

MD&M West 2027

Sustainable Booth Contest Official Rules

The **MD&M West 2027 Sustainable Booth Contest** ("Contest") celebrates exhibitors demonstrating exceptional commitment to sustainability in their booth design and operations. This initiative aims to promote eco-friendly practices within the industry and encourage exhibitors to adopt more sustainable approaches.

1. Eligibility

The Contest is open to all exhibiting companies of **MD&M West 2027**. Participation is voluntary and free of charge.

Employees, their immediate families, and individuals living in the same household as employees of **Informa Tech Holdings LLC** ("Sponsor"), its affiliates, vendors, and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these **Official Rules** and the decisions of the Sponsor.

2. Entry Process

- **Submission Deadline:** All entries must be submitted by **January 29, 2027**.
- **How to Enter:** Complete the **Sustainable Booth Contest Entry Form**, available on the MD&M West **exhibitor portal** and **exhibitor tab** on the event website.

3. Judging Process

A panel of judges will review all eligible submissions. Entries will be evaluated based on:

- **Booth Build** – Use of recycled materials, repurposing booth elements, reducing booth size or materials year over year. Exhibitors are encouraged to remove 100% of their display property and flooring to prevent waste. Additional sustainability factors include:
 - LED lighting or other energy-efficient power.
 - Renting booth properties instead of building.
 - Using **Forest Stewardship Council (FSC)**-certified wood.
 - Opting for **bare flooring** or **local suppliers**.
- **Shipping** – Efforts to reduce or consolidate shipments.
- **Employee Travel** – Choosing the most sustainable travel options.
- **Promotional Items & Handouts** – Reducing printed materials and opting for sustainable, useful giveaways.
- **On-Site Assessment** – Judges will assess sustainability implementation during MD&M West 2027.

The winner will be selected and announced on or about **February 20th, 2027**.

4. Awards

The exhibitor with the most sustainable booth will receive:

- **\$250 service credit from FREEMAN** for use at **MD&M West 2027**.
- **One (1) Conference Pass** for MD&M West 2027.
- **One (1) \$300 Hotel Gift Card**.
- **Recognition as the 2027 Sustainable Exhibitor Award Recipient** on the MD&M West event website.

5. Notification of Winner

The winner will be selected and announced on or about February 20, 2027.

MD&M Show Management will notify the winner directly and feature them on the MD&M West event website and social media.

6. Publicity Grant

By participating in the Contest, the **winner consents** to the use of their name, social media identity, likeness, photograph, voice, opinion, hometown, and state for promotional and marketing purposes in connection with the Contest in all media, worldwide, without further payment or consideration.

7. General Conditions

- **Liability Release:** MD&M West, Informa Markets, and all associated sponsors, vendors, and affiliates (collectively, “Released Parties”) are not responsible for lost, late, incomplete, inaccurate, misdirected, or undelivered entries. They are also not liable for any technical failures, unauthorized intervention, or issues affecting participation.
- **Disqualification:** Any entrant found violating these **Official Rules** may be disqualified. Sponsor reserves the right to suspend, modify, or terminate the Contest if unforeseen issues arise.
- **Legal Compliance:** All entries must comply with applicable local, state, and federal laws, as well as event-specific regulations.

8. Sponsor Contact

Sponsor: Informa Markets Engineering
2644 30th Street, Ste. 200, Santa Monica, CA 90405

For any questions regarding the Contest, please contact **Linnette.LaFontaine@informa.com**.