

Sponsorship & Exhibition Sustainability Practices



REDUCE - REUSE - RECYCLE - REFUSE

Recycle, reuse and reduce at every opportunity to minimise wastage

Offer digital samples or sustainable gifts: reduce the distribution of physical samples or unnecessary giveaways by opting for digital versions or eco-friendly gifts, such as reusable products or those made from recycled materials

Discourage prospects from requesting multiple design proposals from each tenderer for every tender called. Every design not used is waste of design resources and energy.

Encourage digital participation to reduce the need for printed materials, such as brochures and flyers, by distributing information through apps or QR codes, or reuse them multiple times

Design signage to be reusable or recyclable

Choose a carpet free event or switch to fully reusable or recyclable carpet solutions

Use (and encourage the use of) rental items, such as furniture or dishware, where possible

Find more sustainable solutions for lanyards and badges and collect them at exit to reuse them at your next events



DESIGN AND MATERIAL SELECTION

- Wherever possible, use (or propose the use of) more sustainable materials
- Design out waste, for example by designing to reassemble or reuse
- Switch from heavy to light materials in design wherever possible
- Incorporate the use of modular booth systems wherever possible
- Use water-based latex prints instead of UV prints
- Adopt a less is more mentality
- Review the design phase for efficiency (Avoiding production mistakes reduces the amount of waste)
- Opt for quality production methods to ensure longevity (specifically, if material is aimed to be reused for future shows)

Deep dive into
**DESIGN
AND
MATERIAL
SELECTION**

→ **WOOD**

- Use certified wood (FSC or PEFC), or other sustainably managed forest resources.
- Aim for at least 50% of recycled wood material as well as wood-based products with 50% reduced emissions of formaldehyde

→ **CARPET**

- Choose carpet made from recycled and recyclable material and ensure recycling after use where reuse is not possible.
- Reduce offcut waste resulting from the show-floor design, size of the gangways, and the laying technique.
- Install carpets without the use of glue and double face glue neoprene.

→ **PAINT**

- Use acrylic paint derived from plant-derived pigments (not petrol).
- Review possibility of using paint that captures and stores carbon dioxide from the air or is made from recycled industrial waste

→ **SIGNAGE**

- Use digital signage and direct-to-substrate printers where possible
- Switch to cardboard or paper-based signage which is readily recyclable.
- At minimum, switch to non-PVC plastic signage that can be recycled
- Use print carriers that are recycled and fully recyclable after use
- Use eco-friendly materials for substrates (e.g., graphics)
- Use environmentally friendly inks like water-based products and avoid polluting products like solvents

Thanks

Let's____Together