

# Center for Sustainable Tourism



## 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 maximize your marketing by using your green booth as a spring board to talk about the and social responsibility of your products, services, or destination.

Going green can be a challenge for the wasteful tradeshow industry, but there are a some features to consider when producing a greener booth. These include: 1. Reducing waste generated by production and disposal of booth; 2. Reduced greenhouse gas emissions associated with transportation of your booth and its staff; 3. Use energy efficient lighting and A/V equipment; 4 and Support local communities, both back home and while on the road.

### Greenhouse Gas Emissions

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

### Energy Conservation

- 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)

### Benefiting Local Community

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

### Employees and Clients Education

- 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 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

- ♦ Made of recyclable and 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
- ♦ 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 Serves an environmental purpose such as compact florescent bulbs or flower seeds

#### Recycling bins at booth to encourage recycling



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