

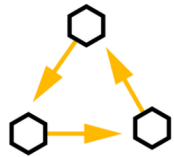
GUIDE TO SUSTAINABLE EXHIBITING

OVERVIEW

Materials used in your exhibit and giveaways must be:



Reusable



Recyclable and/or made of recycled content



Compostable

SIGNAGE & PRINTING

Print on at 100% recycled paper.

Go digital! Reduce printed collateral.

Avoid dates and event hashtags to be able to reuse signage.

Print with a [Sustainable Green Printing Partnership](#)-certified vendor.



SHIPPING



Reuse: Choose reusable shipping containers and re-usable padding.

Wood: Use shipping crates or boxes made of FSC/PEFC certified wood or have recycled content.

Avoid: Styrofoam, packing peanuts, plastic wrap, and bubble wrap.

BOOTH STRUCTURE



Multiple use: Design with reuse in mind. Use FSC or PEFC certified wood to build booth and crates.

Small shipping footprint: Stretch fabric is lightweight and reusable.

New elements must: Use low-or zero VOC paints, sealants, coatings or adhesives, including flooring, counters, & paneling. Be 100% recyclable and/or contain 25% post-consumer recycled material.

FURNITURE & CARPET

Carpet: Opt for darker colored, standard cut carpet which can be reused more times.

Rental: Rent design elements to save on cleaning, shipping and storage.

Illumination: Use LEDs or CFLs for booth lighting.



Night shift: Power down all displays and electronics overnight.

ENERGY

MORE!



GIVEAWAYS & SAMPLES

Serve food and beverage samples in:
Rented glassware or silverware.
100% recyclable or compostable containers.

Choose swag that:

Avoids disposable packaging.

Is made of organically grown or sustainably harvested materials.

Delivers an experience instead of a material gift.



SMART PLANNING

Quantities: Think realistically about what you'll need, and ship or bring appropriate amounts.

End of use: Plan at the point of purchase for how you'll dispose of materials when they reach the end of their life.

Think locally: Purchasing or procuring close to your event site can lower costs and carbon footprint for shipments.



AFTER THE SHOW

Pack in / Pack out: Dismantle, pack, and ship your exhibit materials rather than trashing them.

Leftovers: Take any leftover giveaways with you to use next time.

Donate the rest: Let the facility or event management know what you would like to donate. Programs are often in place to work with local recipients for gently used items.



**HONEYCOMB
STRATEGIES**

THE 5 Rs

R eflect, rethink or replace	Swap out materials with others less harmful to people and the environment.
R educe	Minimize the volume or weight of the materials to be used.
R euse	Continue to use the material, extending its useful life, and then upcycle to a new purpose.
R epair	Fix broken materials to extend their useful life before disposing of them.
R ecycle	Responsibly dispose of items so that they be turned into other materials or products. While traditionally thought of as a sustainable method of waste disposal, retiring an item is still the last option in a sustainable hierarchy.