



Exhibitor Application for America Recycles: Innovation Fair

2020 America Recycles: Innovation Fair

The America Recycles: Innovation Fair showcases recent advances in recycling technology, product development, and materials usage. Exhibitors will showcase new recyclable products, goods made from recycled content, innovative education and communication methods or materials that promote more effective recycling, recycling and manufacturing research, and new technologies that are advancing recycling today and into the future. The goal of the Innovation Fair is to connect the public and potential investors with recycling innovators, thereby spurring market development and adoption of new technologies that increase recycling rates, as well as create new products comprised of post-recycled content.

The in-person Innovation Fair is scheduled to take place on November 16, 2020 from 12:00pm-2:00pm Eastern time in the Washington, DC area. In addition, an interactive virtual platform will allow for virtual exhibitors to reach a broader audience, including those outside of the Washington, DC area. The virtual exhibit hall is currently anticipated to be available extended hours on November 16 and potentially including the week/s following the event. More information is coming soon. All organizations are invited to apply to exhibit by submitting this application.

Deadline for Application Submission

To be considered as an exhibitor, please email your form to EPARecycles@epa.gov with the **subject line: Innovation Fair 2020 Exhibitor Application** no later than **September 10, 2020**. Completion of this application does not guarantee your organization will be selected to exhibit at the America Recycles: Innovation Fair. Selected exhibitors will be notified by **September 30, 2020**.

Core Eligibility Requirements for Exhibitors

- Exhibitors must be a signatory of the [America Recycles Pledge](#) by **September 10, 2020**.
- Exhibitors' organizations must not demonstrate a history of significant non-compliance with regulations within the last 5 years.

Evaluation Criteria for Exhibitors

Applicants shall complete a narrative, which will be evaluated based on the following criteria. Priority will be given to applicants with the highest scores.

1. Impact (Possible score: 4 points)

EPA intends to showcase innovative products, technologies, and research that can positively impact recycling rates, the recyclability of materials, the demand for recycled materials, and/or the recycling system in the United States. Applicants should describe what problem or challenge their innovation addresses and/or how it helps meet a market demand. Applicants also should include a description of the potential environmental,

New in 2020: This year, the America Recycles: Innovation Fair plans to showcase exhibitors both online (via a virtual exhibit hall) as well as in person. The ability to host an in-person Innovation Fair will be dependent on Washington, DC's guidance related to the ongoing COVID-19 pandemic.

societal, or economic impacts of the innovation and are encouraged to include quantitative and/or qualitative data where possible. Applications will be evaluated based on achieved or anticipated impact.

Please include examples of measurable results when possible. Some examples of measurable results that convey impact include, but are not limited to:

- **Environmental benefits** (virgin material savings, energy savings, increased demand or quality of recycled materials);
- **Benefits to community or society** (improvements in safety, community awareness of the value of recycling or buying recycled, number of jobs created); and
- **Economic benefits** (recycling or disposal cost saving, increased market demand for recyclables, increased quality of recycled materials, more effective or efficient recycling, improved collection method).

2. Scalability (Possible score: 2 points)

Please describe how the innovation is scalable (replicable across regions and municipalities). Note why and how others might adopt, purchase or replicate your innovation.

3. Financial Feasibility (Possible score: 2 points)

Describe how and why this innovation is capable of being funded (attractive for municipalities, corporations, foundations, investors) and financially feasible (anticipated value created will be greater than costs incurred over time).

4. Life-cycle Approach (Possible score: 2 points)

Describe how this innovation reflects a life-cycle-based approach (looks at a material or process holistically). Considering a life-cycle approach, describe how this innovation is more sustainable than the existing alternatives.

In-Person Exhibition Details

- The in-person Innovation Fair is scheduled to occur in the Washington, DC area on November 16, 2020. The exact location is being finalized and will depend on the number of exhibitors as well as local jurisdictional requirements related to the COVID-19 pandemic.
- Exhibitors may access the area to set up as early as 8:00am Eastern.
- The in-person Innovation Fair hours are 12:00pm-2:00pm Eastern.
- Exhibit tear-down begins at 2:00pm Eastern.
- EPA recommends in-person exhibitors also participate virtually, so that they can connect with virtual participants. For this reason, organizations may want to have another representative staffing the virtual booth to chat with exhibitors during designated times.

Virtual Exhibition Details

- The virtual exhibit hall is anticipated to be available during the November 16 Innovation Fair with extended hours and potentially for the week/s following the event. More information is coming soon.
- During a designated time on November 16, exhibitors will staff their virtual booth live to address questions and chat with virtual attendees in real-time. During all other hours, virtual exhibitors may make available short videos, brochures, flyers, and other electronic materials that can be accessed by attendees.
- The online platform will enable virtual exhibitors to showcase their innovations through Section 508-compliant videos, logos, fact sheets, and other customizable resources, as well as provide an opportunity to interact with attendees using chat boxes/virtual presentations.

Questions

Please contact EPARecycles@epa.gov with any questions.

Exhibitor Application Requirements

Identify the categories that best describe your innovation. Check all that apply:

- ☐ Category 1 - Concepts, prototypes, or products made completely of recycled content
- ☐ Category 2 - Technologies, designs, or measurement strategies that promote more effective recycling
- ☐ Category 3 - Research that advances recycling systems or infrastructure
- ☐ Category 4 - Innovative materials and products that can be recycled more effectively
- ☐ Category 5 - Innovative education and communication methods or materials that promote more effective recycling

EPA will be providing an option to exhibit virtually using an online platform. Please select whether you are applying to exhibit in-person, exhibit virtually (via the online platform), or both. **Note: EPA recognizes the uncertainty of in-person events due to the COVID-19 pandemic. EPA will notify selected exhibitors of modifications to the in-person component of the Innovation Fair as information becomes available.**

- ☐ Exhibit in-person (EPA recommends that each organization also create and staff a virtual booth.)
- ☐ Exhibit in virtual capacity
- ☐ Both

Applicant Information

Contact Name:

Company Name:

Job Title:

Email Address:

Telephone:

Company Website:

Company Address:

In-Person Exhibitor Requests

Exhibit Space: One 6-foot table and one chair will be provided. If additional space or infrastructure is required, please indicate your requirements and include a schematic with the application.

Access to the electrical outlets is limited. Costs will be incurred by the exhibitor for access to electricity. Please specify electrical and/or WiFi needs:

Abstract: Provide up to 150 words describing the innovation(s) and the best website link showcasing the innovation(s). This information will be used in the written materials at the Innovation Fair and for other public communications, including the EPA website and the virtual fair platform. Abstracts will also be reviewed by application judges.

Narrative: Provide a 100-500-word narrative describing how the innovation addresses the evaluation criteria outlined above. This will be used by application judges to determine the eligibility of your innovation to exhibit.