

Guidelines for Green Tradeshow Booths

Environmentally preferable products, services, and destinations are some of the hottest trends in the travel and tourism industry. How better to showcase the greenness of what your business or organization has to offer than with an environmentally preferable tradeshow booth.



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Although no single standard exists for what a green tradeshow booth is, there are some features to consider when producing a green booth. These include: 1. Reducing the amount of waste generated by the production and disposal of your booth; 2. Reduced greenhouse gas emissions associated with transportation of you booth and its staff; 3. Uses energy efficient lighting and A/V equipment; 4 and Supports local communities, both back home and while on the road. Maximize the effectiveness of your marketing by using your green booth as a spring board to talk about how your products, services, or destination embodies environmental and social responsibility.

Greenhouse Gas Emissions Reduction

- Greenhouse gas emissions associated with transportation of booth is offset using either carbon credits or renewable energy credits
- Greenhouse gas emissions associated with staff travel is offset using either carbon credits or renewable energy credits
- Renewable energy is used to power booth through renewable energy credits

Energy Efficiency, Conservation and Management

- Ensure that all equipment is turned off when not in use and at the end of the day
- Booth either does not require lighting or lighting uses energy efficient design
- Booth uses energy efficient electronics
- Alternative shipping to reduce transportation needs (ex. shipping directly to next exhibit location)

Providing Benefits to Local Communities

- Include a donation to local non-profit group as part of you tradeshow booth budget
- Offer to share booth space with a local non-profit group
- Donate time or services to local community while at tradeshow
- Use of art/crafts from local artists

Training and Education for Employees and Clients

- Sustainable practices used in booth are shared with clients and staff
- Include environmental education as part of marketing
- Share with participants your business or organization's sustainable practices

Waste Reduction, Reuse and Recycling

- Booth Construction
 - ◆ Made of post-consumer recycled content
 - ◆ Made of recyclable or compostable materials
 - ◆ Low VOC materials
 - ◆ Design allows for re-use or re-design
 - ◆ Low source of noise pollution
- Booth packaging
 - ◆ Reused, recycled, or made of environmentally preferable materials
- Reduction and Reuse of Paper
 - ◆ Materials are printed on both sides
 - ◆ A system to distribute information electronically (ex. offer small cards or flyers with web site or use promotional USB flash drive with preloaded content)
 - ◆ Unused side of waste paper is used as scrap paper
 - ◆ Use reusable print materials rather than single use documents (avoid printing dates on materials to facilitate reuse)
 - ◆ Use high post-consumer recycled content for printed materials and soy ink
 - ◆ Have a system in place to ensure waste paper is recycled or re-used
 - ◆ A print as needed policy of single use materials (consider using local printers)
- Promotional Items
 - ◆ Made of post-consumer recycled content
 - ◆ Made of recyclable or compostable materials
 - ◆ No unnecessary packaging
 - ◆ Reusable e.g. bags and water bottles
 - ◆ Made of environmentally preferable materials such as organic cotton or bamboo
 - ◆ Serves an environmental purpose such as compact florescent bulbs or flower seeds
- Recycling bins to encourage recycling at booth