious acting employees with senior staff to provide a good example. In the sense of open communication, our employees are informed on projects and activities relating to the environmental management principles. Moreover, further training for our employees on environmental protection, accident prevention and health protection takes place regularly.

- ❖ Monthly communication provided to employees
- ❖ Quarterly communication with clients (beginning 2009)
- ❖ Community outreach with education
- ❖ Staff training on environmental goals and initiatives

2. Current Standard Programs:

- ❖ Telecommuting for associates that reduces commuting 20%
- ❖ Reduction of energy use with a lights out policy
- ❖ Reduction in resources with a no print policy
- ❖ Promotion of involvement through reward
- ❖ Promotion of innovation through reward
- ❖ Promoting Green Life with financial incentives to employees

Industry Connections

At Shepard, our goal is to be a leading advocate by providing leadership in program development with facilities in which we work, vendors in which we purchase products and services, and partners in which we co-produce events.

Shepard Operations

1. Purchasing

A strict compliance with all relevant legal requirements, codes of practice, regulations and a tradition of setting practical standards when none are in place ensures purchasing works with our environmental commitment. In cooperation with our suppliers, we ensure precautions that all sub-contractors working with Shepard apply these environmental and safety standards. Furthermore, we also advise our customers regarding the environmentally relevant characteristics of all products and services. We openly inform about our environmental policy, environmental impacts coming from our company and about our environmental performance.

- ❖ When possible, Shepard purchases post-consumer recycle products.
- ❖ When possible, Shepard purchases non-toxic chemical solutions.
- ❖ When possible, Shepard purchases renewable resources for post consumption.
- ❖ When possible, Shepard purchases products that reduce natural resource consumption.

2. Design-Planning-Production:

The efficient use of materials and resources with particular regard to the long term sustainability of consumable items take into account environmental conservation and promote continuous improvement while emphasizing pollution prevention, waste reduction, energy conservation and the saving and reutilization of natural resources. We encourage the participation of our subcontractors, suppliers and clients in our environmental goals, seeking to influence the choice of construction material and working methods to make efficient use of resources. This also means that resources used by Shepard, such as materials and energies, are used in the best possible way. This is applicable to all phases within the life cycle of our products that can be influenced, as well as for all company operations. It generally requires a foresighted assessment and consideration of the possible impacts on the environment.

3. Best Practices:

Established and maintained management initiatives within our company with specific responsibility for the implementation of environmental policy with targets to measure the continuous improvement of our environmental performance in key areas through the ongoing establishment of best practice. We will record and measure our performance against considered targets appropriate to the business units and report on these achievements.

4. Recycling

- ❖ Separation containers located strategically in offices
- ❖ Posted separation instructions on waste disposal
- ❖ Enforce waste diversion to local recycler of cardboard, paper, glass, plastic, aluminum

5. Renewable Resources

- ❖ Research all options of diverting waste into a post-consumer recycling program both internally and externally

6. Alternative Fuels

- ❖ Seek to use alternative fuel apparatus whenever possible to avoid consumption of natural resources

7. Current Standard Building Operations

- ❖ Programmable Thermostats
- ❖ Interoffice recycling of all paper, plastic and cardboards
- ❖ Energy Star rated lighting in offices
- ❖ Reduction of energy use with equipment shut off

8. Current Standard Production Operations

- ❖ Bio Diesel Trucks
- ❖ Propane / Natural Gas Forklifts used where permitted
- ❖ Carpet Recycling Program

- ❖ Carpet Padding made from 100% post-consumer goods that is 100% recyclable
- ❖ Carpet made from 70% post consumer recycled materials that are 100% recyclable post-show. All of our carpets are used more than four times and, after the useful life has ended, they are recycled into PVC piping.
- ❖ VERSA Aluminum for Stand Construction (100% recyclable)
- ❖ Digital Marketing to both show managers and exhibitors
- ❖ Use of recycled paper products for marketing materials
- ❖ Event-to-event use of equipment to save on trailer movements
- ❖ Reuse of graphics for either new signage or packing materials
- ❖ Eco-friendly furnishings and booth rental options for exhibitors
- ❖ Sustainable signage and alternate display materials