

The background of the entire page is a photograph showing several hands of different skin tones reaching up to touch a large, translucent globe of the Earth. The globe is held against a bright, sunny sky with soft clouds. The hands are positioned around the globe, with some fingers spread out, symbolizing global unity and environmental stewardship. The lighting is bright and natural, suggesting an outdoor setting.

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# Sustainability Guide for Exhibitors

Tips & Tricks for your  
sustainable exhibition  
participation

Sustainability is a key factor of success when doing business responsibly – including in the context of exhibitions. As an exhibitor, you have numerous opportunities to make your exhibition presence more environmentally, economically, and socially sustainable without compromising on quality or impact.

This fact sheet provides you with **specific tips** on how to systematically integrate sustainability into planning, implementing, and following up on your exhibition participation. Whether it's material selection, logistics, booth design, communication, or reuse – even small changes can have a big impact.

Discover practical solutions that can be directly integrated into your exhibition planning – **for a sustainable event culture that benefits everyone.**

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# Sustainable booth design and material selection

## Concept and planning

- ☐ Communicate sustainability goals early to all stakeholders
- ☐ Plan a modular booth using reusable systems
- ☐ Ensure accessibility for all visitors
- ☐ Favor system-based booth construction over custom builds

## Materials and products

- ☐ Choose reusable and fully recyclable materials
- ☐ Opt for reusable flooring instead of disposable carpets
- ☐ Request sustainable packaging solutions from service providers
- ☐ Choose fabric graphics made from recycled, non-toxic materials
- ☐ Avoid using years on printed materials
- ☐ Avoid PVC banners and use eco-friendly printing inks

## Reuse and additional products

- ☐ Use potted plants instead of cut flowers for decoration and offer them to visitors to take home afterward
- ☐ Provide sustainable giveaways with real practical value
- ☐ Digitalize informational materials (QR codes instead of paper brochures)
- ☐ Choose partners with environmental certifications or demonstrably sustainable practices



Look for recognized sustainability labels such as FSC (for wood products from sustainable forestry) or Cradle to Cradle (for circular products).

# Energy efficiency at your booth

- ☐ Switch off all unnecessary devices completely after the exhibition closes
- ☐ Identify safety-related equipment that must not be switched off
- ☐ Use switchable power strips to minimize standby consumption
- ☐ Unplug chargers from power outlets after charging
- ☐ Use energy-efficient devices and technology
- ☐ Use LED lighting instead of conventional light sources

# Sustainable mobility

- ☐ Promote low-emission travel for employees, partners, and customers
- ☐ Avoid domestic flights and use trains as the primary means of travel
- ☐ Organize and support carpooling
- ☐ Make use of Deutsche Bahn event tickets
- ☐ Choose accommodations close to the exhibition grounds
- ☐ Proactively inform customers about climate-friendly travel options



Travel to the event generates up to 70–80% of total trade fair emissions – a significant opportunity for us to reduce our impact together.

# Resource conservation and waste management

## Before the exhibition

- ☐ Integrate waste management into booth planning early on
- ☐ Check materials for reusability and recyclability
- ☐ Reduce packaging materials and choose sustainable alternatives
- ☐ Consult the trade fair organizer about disposal options

## During the exhibition

- ☐ Separate waste consistently according to the organizer's guidelines, or request proper waste sorting if none are provided
- ☐ Offer digital media instead of printed materials
- ☐ Minimize resource consumption (water, paper, packaging)
- ☐ Raise staff awareness about resource-efficient behavior

## After the exhibition

- ☐ Store materials for future use
- ☐ Donate or properly recycle materials that are no longer needed
- ☐ Evaluate and optimize resource consumption for your next event
- ☐ Review implemented measures and identify potential for improvement



# Responsible action and donations

- ☐ Ensure fair working conditions and an inclusive, discrimination-free environment for all
- ☐ Choose environmentally friendly and fairly produced clothing for booth staff
- ☐ Donate unused materials, exhibits, and furniture to social organizations

# Sustainable catering

- ☐ Prioritize regional and seasonal products
- ☐ Offer vegetarian and vegan food options
- ☐ Use reusable dishes instead of disposable ones
- ☐ Hire caterers who operate sustainably
- ☐ Plan quantities carefully to avoid food waste
- ☐ Donate surplus food to charitable organizations

# Sustainable logistics

- ☐ Work with regional service providers and local partners
- ☐ Minimize transport distances through proactive planning
- ☐ Optimize transport volume with efficient packaging
- ☐ Request sustainable packaging made from recycled materials and avoid plastic wrapping
- ☐ Plan loading times and capacities efficiently

# Transparent communication

- ☐ Communicate sustainability goals and measures actively, early, and openly
- ☐ Avoid greenwashing and support all environmental claims with concrete data
- ☐ Use recognized certificates and labels
- ☐ Use clear and accessible language when addressing sustainability topics

## CO<sub>2</sub> balance

When calculating your carbon footprint, always follow this order: **avoid, reduce, compensate.**

Inform organizers and service providers early if you require data for your CO<sub>2</sub> balance.



The EU Green Claims Directive provides important guidelines for communicating environmental claims. Follow these to ensure credibility and legal compliance.

# Staff training and awareness

- ☐ Train booth staff on sustainability goals and measures
- ☐ Discuss sustainability topics in team meetings
- ☐ Appoint employees as sustainability ambassadors
- ☐ Collect feedback from staff on potential improvements
- ☐ Celebrate successes together and acknowledge commitment



A background image showing several hands of different skin tones reaching up to touch a large, realistic-looking globe of the Earth. The globe is positioned in the center, and the hands are spread out around it, symbolizing global unity and care for the planet. The background is a bright, slightly cloudy sky.

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# **Let's shape a sustainable future!**

For further support, please contact:  
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